

June 23, 2004

## UCSC Achieves Goal of Self-Operated Dining Services

### *Vision – Transition – Implementation*

**CUHS, UC Santa Cruz, CA:** Fifteen months ago today, UC Santa Cruz announced its ambitious vision and decision to implement a university-run dining service. After a short fifteen month transition period, the University Dining Services Transition Team (UDSTT) met its deadline and officially opened for business the University Dining Services on June 20<sup>th</sup>, 2004.

Under the stewardship of *Student Affairs Vice Chancellor* Francisco J. Hernandez, the UDSTT group, with the leadership of *Colleges and University Housing Services (CUHS) Associate Vice Chancellor* Jean Marie Scott, *Residential & Dining Services (RDS) Director* Alma Sifuentes, *Business and Support Services Director* Sue Matthews, and *University Dining Services (UDS) Associate Director* Scott Berlin, guided a massive effort by individual students, faculty, staff, administrators, UCSC campus units, community members and other universities to turn a vision into reality.

The motivation was student-led and altruistic: to provide a living wage to dining services workers. The benefits have been countless. Self-operation of dining services has provided the University a way to remain closely aligned with its mission and values and a way to become more responsive to the needs and concerns of students, faculty and staff.

This responsiveness has taken the form of providing organic and locally grown produce and fair trade coffee; good pay, benefits and bilingual training and education for dining services workers; all-you-care-to-eat student meal plans with unlimited entries to the dining halls; feedback-based modified hours of operation and menus; and reaching out to a new clientele: faculty and staff.

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In fifteen short months, the UDS transition team and its 14 sub-committees have produced a business plan and organizational infrastructure; interviewed and hired over 200 employees; purchased equipment and selected food vendors; developed a new time and attendance system; created accounting and fiscal policies and procedures; designed countless web and print marketing, promotional and operational materials; established a “Dining University” to provide ongoing bilingual staff training; had a well-attended, successful “soft opening;” and has already received three awards: an Excellence in Diversity award from the Equal Employment Opportunity/Affirmative Action Office; a Sustainability Award from the Center for Agro-ecology & Sustainable Food Systems; and the Annual Certificate of Merit from the Division of Student Affairs.

In response to surveys and student feedback, the dining halls promise a myriad of entrée menu items that include organic and vegetarian/vegan options and feature popular foods like pizza, tacos, grilled burgers, pasta dishes, deli sandwiches, soup and salads, beverages, and desserts. The all-you-care-to-eat meals, accessible through unlimited entries to the dining halls, are offered seven-days-a-week during the academic year at the Cowell/Stevenson Dining Hall, the Crown/Merrill Dining Hall, the Colleges Nine/Ten Dining Hall, the Porter College Dining Hall, the Oakes/College Eight Dining Hall, and the UCSC Inn Dining Hall. Hours and locations of dining services are modified during the summer. Current information on hours of operations, locations and menus are easily accessed on the web at [www.dining.ucsc.edu](http://www.dining.ucsc.edu).

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