

## PRESS RELEASE

Contact: Raymond Kohl  
Tel: 645-2521 ext.325  
Email: rjkohl@buffalo.edu

FOR RELEASE ON  
November 5, 2007

## UB TO CONDUCT CAMPUS-WIDE DINING SURVEY

*Campus Dining & Shops Annual NACUFS 2007 Customer Satisfaction Survey;  
on-line survey to run November 5-21*

(Buffalo, NY) – Campus Dining & Shops (CDS) will be participating in The National Association of College & University Food Services' (NACUFS) Customer Satisfaction Survey, which will begin on Monday, November 5. This is an annual survey that CDS participates in. This year's survey will be different from years past; instead of the traditional paper scan form, the survey will now be done on-line through the NACUFS website. Additionally, the on-line format will allow the respondent to evaluate as many CDS locations as they wish.

Students, faculty, and staff will receive an email on Monday, November 5, via their @buffalo.edu account with instructions, a link to the survey, and a unique identifier login code. All responses are confidential and go directly to an independent third-party research firm so no identity is associated with responses. At the survey site, participants can rate as many UB dining locations as they wish. All completed surveys will be entered into a drawing where 25 prizes will be given away; including a Grand Prize: a LG 20" LCD Flat Panel TV. The more surveys an individual completes, the more entries they will have in the drawing.

"Campus Dining & Shops uses these survey results to improve our facilities, services, and menu choices throughout the University," said Mitch Green, executive director of Campus Dining & Shops. "We greatly value customer feedback and we have made numerous changes in our Dining Centers, Restaurants, and Campus Shops based on past survey responses." Green added that the on-line format has numerous advantages to the traditional paper scan form, including reduction of paper usage, accessibility for the entire University, and ease of use for the respondents.

The on-line survey takes approximately 3 minutes per dining location and consists of clicking the appropriate box for each opinion. There is also a section for adding additional typed comments. The on-line survey will be available until November 21, 2007, with prize winners being notified by email in early December.

###

Campus Dining & Shops is a not-for-profit corporation established for the general purpose of providing educationally-related services for the benefit of the campus community including faculty, staff, and students. Campus Dining & Shops provides a wide range of services including dining services, campus ID cards, retail services, vending services, and catering services. All purchases made with Campus Dining & Shops help support the UB community, its students and its mission.