

CONVERSATIONS THAT MATTER

Deborah Wallace | Administration & Finance | September 14, 2023

CSUDH PRIMARY SOURCES OF REVENUE

State funding covers 55% of CSU's operating costs

**Collected from students;
Majority of the remainder covering
CSU's operating costs**

**Collected from Students;
Designated per CSU Student Fee Policy**

Restricted donor & gift funds

**Restricted Use; Designated per partner
grant and/or contract**

**One-time funding for future
commitments**

**Restricted funds; Designated per
501(c)(3) organization**

2022-23 OPERATING FUND – REVENUE/SOURCES

Sources / Revenue	Total Budget	YE Actuals	YE Balance
State Allocation	\$ 133,864,000	\$ 133,864,000	\$ -
Student Fees	87,854,129	81,963,871	(5,890,258)
Cost Recovery	9,255,775	9,598,124	342,349
Other Revenues	8,370,384	8,376,450	6,066
Sub-total	\$ 239,344,288	\$ 233,802,445	\$ (5,541,843)
Balance from Prior Year	42,966,383		
Total Sources/Revenue	\$ 282,310,670		

\$5.5 million enrollment revenue shortfall.

Deficit covered by University's central funds.

2022-23 OPERATING FUND – EXPENSES/USES

Uses / Divisions	Total Budget	YE Actuals	YE Balance
ACADEMIC AFFAIRS	\$ 78,920,208	\$ 72,477,949	\$ 6,442,259
ADMIN AND FINANCE	20,749,029	23,231,768	(2,482,739)
ADVANCEMENT	5,603,321	3,617,853	1,985,468
INFO TECHNOLOGY	12,277,377	12,302,051	(24,675)
PRESIDENTS	5,318,326	3,993,556	1,324,770
STUDENT AFFAIRS	17,537,920	16,106,273	1,431,646
Total Divisions	\$ 140,406,180	\$ 131,729,451	\$ 8,676,728
*CENTRALLY MONITORED			
Total Centrally Monitored	\$ 141,904,490	\$ 101,664,054	\$ 40,240,436
Total Uses/Divisions	\$ 282,310,670	\$ 233,393,506	\$ 48,917,165
	Grand Total AADHT Balance		\$ 43,375,322
	Grand Total AADHT Balance w/ Encumbrances		\$ 48,094,851

*Centrally Monitored: Benefits, Utilities, Risk Management, Financial Aid, University Managed Programs

2023-24 CSU BUDGET VS CSUDH BUDGET

Incremental, New Allocations	CSU	DH Final
Health Premiums	\$50,524,000	\$1,505,000
New Facilities	6,032,000	0
Property & Liability Insurance Premiums	13,700,000	533,000
Enrollment Growth	50,648,000	1,475,000
<i>Tuition Revenue</i>	<i>22,440,000</i>	<i>684,000</i>
<i>General Fund</i>	<i>28,208,000</i>	<i>791,000</i>
Hold at CO (Compensation Packages, Debt Service, Other Programs)	232,076,000	0
Total Allocation	\$352,980,000	\$3,513,000

Restricted

Contingent/Unrestricted

CONCLUSION

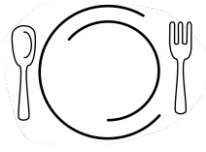


Questions?

Next Budget Lunch & Learn : November 8, 2023

Progress Update March

Food Quality



- Executive Chef Steve Munar joins CSUDH (Feb)
 - Chef Munar highlighted his talents at the Dining Committee (Mar)
- Dining Committee Engagement
 - VOC scores in 60% range, only 106 responses thus far
 - Continue to drive VOC participation and implement a “We Heard You” campaign
- Regional resources on site
 - Continued training in usage of PRIMA Food Production System (Recipes)
 - SOPs in place for production, timing, etc.
- Unannounced March Health Dept inspection resulted in “A” rating

Marketing Plan



- Marketing Calendar
 - Feb Marketing included 4 events (Chopsticks Day, Valentines Cookies, Mardi Gras Cupcakes, Heart Month Dark Choc)
 - March Marketing includes 9 events
- Social Media
 - 50 semester posts w/ 3.9% engagement
 - West coast avg 1.5%
- Student Engagement
 - Authorized in March to activate student focus groups
 - Tabling and Sampling at CSUDH Women's Basketball tournament

Financial Progress



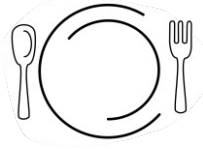
- Financial Risk capped at \$712K.
 - Implementing annual process prior to beginning of CSUDH Fiscal Year to align on expectations
- Revenue continues to lag expectations
 - Catering Revenue being addressed through showcase and exception process
 - Tabling events
 - Catering sales from Feb 22 to Feb 23 ↑ by 14%; from Mar 22 to Mar 23 forecasting ↑ by 50%.
- Expenses significantly improved
 - Scheduled hours ↓ by 28%
 - Labor hours ↓ by 33% (\$523 agency labor in Feb)
 - Training in Food Production and Made to Order
 - Feb Food Cost (COGS) at 37%

Human Resources



- Weekly Leadership Meetings began (Feb)
- Onsite Leadership Changes
 - Michael Burnett joins the team as the new District Manager (Feb)
 - Removed onsite Director and FSM (Mar)
 - Carmen Dessa in role March 13
- Regional Support
 - Jeremy Miller onsite weekly support began (Jan)
 - Employee Focus groups with outside Aramark HR resources (Feb)
 - Matt Hawley onsite week of March 13 for Food and Labor system training

Food Quality



- Catering Showcase hosted April 27th
 - Had ~60 participants
 - Positive Reviews
- VOC results
 - 579 responses YTD
 - Score steady at 65% (goal 70+%)
- Dining Concept Survey
 - Jan-March - 227 responses
 - 73% Mexican Cuisine (Jack's Burrito)
 - 42% Chicken
 - 37% Burger
- Chef Steve will attend an in-depth Aramark Culinary Summit Training in June

Marketing Plan



- Marketing Calendar
 - April - seven events, including Trivia Night, National PBJ day, and National Pretzel Day to name a few.
 - May – six events planned
 - Weekly emails to campus via TAP featuring a "Did You Know" topic or upcoming event
 - Upcoming Events posted on CampusDish
- Social Media
 - Instagram engagement rate at 7.05%, leading the region
 - 21% increase in Instagram followers

Financial Progress



- Steady increase in avg check
 - Feb \$4.85 → March \$5.00 → April \$5.20
- We are seeing participation benefits with the addition of the The Drop
 - Feb 155 transactions
 - March 189 transactions
 - April 143 transactions
- Reduced salary labor by replacing 2 positions with one General Manager
- Continued reduction in overtime and agency labor with a goal of zero
- Reduced scheduled labor as campus activity slows

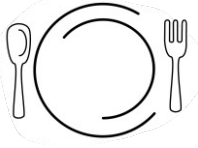
Human Resources



- Compton Culinary Program
 - 4 students hired
 - 2 more potential hires pending
- Analyzing Staffing needs
 - Hired Dennis as the marketing assistant
 - Notification letters of summer layoff process to begin in mid-May
 - Plan in place to analyze staffing and recruiting needs for Fall Opening
- Summer trainings series: Supervisory Leadership, Onboarding, and Welcome Back sessions

Progress Update September

Food Quality



- Second Catering Showcase scheduled for Sept 28th
- Moises Rodriquez attended a 3-day catering training at UCI with Aramark Catering Champion in Aug
- Welcomed Chef Juan Villanueva in Aug
 - A 6+ year Aramark veteran, 14 years in the industry.
 - He enjoys preparing Latin and Italian cuisines
- Working with a new vendor to source compostable utensils, employee waste training with Scarlett Zamora
- Developing a repurposed meal pilot program to support food insecurity

Marketing Plan



- Marketing Calendar
 - Chef pop-ups, Be Well, Do Well , and more
 - 6 Events in Aug, 7 in September
- Social Media – Followership increase of 85% compared to September 2022, Avg Engagement rate of 6.5%
- Health Fair Oct 25th – Build a Meal Kits
 - Aramark will be donating 50+ kits
 - Each kit acts a creative culinary outlet for students and staff to explore a healthy recipe.
 - The kit includes a recipe card, fresh produce and grains, and a sustainable cloth grocery bag.

Financial Progress



- Financial Progress:
 - Catering Growth - 26% improvement over prior year
 - Plan subsidy FY24 \$438K v FY23 \$712K
 - YTD Labor savings year over year \$130K, representing a 48% reduction
 - Prior year cost of sales 48.9%, trending YTD 37%

Human Resources



- Compton YouthBuild Culinary internship
 - YouthBuild Charter School of Cali is a free, project-based charter school, rooted in social justice, for students between 16-24.
 - Congrats to Lacey Zarate and Cristian Godines for transitioning from interns to employees.
- General Staffing
 - 96% staffed as of today
 - 70 Student Workers
 - Welcome Back Training Aug 24-25th
 - 35 people attended
 - Additional classes will be scheduled in 3 wks
 - Marketing Coordinator - internal candidate at final interview

Financial Progress (in 000):

2023-24	July 23	Aug 23	YTD
Total Sales	124	112	236
Food	44	44	87
Labor	65	78	143
Directs	26	39	65
Profit/Loss	(15)	(51)	(66)

2022-23	July 22	Aug 22	YTD
Total Sales	122	98	220
Food	28	42	70
Labor	134	140	274
Directs	38	44	82
Profit/Loss	(77)	(128)	(205)

Financial Takeaways (in 000):

- Proforma approved at (400)
- Tracking to meet 23-24 subsidy target

How to further grow:

- Recommending Mandatory Declining Balance Meal Plan for all students
 - Supports budgeting for food
 - Financial aid can be used to put towards balance
 - No cash carrying needed, purchase linked to student ID
 - Improved campus life and meal time socialization
 - Improved food security
 - Allows for increased hours of service, including expanded weekend and holiday hours

