

# Colleges Merge Services Under Hospitality Banner

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**A**s colleges and universities seek to become more welcoming to students, an increasing number are re-branding many functions under the banner “Hospitality Services.”

Most are typically operated by an auxiliary services organization – retail and resident dining, catering and conference services, campus cards and in some cases, lodging.

Sodexo, the food service contractor, has termed its dining and catering services “hospitality” at several campuses, including Fordham University, New York City, Rensselaer Polytechnic Institute, Troy, NY and Niagara University, Niagara, NY.

Michigan State University, East Lansing, MI, has perhaps the widest range of activities under its Department of Residential and Hospitality Services: student housing, resident and retail dining, c-stores, lodging and conference services, recreation facilities and even interior decorating.

Penn State University, State College, PA, similarly incorporates its two hotels, conference center and catering services with residential and retail dining.

Azusa Pacific University, Azusa, CA, includes dining, campus card, catering and conference services under the hospitality label.

## **Customer Experience Focus**

The new groupings are focused on the “customer experience” – customers being students, faculty, staff, parents, other guests and campus conference attendees. The underlying support departments – dining, catering, conference, campus card and the like – interact on a regular basis.

On some campuses, these have been separate departments; on others, all or some of the services are incorporated under an auxiliary services department or separate corporation, such as the faculty-student associations at the State University of New York.

The “Hospitality Services” title says to students and others, as the old National Restaurant Assn. slogan proclaimed, “We’re glad you’re here.”

*Clarion’s hospitality services experts can help you improve all the features of your customer-centric programs. For information, contact Tom Mac Dermott, 603/642-8011 • Angela Phelan, 973/544-6223 • Ernie Wilder, 703/282-3030 or e-mail us at [info@clariongp.com](mailto:info@clariongp.com). Visit our website, [www.clariongp.com](http://www.clariongp.com).*