

ARAMARK expands operations

Service provider examines health issues, payment options, fruit juice

By FRANK WILSON
CONTRIBUTING REPORTER

The main food service provider at the university expects to expand its operations in the next couple of years. Currently, ARAMARK is in negotiations with the administration to sell food in the new Information Systems building which will be erected on campus, according to John Anderson, the vice-president of finance and administration.

"We're going to be building ... an Information Systems building behind Worrell (Professional Center). That building will feature a bookstore and a food service area," Anderson said.

Anderson was reluctant to release any further details because the negotiations have not been completed.

Scott Ownby, the director of dining services, discussed certain student concerns about the future of ARAMARK.

One of these was the ever-popular complaint that there are not enough healthy food choices in the Benson University Center food court and in the Pit.

There's "not a lot of variety," freshman Michael Wien said.

"It's not as healthy as it could be," freshman Audrey Young said.

Ownby responded by saying, "We feel like there are a number of healthy choices ... I think that the vast majority of students don't look hard enough. Perhaps we should do a

better job of promoting those items."

He said that in the past healthy foods have not been received well. He cited one specific incident, saying, "In the past, we offered things like tofu and nobody touched them."

According to Ownby, ARAMARK decides what it will provide based on student committee input, market reports on what students buy, customer satisfaction surveys, and lis-

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tening to what students and other customers say.

The problem with offering healthy foods, Ownby says, is that often what students say they want and what they actually purchase are not the same.

"If you take a hundred students ... they'll all tell you that they want light and healthy, but they vote with their pocketbooks for the burger and fries. ... You guys vote with your sales dollars, so we want to provide you with what you guys want," Ownby said.

The selection of juices, which has recently emphasized Ocean Spray, is chosen similarly. However, this emphasis does not mean that alternatives do not exist.

"Quite frankly, we try to provide the juice selection that is the most popular. The drink business is cyclical ... we're always changing things," Ownby said. He went on to say that Ocean Spray is both cost-effective and good, but that Veryfine and Minute Maid juices can also be found on campus.

ARAMARK cannot heed student input when it comes to the Student Government initiative which would allow the meal card to be used to purchase off-campus food at restaurants such as Boston Market.

"Basically, that's not possible because we come under federal banking regulations. If my card is used at other merchants off campus ... I have issued a credit card according to federal regulations. We're a food service provider, not a bank," Ownby said.

A popular misconception is that ARAMARK is the sole provider of food on campus. Though ARAMARK's contract with the university can be considered fairly exclusive, Pizza Hut's operation on campus is in fact totally independent.

Tickets

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with organizations can receive as many as eight tickets through the lottery process. The number of tickets available to non-affiliated individuals went up from six.

Schippers said, "If a group has 84 members, they can send five representatives to get the desired combination. These five representatives come and sign up before, but get different lottery numbers. They can block as many as they want, up to 20."

Schippers also said that no group can come on the day of the lottery and sign up.

Schippers said that she realizes that students were upset with the first process, and she stressed that she had nothing to do with the process. She said that she only went to the lottery to see how it was going. "Honestly, I had nothing to do with it, except just to help," Schippers said.

"I thought it was all right. But the people who are willing to wait on line for good tickets are being cheated. It's not a bad idea in the way of everyone getting the same chance at tickets, but the good tickets should be given to the people who show the effort. I know a lot of people who are willing to wait a while for tickets, and they deserve the best ones," freshman Matt Udvari said.

Schippers said, "I realized that (the people running the lottery) were not prepared and so I stayed to help. There were several kinks and I was glad to help and work with the Ticket Office." Schippers also said that she believes that cheating occurred regularly within the lottery system.

There are many students who were against the process from the start. Sophomore Elizabeth Rogers said, "I thought the new ticket distribution system was asinine, so I joined the Screamin' Demons to avoid being frustrated by the whole process."

The next pick-up date is Dec. 8. SG will now be helping out at the ticket allocation to make sure it goes smoothly and that people don't cheat.

Before the pick-up, Schippers will send notices to the presidents of all university organizations and speak at some meetings. The UMass-Wake Forest game at 8:30 Dec. 14 is among the games for which tickets will be available, and Schippers said that Residence Life and Housing has extended the residence hall move-out date to December 15 so students can stay in the dorms on that night and go to the game.

The next pick-up is expected to be the biggest one. Schippers said she wants it to run smoothly because she expects 250 students to be at the lottery.

She said, "It'll still be mass chaos though." Schippers said that no students have ever been shut out from tickets on the day of the pick-ups. The lottery numbers are given out between 1 and 2 p.m., and the lottery starts at 2.

People that show up after 2 will be turned away, but they can get tickets the next Monday morning at the Athletic Office.

The initial flyers distributed at the beginning of the semester introducing the new allocation process from the Athletic Office stated that it had the support of the Student Government, when it actually had not. SG wanted the Athletic Office to apologize because they knew that SG didn't give their approval.

Climate

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Kuh's primary recommendation was that student affairs make student learning its top priority, thereby contributing actively to the university's academic mission. In order to accomplish this goal effectively, Kuh said student affairs must focus both on engaging students in activities related to academics, as well as addressing issues outside of the classroom, such as forming identity and managing emotions.

"A necessary step is to translate

"You can't compel people to be curious."

Ken Zick
Vice President for Student Life and Instructional Resources

Wake's values into terms that describe student behavior outside the classroom," Kuh said.

Zick sees student leadership in Student Government, campus publications, the judicial board and honor council as a big influence on university values. He asserted that many alumni discern after graduation the education in culture and values which they received here during their undergraduate studies.

"Values are not dictated from above," Zick said. "They arise from a symbiosis of institutional values as they play against peer culture. Peer

culture is the primary determinant outside the classroom in fashioning student values."

Implementing these values, according to Kuh, could involve encouraging students to take part in learning opportunities outside the classroom such as cultural events. According to Kuh, student affairs must challenge students to devote the necessary time and energy to these types of intellectual activities. Zick saw this as attainable through the incorporation of discussion of relevant campus issues into actual academic courses.

He also said faculty advisers contributed to the health of many student organizations and promoted deeper faculty-student interaction in and out of the classroom. To have a faculty adviser working with any student organization means that there are connections," Zick said.

Kuh challenged student affairs and faculty to "encourage, cajole, and challenge students to devote the necessary time and energy to these activities."

Zick said there are better ways to encourage intellectual involvement than by doing it artificially. "You can't compel people to be curious," Zick said. "I really think there are natural ways of involvement that can naturally emerge and do," he said.

Zick said that it is one duty of student leaders to encourage students to take advantage of the abundant intellectual opportunities here, which are found much more rarely after graduation. But students' academic loads and busy schedules sometimes impede participation in other things.

"It is hard to break away and do things unconnected with papers and just for the love of it," Zick said.



Carlton Ward

Thanks Mom!

Sophomore Brad Ouder Kirk crosses the quad after receiving a package at the post office. Since most students do not receive mail on a regular basis, receiving a package is a cause for much excitement.

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SG

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distribution policy. Initially, the athletic department conducted distribution using a lottery system in which each student could receive a maximum of six tickets.

The department adopted this system to prevent students from camping out for tickets, as had happened in previous years. SG opposed the new system, saying it prevented students from blocking rows of seats for games. Schippers met with Joel Nielsen,

the associate director of athletics marketing, last week to present SG's proposals for a modification of the system.

Schippers and Nielsen devised a new plan in which student organizations will be able to sign up for up to 20-seat blocks of tickets in advance. Also, individuals can now receive up to eight-ticket blocks.

For an organization to block seating at games, a representative must sign a form in the SG office a week in advance of the ticket pickup date and be present at the distribution with one student pass for each ticket he will collect.

An organization will be permitted

to send up to four representatives to collect tickets, allowing groups to receive four 20-seat blocks.

The distribution will still be conducted on a lottery basis to prevent students from camping out to get better tickets.

"The new system is better because it will help people to block, yet will decrease the amount of people waiting in line," Schippers said.

Later at the meeting, SG announced that it will sponsor a campus-wide party at 8 p.m. Nov. 21 in the Potent Lounge. The Student Relations Committee will also sponsor an open forum on the Kuh Report at 8:30 p.m. Monday in Benson 401.

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