Henry Ford College
Technology Investment Fund
Progress Summary

NAME OF PROJECT DIRECTOR		SCHOOL/DEPARTMENT/DIVISION
Eric Gackenbach, MBA, CEC, CHE		BEPD, Hospitality Studies

CURRENT DATE	SEMESTER GRANT AWARDED	PROGRESS REPORT STATUS (Please check one of the boxes.)
March 27, 2019	Fall 2016	☐ Interim ☒ Final

PROJECT DESCRIPTION: *Provide a brief summary of the project.*

Install six digital menu boards and one pop board in the Skylight Café, Culinary Wellness, and Fifty One O One. Use the boards for customer communication and to train Hospitality Management students on how to use them. To utilize current industry technology when training students. To improve the speed of service and guest experience in the quick service outlets. To better communicate wellness, Halal, and special options to dining services customers.

ITEMS PURCHASED: *Please indicate how you spent the funds allocated to you. Where are items purchased currently being used? (Attach a separate sheet if necessary.)*

Six digital menu boards and one pop board in the Skylight Café, Culinary Wellness, and Fifty One O One.

OUTCOMES EXPECTED: *What were the outcomes/goals expected from the project as listed in your original proposal?*

Utilize current industry technology when training students. Improve the speed of service and guest experience in the quick service outlets. To better communicate wellness, Halal, and special options to dining services customers.

PROJECT EVALUATION: *Please summarize how the project was evaluated and the result of that evaluation. What evidence do you have that the outcomes/goals were or were not met? Please include data collected – questionnaire results, etc. Were there any benefits you may not have expected? Were there any liabilities you may not have expected? Please share any strengths and weaknesses of the proposed project. Your candor will be of help to others.*

The digital menu displays have been in operation for a full semester and provide information daily in the Skylight Café and outside the Fifty One O One student-run restaurant. Messaging has been modified and improved over time using existing college creative tools (Graphic Department and artwork, HOSP Marketing and Service instructor). Student learning outcomes are assessed in alignment with the associated Hospitality Studies courses incuding Dining Room Service and Operation, Dining Room Captain, Culinary Skills & Nutritional Cooking, Fundamentals of Baking, and Hospitality and Travel Marketing.