



# DINING HALL PROVIDES HOMELIKE ATMOSPHERE

**CASE STUDY:** Dining Hall Redesign

**INDUSTRY:** Independent Day and Boarding School  
Grades 5 through 12

## Custom Program Drives Student Excitement and Helps Fulfill the School's Mission

### MOTIVATION FOR CHANGE

The school has an engaged community of 675 students, including 200 boarding students from 20 states and 30 countries. The integration of international students and local day students introduces diverse perspectives and various cultures. Outdated dining facilities, an unhealthy, generic menu offering prepared excessively in advance and served inefficiently resulted in low student satisfaction. The Dining Hall was intentionally excluded from enrollment visitations.

### PARTNERSHIP OBJECTIVES

- Modernize the appearance of the dining hall
- Improve food quality and standards
- Align the program with the school's mission of active learning through community connection
- Improve the everyday campus experience
- Create a program the school can showcase to prospective families

“ We cannot say enough wonderful things about the Brock team. Their thoughtfulness and dedication to the faculty and students are second to none. As a side note, my daughters both have celiac disease, and we have never felt more at ease with them eating food that is prepared outside our home than we do with the Brock Team. Thank you again.

– Tom ”

## BROCK'S IMPACT

Brock and the school generated a plan to redesign the dining hall and the service experience. The solution was replacing the current service method with a station-style of service. The vision was to bring the kitchen into the dining room. Destination dining locations would allow menu items to be prepared and finished fresh in front of the students.

Strategic planning sessions took place with Brock's marketing team, culinary experts, district managers, and the school's key stakeholders. The vision for the dining hall was presented and well received by the administration. Four distinct stations, along with a soup/salad bar and beverage station, would be the dining room's focal points. Streamlined trash handling and composting stations would afford a focus on the environment and minimize waste.

### The school has benefited in the following ways:

- The dining program mirrors the school's mission.
- Students with diverse backgrounds can gather to experience a family atmosphere and enjoy the tastes of home.
- Brock introduced a continuous dining platform that resulted in the dining hall becoming a social destination.
- Dining satisfaction scores, food quality, and the school's pride in its program have greatly improved, allowing the dining hall to be a focal point of campus tours.
- All catering, including premier events, is now done on campus by Brock, not outsourced or held off-campus.
- Improvements in food quality, presentation, and customer service have positively impacted retention and recruitment initiatives.



## ABOUT BROCK

With nearly 95 years of foodservice management experience, we understand that no two clients have the same needs. We take the time to understand our client's past, explore their current situation, and collaborate to design a custom foodservice solution.

If you'd like to learn more about the Brock approach, contact us at [sales@brockco.com](mailto:sales@brockco.com) or 866.468.2783