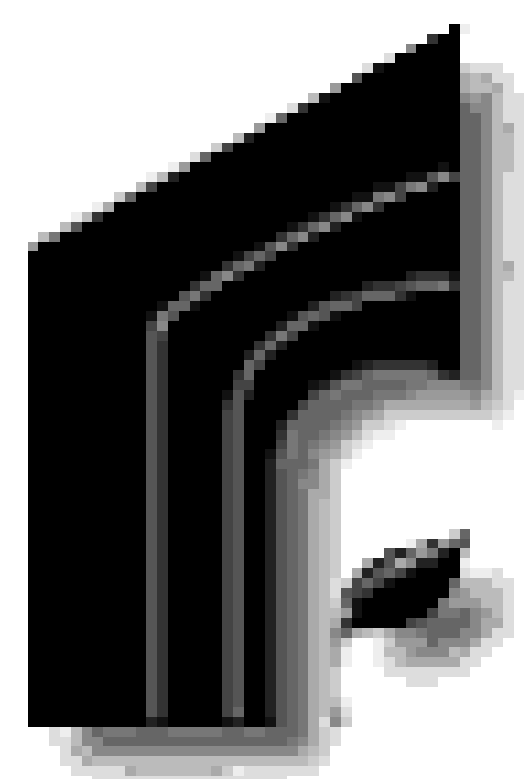


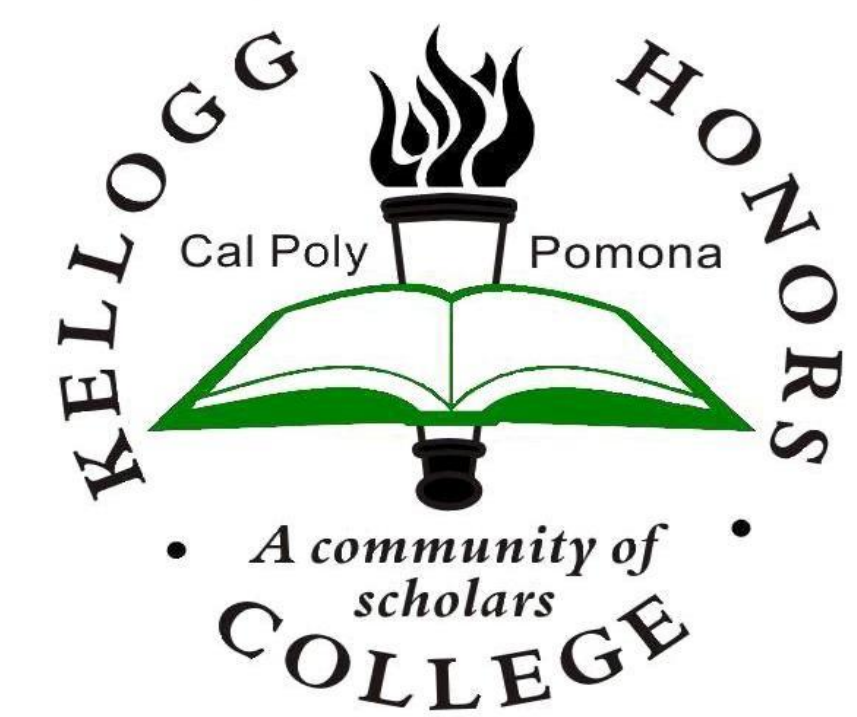
# Analysis of Student-Run Restaurants in Southern California



**Lucas Smeets, Hospitality Management**

**Mentor: Professor Lesley Butler**

**Kellogg Honors College Capstone Project**



## Abstract

An important aspect of learning within your college major is to read about the topics within the field. This includes learning through textbooks, slideshows, or studies. Debatably, an even more important way to learn is by actually putting learned skills to the test. Some school programs miss this step, and students tend to learn information in the outside field, either through internships or post-graduation jobs. Hospitality management, and specifically the restaurant industry, is large and constantly growing. This led to the creation and maintenance of student-run restaurants in colleges, with a focus on students learning about the foodservice industry, using actual guests, actual recipes, and actual techniques. Not only do students get course credit for their work, but also they gain real-world experience that will carry over to thousands of operations. Three schools for hospitality management are recognized as having strong hands-on student-run restaurants in Southern California, including Cypress College, Cerritos College, and California Polytechnic University in Pomona. Differences in these programs are highlighted, along with certain strengths and weaknesses.

## Research Findings

Below is a general table-form of comparisons within the three student-run restaurants studied, including the Restaurant at Kellogg Ranch, Cypress College, and Cerritos College. Specific details may be found in the paper.

	 <b>California Polytechnic University, Pomona</b> <i>Restaurant at Kellogg Ranch (RKR)</i>	 <b>Cypress College</b> <i>Cypress Bistro</i>	 <b>Cerritos College</b> <i>Culinary Arts Cafe Falcon Room Restaurant</i>
<b>School System</b>	Quarter system, with 3 quarters and optional summer	Semester system, with 2 semesters and optional summer	Semester system, with 2 semesters and optional summer
<b>Units</b>	8 units, with a 4 unit course required quarter prior	3 units	8 units
<b>Weeks of Service</b>	7-8 weeks depending on the quarter	10-11 weeks depending on semester	15 weeks
<b>Days Open</b>	Tuesday-Friday for Lunch, Wednesday-Friday for Dinner	Thursday	Monday-Thursday
<b>Times Open</b>	11:30am-1pm Lunch, 6:00pm-7:30pm Dinner	12:00pm-1:00pm	11:00am-1:00pm
<b>Location</b>	On Cal. Poly's Campus, within the Hospitality Department	Off main campus, in Anaheim	Both restaurants located on campus, by student center
<b>Number of Instructors</b>	1 FOH instructor and 1BOH instructor per section (4 total)	1 FOH instructor and 1 BOH instructor	1 Chef instructor
<b>Menu Costing and Creation</b>	BOH instructor make menus based on previous trends and seasonal ideas every quarter	BOH instructor makes menus, rotating items every week for different themes	Chef makes, rotating menus every week for different themes
<b>Menu</b>	Rotates every quarter, typically 6 appetizers, 5 entrees, and 5 desserts. Lunch performs on an a la carte style, while dinner is pre-fixe	Menu is prix fixe, with theme changing every week	A la carte and prix fixe depending on the week
<b>Price</b>	A la carte lunch- \$11.00, prix fixe dinner- \$30.00	Prix fixe- \$13.00	A la carte cafe- \$7.00, A la carte falcon room- \$8.00, Prix fixe falcon room- \$15.00
<b>Seats</b>	100 seats	40 seats	50 seats
<b>Training</b>	Week long training before service, along with one training day a week	Several weeks before the restaurant opens, along with training before each day of service	Several weeks before the café opens, and one week of training before the Falcon Room Restaurant
<b>Positions/Rotation</b>	Several rotations including FOH and BOH	Several rotations including FOH and BOH	Rotations focusing in BOH
<b>Management Team</b>	A course a quarter before devoted to making a management plan, one week of management in quarter	No management plan	No management plan
<b>Marketing</b>	\$20 marketing budget per management team, used in various ways	Word of mouth and website	Word of mouth and website
<b>Website</b>	Outdated, featuring old features. Otherwise simple to navigate and features lots of information	Lack of images and curriculum program information	Lack of curriculum information, some links not working
<b>Reservations</b>	Opentable reservation system	Able to call to make a reservation	Able to call to make reservation for falcon room
<b>Banquets</b>	Yes, able to set up through FOH instructor	No	Yes, during specific weeks
<b>Alcohol</b>	Beer and Wine selection	No	No
<b>Summer</b>	Lunch only	No	No
<b>Yelp Rating</b>	83 reviews with a 4.3 star average	4 reviews with a 5 star average	10 reviews with a 4.3 star average
<b>Payment</b>	Cash, Debit, Credit, and Meal Points accepted	Cash accepted	Cash, Debit, and Credit accepted
<b>Donations</b>	Donations go straight to the college	Donations go straight to the college	Donations go straight to the college

## Conclusion

All of these systems in these student-run restaurants work, but are created for their own environments. Pointing out specific pros and cons of each system will not necessarily carry over to the other restaurants. Similar points can be made about restaurants in general, where specific demographics and themes are targeted. The student-run restaurants at different colleges and universities all have different price points, themes, and systems, just to name a few. Each system is developed based on the circumstances of the university, and the older a program gets, the more solidified it becomes. Comparing these organizations with each other will not provide much benefit. Constructive comments regarding the student-run programs include renovation of the websites, as it is hard to find the student-run operations online, meaning that there are little to no walk-ins at these operations due to the lack of marketing and knowledge. Many college websites have a couple pages devoted to the student-operated restaurants, however, information is very limited, and can only be truly understood by experiencing the program.

If any conclusion may be made, it would be in regards to the growth of hospitality programs and the increased need for hands-on learning, where student-run restaurants are a beneficial way to learn about the industry firsthand, and not only through textbooks. Many schools nationwide are opening up restaurants like the ones in Southern California, such as Merrillville school, which opened in 2017 (Post Tribune, 2017), or UNLV's recent restaurant program, which also features management teams as a part of the curriculum (LVS, 2016). The need for more hands-on learning and education applicable to the industry has seen a huge growth, and the rise of hospitality management schools and increasingly intensified programs only prove this fact.

## References

- Carlson, C. (2016, June 04). Merrillville students to get taste of restaurant business. Cerritos College- Culinary Arts Curriculum. (n.d.). Cerritos College Culinary Arts Program on the American Health Journal. (2012, August 29). S. (n.d.). Cerritos College- Cafe Weekly Menus. The Collins College Of Hospitality Management. (n.d.). Cypress Bistro Menu November 5, 2015. (2015). Cypress Bistro Menu Spring 2017. (2017). Cypress College Cypress Bistro Schedule. (n.d.). Dulaney, J. (2013, December 03). Cerritos College culinary arts serves up success. (2015, November 20). UNLV class imparts restaurant management skills. National Restaurant Association. (2017). Restaurant Industry Sales. XPAND Corporation: America's Career InfoNet Development Team. (n.d.). Industries with the Largest Employment.