

Auxiliary Services Report

Business

Development Office



THE UNIVERSITY
OF THE
WEST INDIES



Introduction

Throughout the academic year (2022/2023), The Business Development Office, initiated a series of surveys.

1. **Staff Auxiliary**
2. **Businesses on the Campus**
3. **Student Services**



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Overview

This survey would be coupled with the business analysis survey which would explore the gaps and seek to enhance the delivery of auxiliary services to better support the needs of our valued stakeholders.



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Aims & Objectives

1. To identify the challenges and service gaps that the staffing population may be experiencing
2. Any area(s) of business opportunities that they may wish to identify to better serve the community.



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Outline

Demographic Summary

A breakdown of the
bio-data collected

Food Services

An assessment on
the food and
beverage operators

Financial Services

An assessment on
the banking and
financial operators

Professional services

An assessment on
the professional
services providers

Recommendations

Where do we go from
here?



Methodology



Sample Size

281 employees of the University of the West Indies (UWI)

Data Collection Method

Structured questionnaire administered digitally

Mona Messaging

Union Representatives

Data Collection Period

September – October 2022



Demographic Summary

- A total of 281 individuals completed the auxiliary services survey. Among them, 225 individuals were women, 51 were men and 5 chose not to disclose their sex.
- The demographic data are highly skewed towards women; thus, values are represented as a percentage of each group where applicable

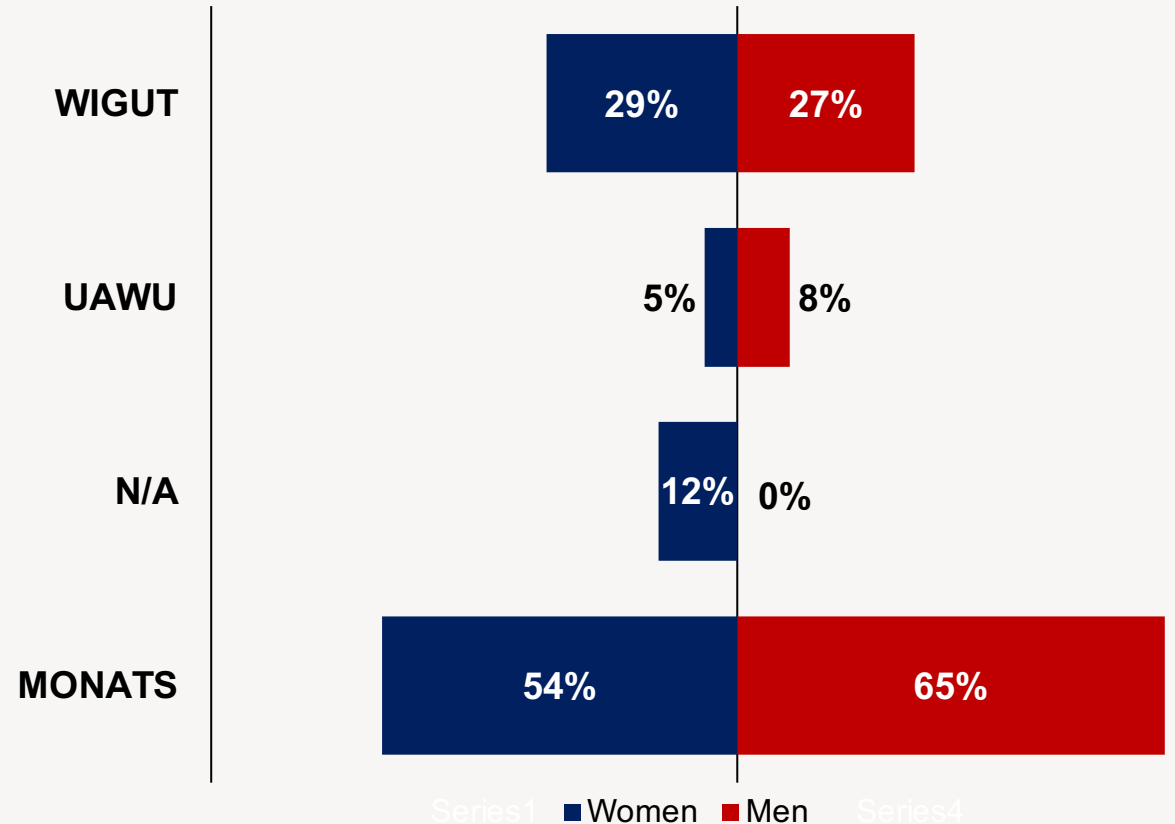


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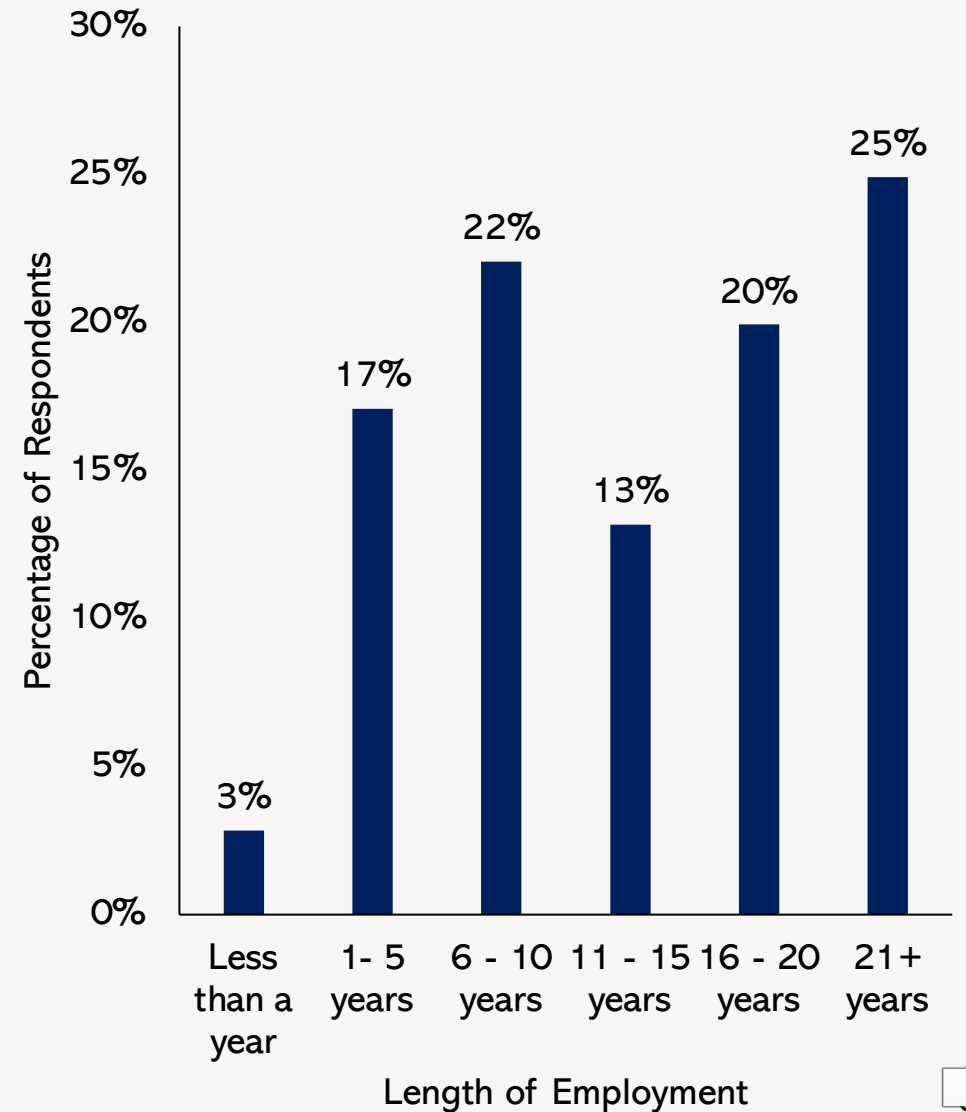
Sex and Unions

- A total of 95% of individuals surveyed are members of a union
- 65% of men and 54% of women are members of WIGUT, while 27% of men and 29% of women are members of MONATS
- Only women are members of UAWU, accounting for 12% of the female respondents



Length of Employment

- A quarter of respondents have been employed at the UWI for over 20 years, the greatest percentage of the groups
- A fifth have been employed for 16 -20 years and only 3% joined staff within the past year, representing the lowest of the groups
- Employees at the UWI for 1-10 years represented 39% of the respondents



Food Services



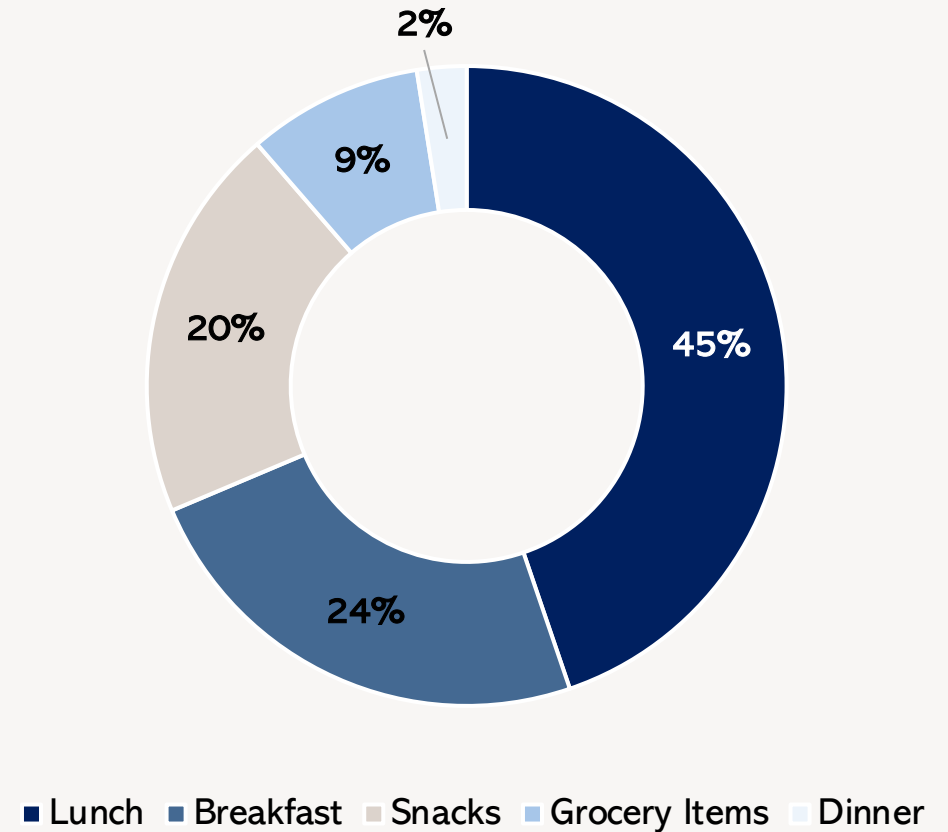
Food Acquisition and Frequency

- 78% of respondents obtain food on campus, with the majority of those (45%) doing so multiple times each week
- Approximately a quarter of respondents (24%) obtain food on campus one or twice per week
- 17% obtain food daily and 13% do so once weekly



Items Purchased

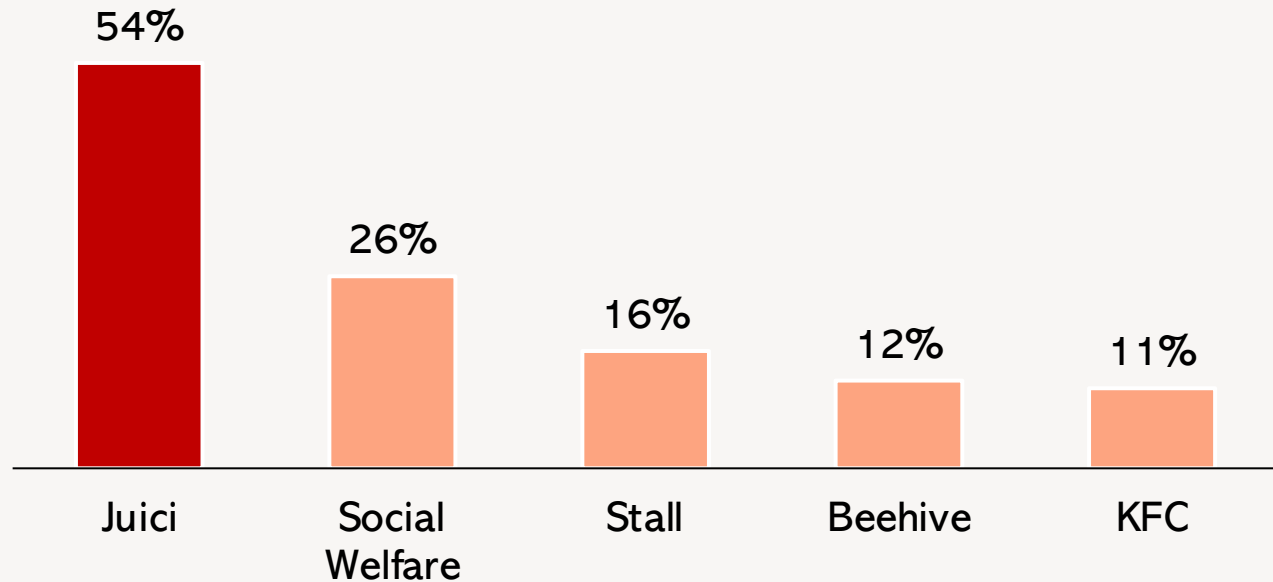
- Lunch items are most purchased (45%), followed by breakfast items (24%), snacks (20%), grocery items (9%) and dinner items (2%)
- Convenience was the top-ranked factor affecting the purchase of food items among 64% of respondents. This was followed by cost (42%), taste (33%) and nutritional value (24%)
- Food Safety and Diversity were important to only 1% of respondents



Food Locations

- The accumulation of stalls is visited by 16% of respondents, while Beehive and KFC were visited by 12% and 11% of respondents respectively

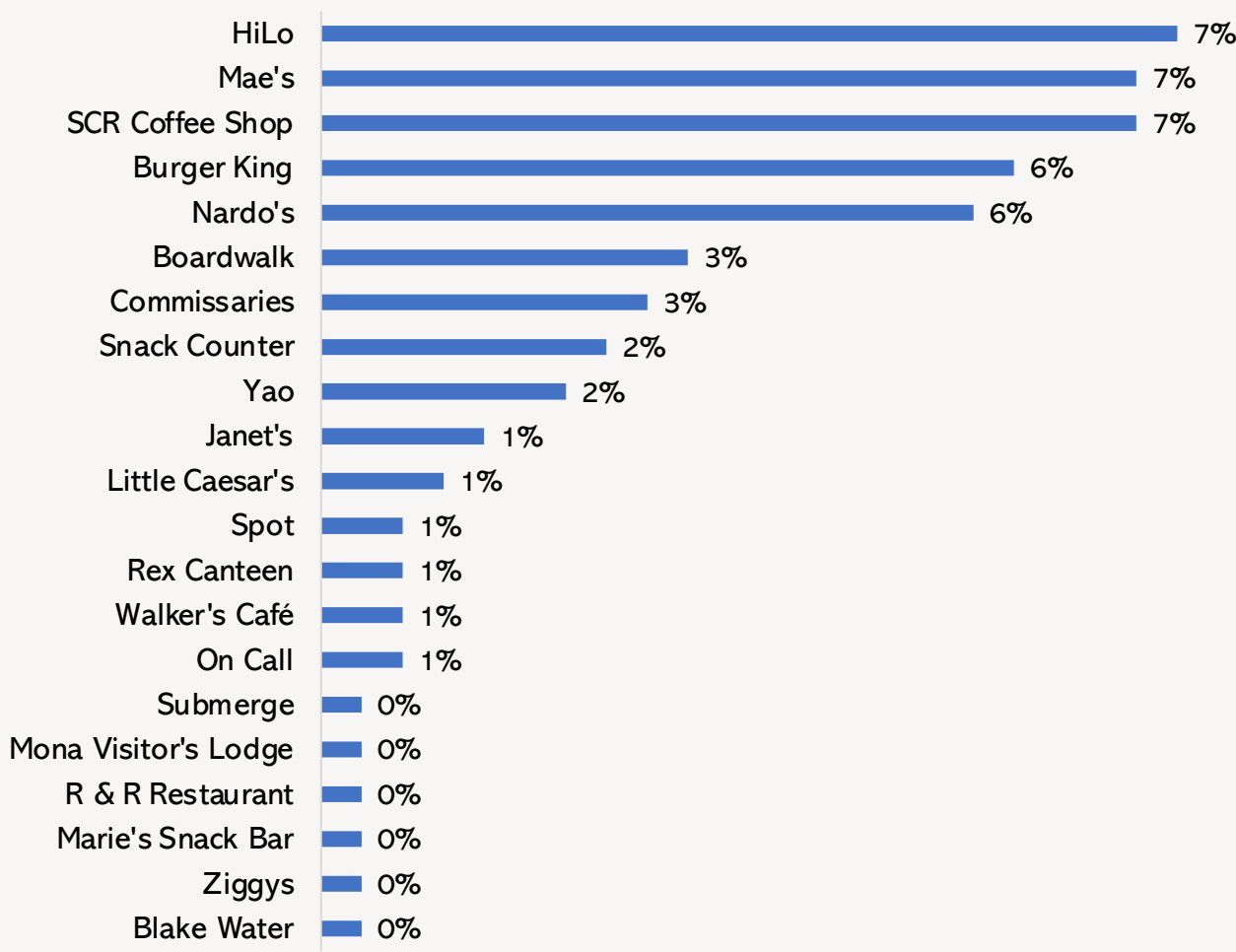
- A total of 26 locations are identified as sources of food on campus among respondents
- Juici Patties is the most popular location, visited by more than half of all respondents
- Social Welfare is ranked second, visited by 26% of respondents



Food Locations

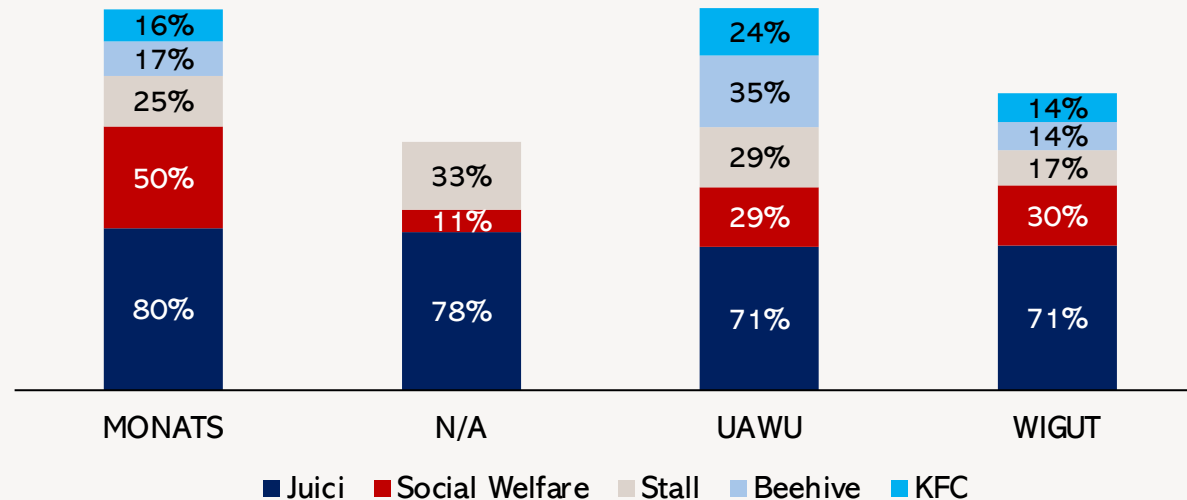
- Least popular were Submerge, Mona Visitor's Lodge, R & R Restaurant, Marie's Snack Bar, Ziggy's and Blake Water, each with only an individual respondent

- All other food locations are visited by less than 9% of the respondents. Among these are HiLo, Mae's Catering, Boardwalk Café and Little Caesar's



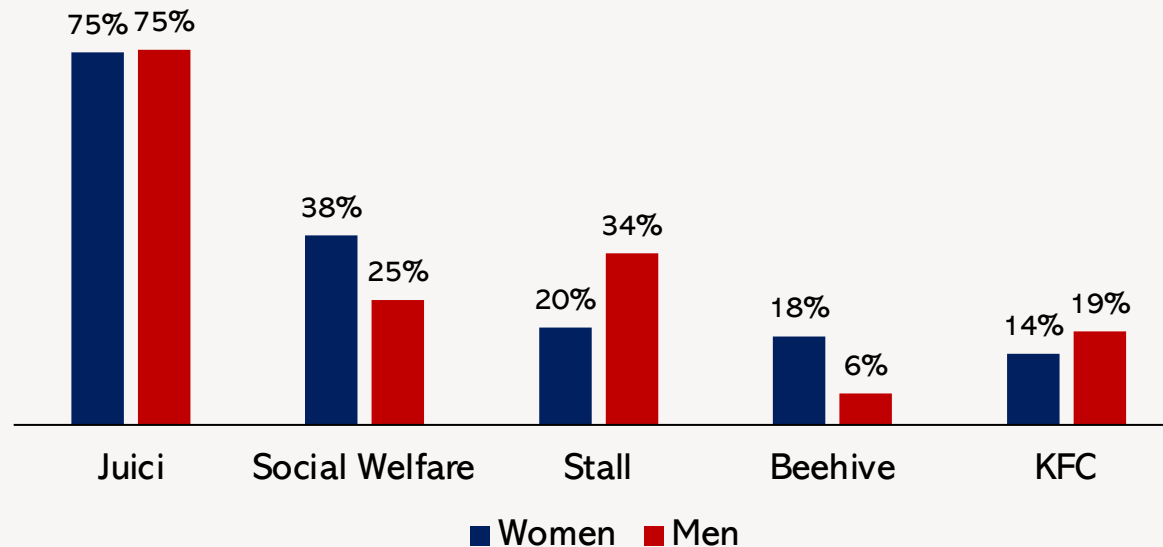
Unions and Food Locations

- Among the top five food locations, members of MONATS and UAWU visit multiple food locations regularly
- 71% to 80% of respondents in each union category visit Juici Patties
- More members of MONATS visit Social Welfare (50%) than members of any other union category (11-30%)
- Far fewer members of WIGUT visit stalls (17%) than any other union category (25-33%)
- Respondents who were not members of unions do not visit KFC



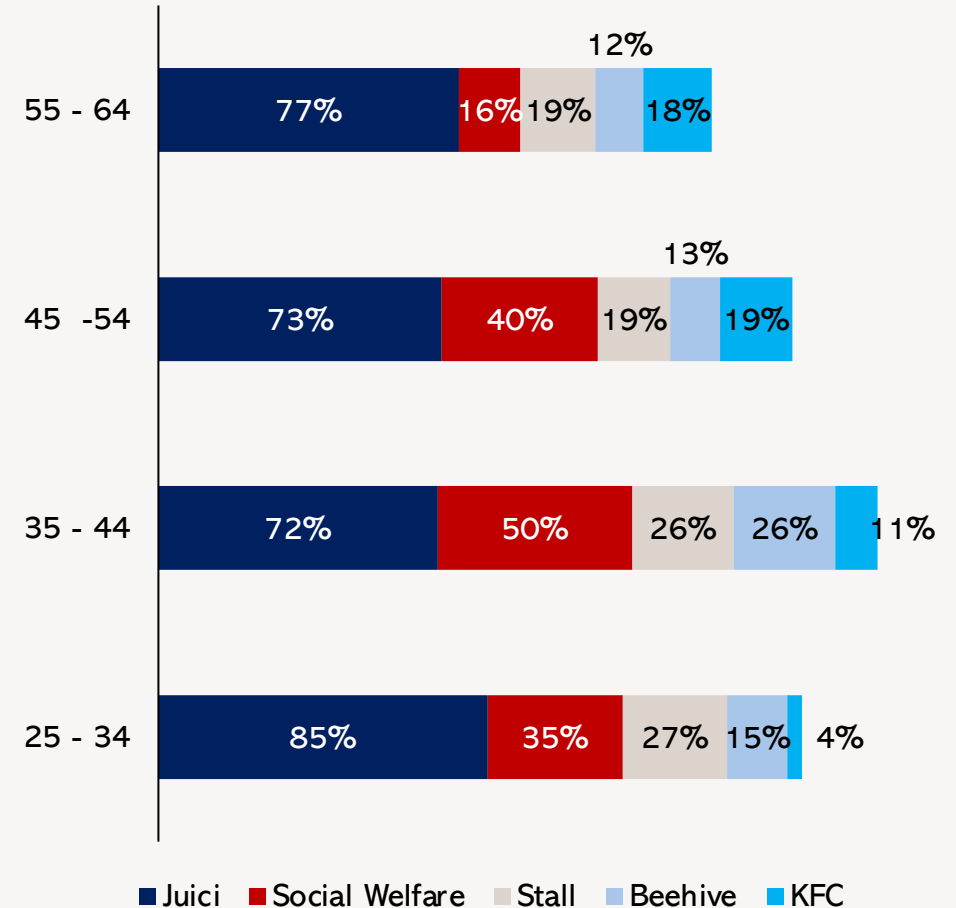
Sex and Food Locations

- The same proportion of men and women purchase food at Juici Patties – 75%
- However, more women purchase food at locations with cooked food options such as Social Welfare (38% of women vs 25% of men) and Beehive (18% of women and 6% of men)
- Conversely, more men purchase food at stalls (34%) than women (20%)
- The proportion of men purchasing food at KFC was also slightly higher (19%) than that of women (14%)



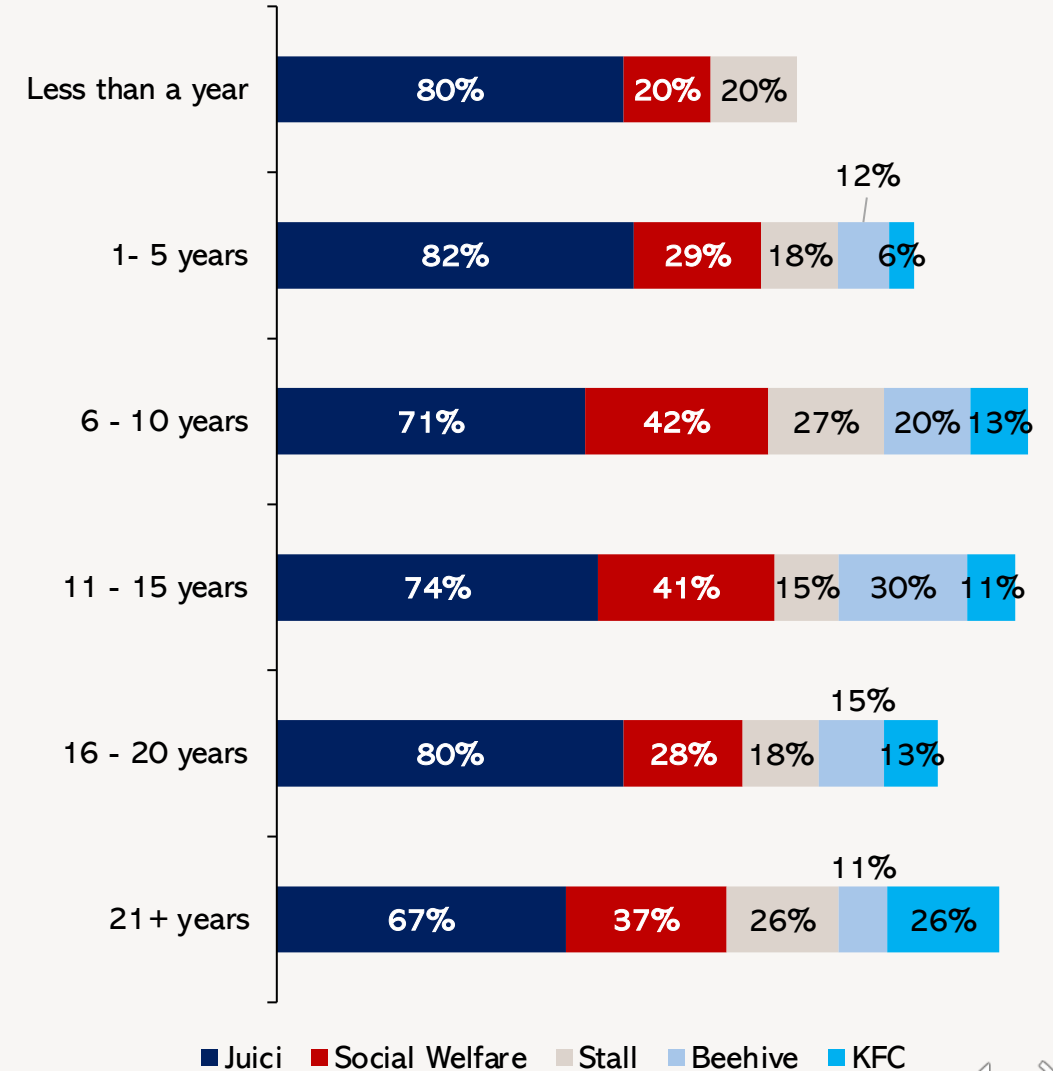
Age Groups and Locations

- Among the top 5 locations, more young individuals aged 24 – 34 purchase food at Juici Patties (85%) than any other age groups wherein only 72% to 77% purchase food at Juici Patties
- Individuals aged 35 – 44 are most likely to purchase food at Social Welfare (50%) and Beehive (26%) compared to those 25 – 34 (35% for Social Welfare and 15% for Beehive) and those 55 – 64 (16% for Social Welfare and 12% for Beehive)



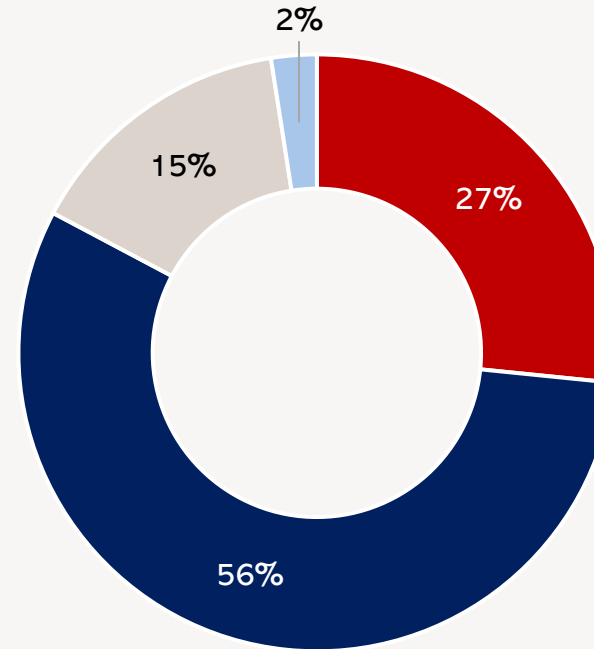
Duration of Employment and Locations

- Only 67% of persons who have worked at the UWI for 21+ years purchase food at Juici Patties, compared to 82% of those who have worked 1 – 5 years
- Individuals who have worked at UWI from 6 – 10 and 11 – 15 years (42% and 41% respectively) are more than twice as likely to purchase food from Social Welfare than those who worked for less than 1 year (20%)
- No one working less than 1 year purchased food at the Beehive or KFC, compared to as much as 26% of those 21 years (KFC) and 30% of those 11 – 15 years (Beehive)



Timeliness

- More than half respondents (83%) receive their food within 15 minutes, while 15% receive their food in 15 – 30 minutes and 2% receive their food in 30 minutes to 1 hour



■ Up to 5 minutes ■ 10 minutes to 15 minutes
■ 15 minutes to 30 minutes ■ 30 minutes to 1 hour



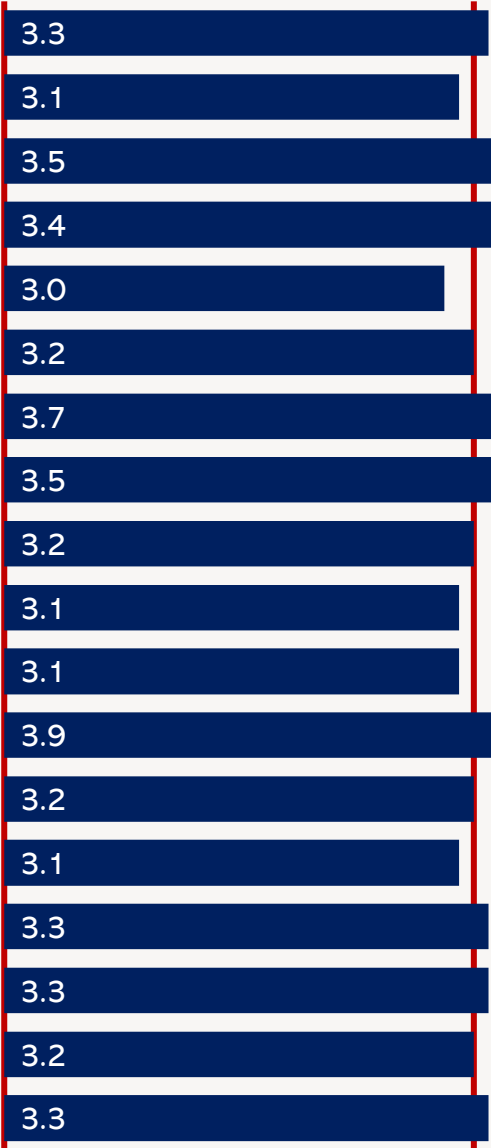
Satisfaction

Overall Satisfaction

3.2

- Overall satisfaction with food services ranks 3.2 on a scale from 0 (low) to 5 (high), which indicates moderate satisfaction
- Few groups give an average satisfaction greater than 3.2, such as those employed 21+ years (3.5), those aged 65 years and over (3.7) and those aged 18 – 24 years (3.9)
- Several groups fall below the average, including members of UAWU (3.1), those age 25 – 44 (3.1) and those employed 11 – 15 years (3.0),

Employed less than a year
Employed 6 - 10 years
Employed 21+ years
Employed 16 - 20 years
Employed 11 - 15 years
Employed 1- 5 years
65 and over
55 - 64
45 -54
35 - 44
25 - 34
18 - 24
WIGUT
UAWU
No Union
MONATS
Women
Men

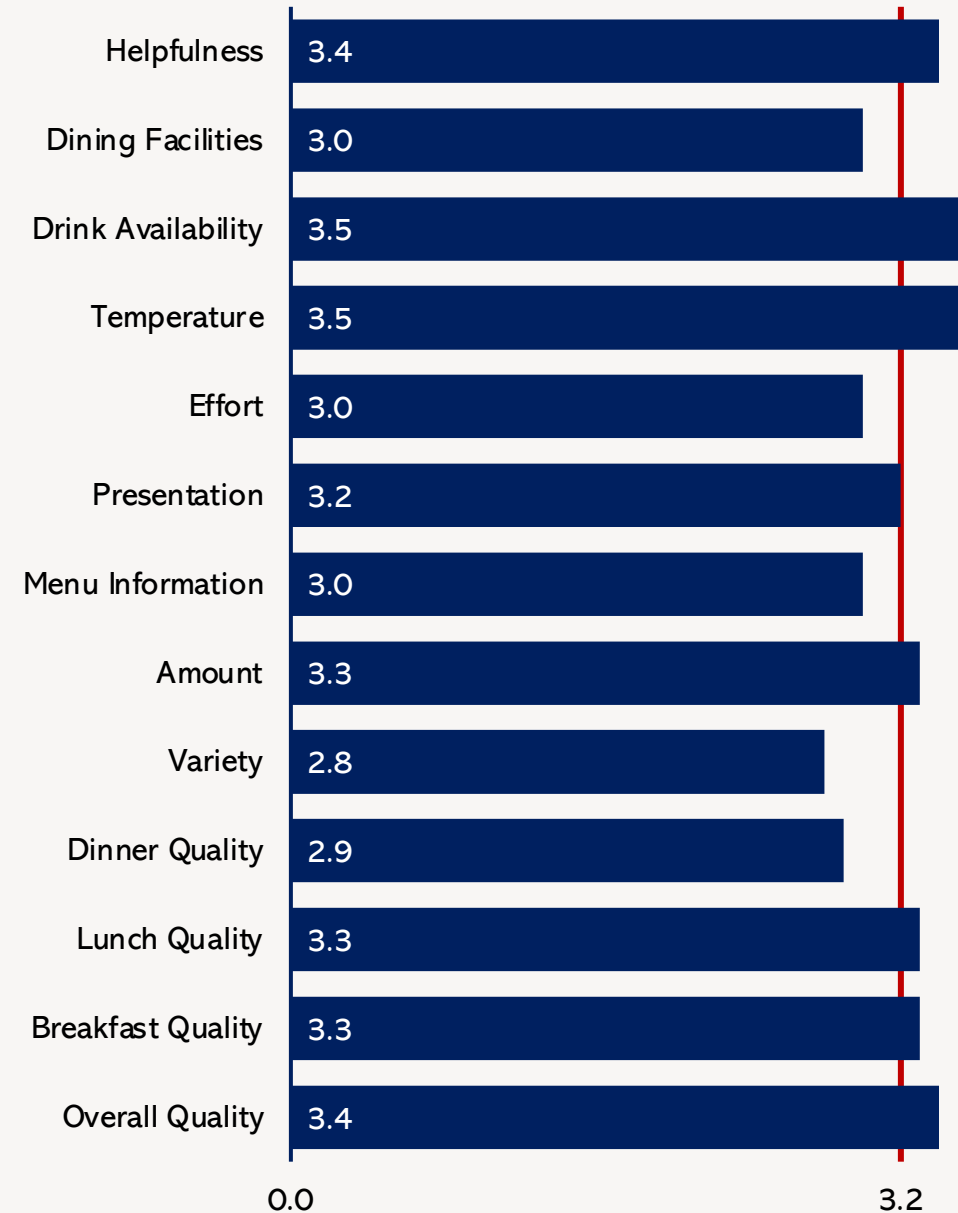


*red line indicates the average



Satisfaction Parameters

- The highest-ranking satisfaction parameters are drink availability and temperature (3.5), while the lowest-ranking parameter is the variety of food options available (2.8)
- Few parameters score above the 3.2 average ranking, including drink availability (3.5), helpfulness (3.4) and overall quality (3.4)
- The variety of food (2.8), quality of dinner food (2.9), and effort in presentation (3.0) are the lowest ranking parameters



*red line indicates the average



Special Dietary Needs

- Only 13% of respondents identified as vegan, vegetarian or pescatarian
- A total of 32% of respondents (70 individuals) had special dietary needs, with half of those able to meet their needs on campus
- However, only 21% found an adequate number of selections for their needs

Requests

- Among the suggested options are the provision of:
 - More vegetable options (salads, ground provisions)
 - Fruit juices, shakes and smoothies
 - More protein options (tofu, fish)
 - Greater variety (low sodium, pizza, wraps)
- Nearly all respondents (92%) would only pay less than \$2,000 for a vegetarian meal



Verbatim Requests

"No MSG, less salt"	"Pizzas, wraps"	"Many more affordable options"	"Bulgar rice, brown rice, wheat flour"	"Green juices, protein shakes"
"Vegetarian stew, vegetarian soup, wheat flour dumpling, variety and style in the serving of fish, steam vegetables"	"More access to fruits, vegetables and fish on campus"	"Other options that are not soy based exclusively. e. g. veggie burgers, beans etc."	"Tofu prepared in various ways"	"Stews, Fish, Okra & salt fish, Ackee, etc."
	"Fish, callaloo or pak choy or other vegan meals"		"More gluten-free options; more raw food"	"More whole foods; yam, banana, etc."



Verbatim Requests

“Timely delivery”	“Starbucks, Island Grill, The Salad Place”	“We need a workers canteen”	“Chinese, more fresh fruits”	“More baked and less fried”
“We need cafes for people to sit and relax with something to eat and drink. Wi-Fi service would be essential for working on a laptop”	“Wider delivery service across the campus; wider catering options; student specials; less fast food and wider variety of healthy meals”	“Online payment and delivery services would be good to reduce wait times and crowding”	“Special sandwiches, fruit salads, specialty pizzas”	“Wraps, salads, Mediterranean”
			“More healthy soups & sandwiches”	“Meals for persons with renal, DM issues etc.”



Insights and Growth

- Respondents identify a suite of issues to be addressed and area for growth
- Key among them are the variety of foods available, customer service, healthiness, staff knowledge and affordability

	Main Issues	Areas for Growth	Overall Suggestions
Delivery services		X	X
Variety of foods	X	X	X
Informational menus		X	
Staff knowledge		X	X
Affordability		X	
Customer Service	X	X	X
Healthiness	X		X
Physical Space	X		X
Affordability	X		X



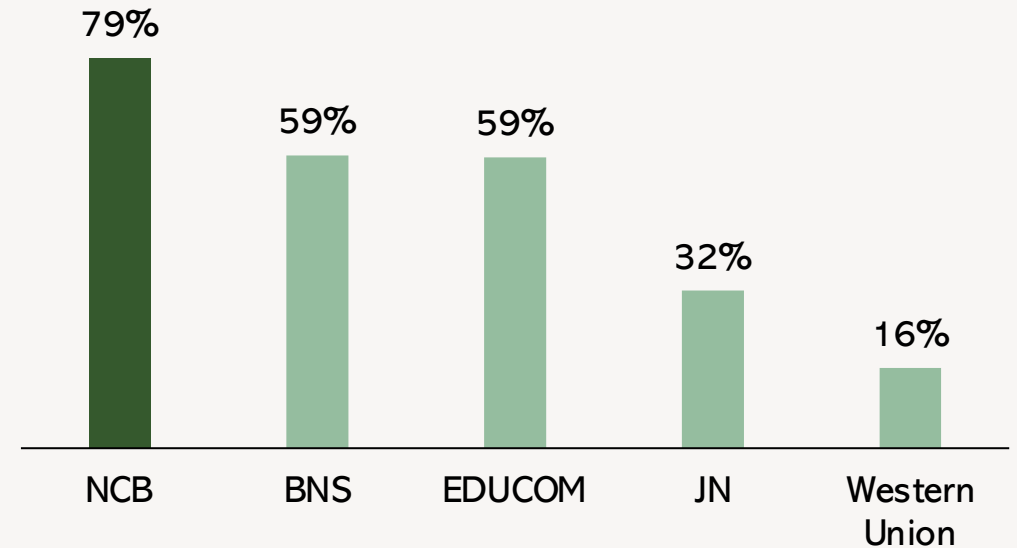
Financial Services



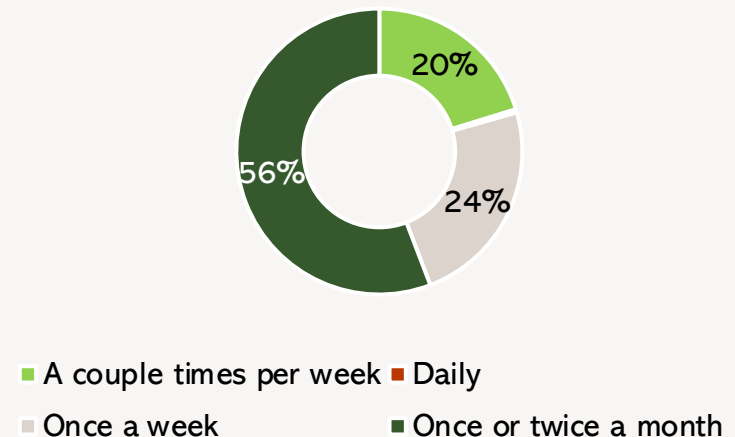
Financial Services

- Most respondents (96%) utilize the financial services on the campus, with NCB most popular, being used by 79% of respondents
- Following NCB are the Bank of Nova Scotia (BNS) and EDUCOM used by 59% of respondents
- Jamaica National (JN) is used by only 32% of respondents and Western Union used by 16%

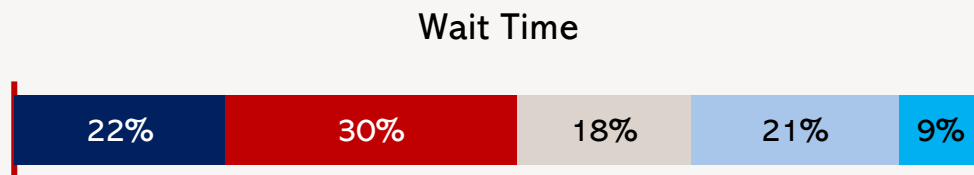
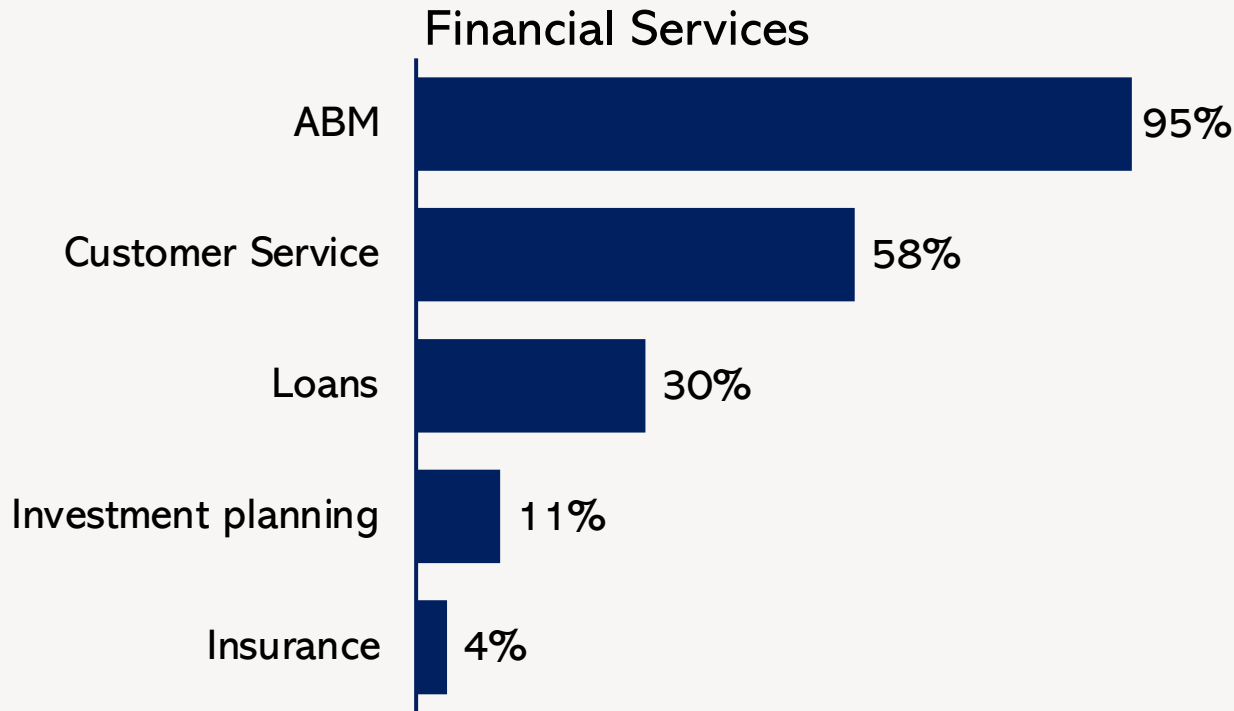
Popular Financial Institutions



Frequency of Use of Financial Services



Use of Financial Services



- Up to 5 minutes
- 10 minutes to 15 minutes
- 15 minutes to 30 minutes
- 30 minutes to 1 hour
- 1 hour or more

- ABM services are the most used, with 95% of respondents engaged. A total of 58% of respondents utilize the financial institutions' customer services facilities and 30% utilize loans
- Only 11% utilize investment planning services and 4% utilize insurance services
- 52% of financial services are completed within 15 minutes, while only 9% take an hour or more to complete



Financial Satisfaction

3.2

- Satisfaction with financial services is moderate at an average of 3.2
- The main issues with the financial services include
 - Wait times (state by 49% of respondents)
 - Cashless systems (25%)
 - Poor customer service (12%)
 - Lack of services (6%)
- The primary requests among respondents are to:
 - Provide more services – 39%
 - Have cash in banks - 26%
 - Improve customer service – 16%
 - Decrease wait time – 8%
 - Provide foreign exchange options – 8%
 - Reduce fees and charges – 3%



Requests among Groups

- More women than men request cash at banks and greater provision of services
- These services include greater accessibility among the elderly, more in-branch/over the counter banking services and more functional ABMs
- More WIGUT members (13%) request greater access to services than other groups (6-8%)



Requests among Groups

- More UAWU members (12%) request faster service than any other group (1-4%). They are also less demanding of cash services (4%) when compared to others (8-13%)
- The 25 – 35 (13%) and 45 – 54 (12%) age groups are most desirous of cash facilities than other age groups (1-9%)
- The elderly group of 55 – 64 years is most desirous of improve customer service (12%) when compared to others (1-3%)

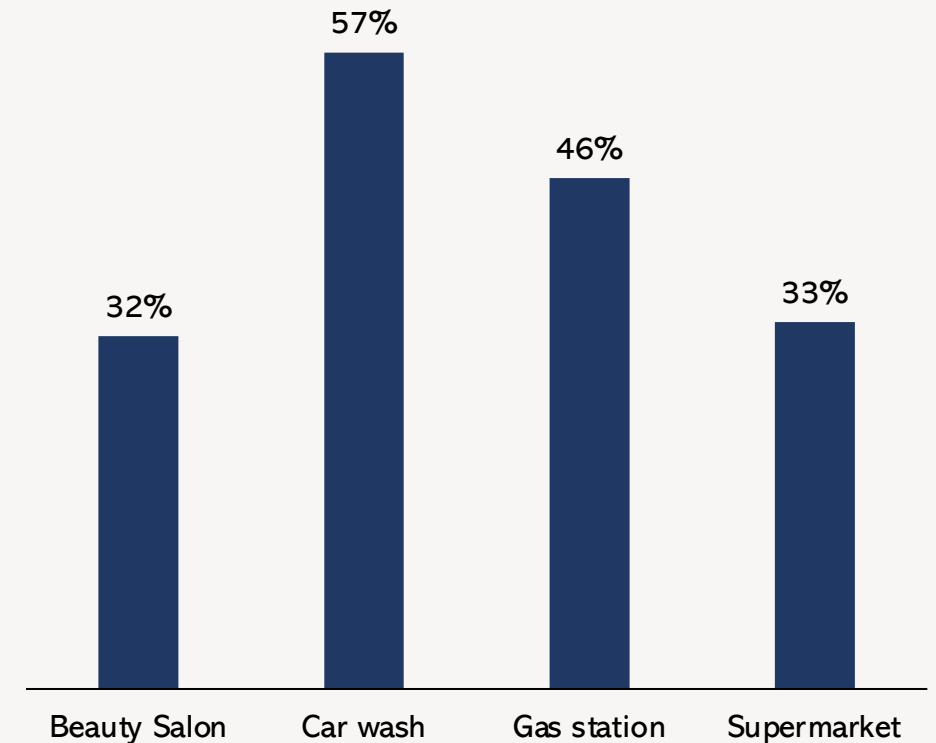


Professional Services



Professional Services

- Very few respondents utilize the professional services on campus (6%), with 88% of those utilizing them only once or twice per month
- 62% of services are completed within 15 minutes and only 12% take an hour or more
- Issues associated with the use of professional services include timeliness, sanitation and space
- The most anticipated additional service is a car wash (57%), followed by a gas station (46%), a supermarket (33%) and a beauty salon (32%)



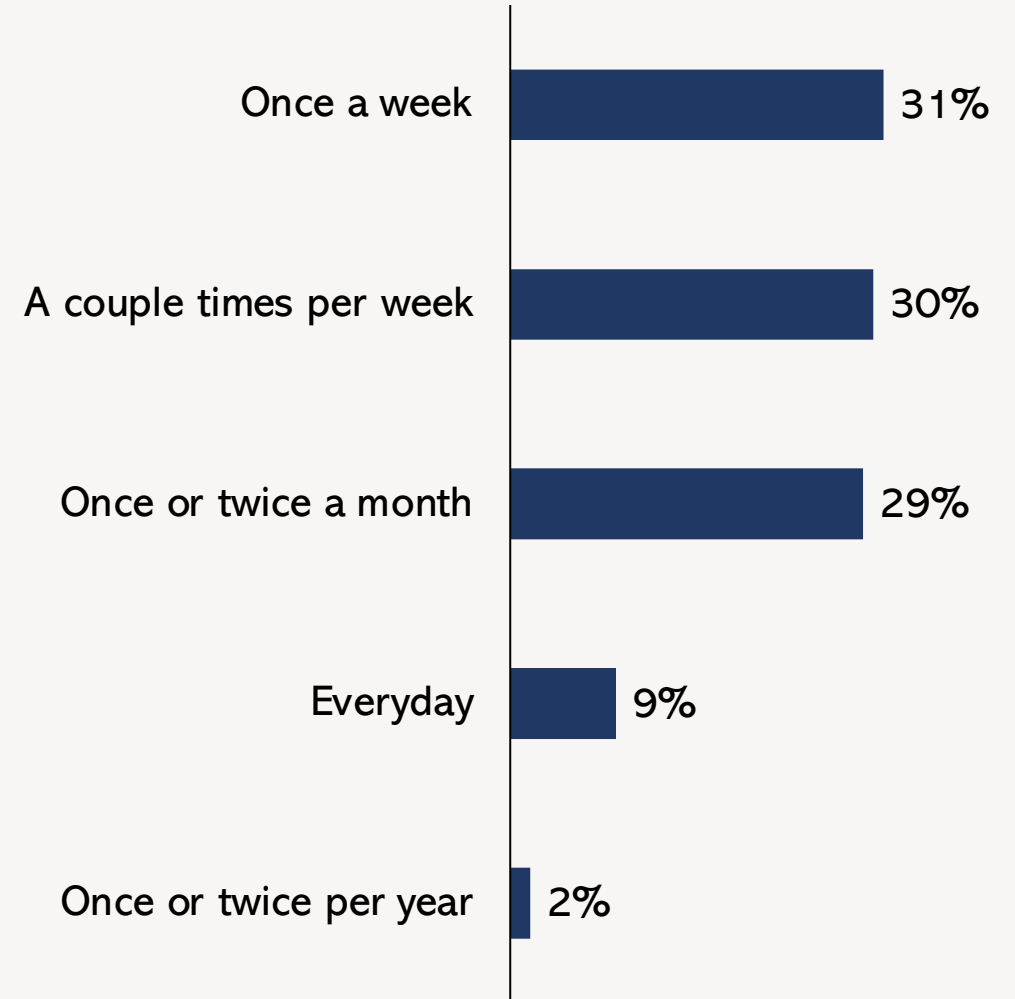
Services among Groups

- More UAWU members (30%) are anticipating supermarkets than any other union category (3-15%)
- More women (11%) anticipate beauty salons than men (2%), and more men (44%) anticipate car washes and gas stations than women (18%)
- Youth (18 – 24 years) are most desirous of car washes and gas station (33%) when compared to other groups (11-12%). The same is said for supermarkets



Additional Services

- Other services requested by respondents include:
 - Child-care facilities
 - Pharmacies
 - Spas and Gymnasia
- These services would be used regularly by most respondents from as low once per year among 2% to as high as once per week among 31%
- 67% would only pay less than \$5,000 to utilize these services, while 20% would spend up to \$10,000. Only 13% would spend beyond this



Verbatim Feedback

Childcare	Cafeteria	Diversity	Convenience	Prices
“Childcare and better food options are two major gaps that the campus could consider”	“A supplemental staff cafeteria would be a great option. A common area for staff to hang out and network would also be great”	“Food on campus need to reflect the divergent individuals that traverse and live on campus”	“Glad to work at UWI where I can just step outside to use external services e. g. banks and health centre”	“The food places increase prices too often and there is not much choice of foods”



Verbatim Feedback

Delivery	Finances	Prices	Services	Security
“Food delivery options or cargo to talk persons around the campus and back would be great”	“You continue to provide financial options that are not in line with what we can afford to pay”	“The supermarket that operates at UWI is expensive. Students would go elsewhere to purchase grocery to save”	“The campus does not need additional services”	“Need to feel a bit more secure on campus”



Recommendations

- The key recommendations from the study include:
 - Diversification – provision of a variety of services, food options and prices to ensure that the needs of all groups are met
 - Health – respondents are desirous of healthier foods and physical health facilities such as gyms and spas on the campus



Recommendations

- The key recommendations from the study include:
 - A focus on speed and customer service – while food services are typically accelerated, financial services were notably slow with long wait times. Many request a greater focus on customer service to ease the transition into cashless and online systems
 - Affordability – very few are willing to pay more high fees for the food and professional services on the campus, thus their affordability is key in adopting any mechanisms in place



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