



Optimizing Campus Vending

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What does this mean?

- Right sizing the vending program to better meet the needs of the campus community.
 - Selecting products that fit the demographics of the vending locations.
 - Identifying locations that would improve services to the community.



Outcomes of Optimizing Vending

- Increase variety of products
- Wider appeal to a larger demographic
- Reduce waste and spoilage
- Improve customer satisfaction
- Increase sales and commission



Methods

- Improve Existing Vending Locations
 - Identify key partners
 - *Contract Managers*
 - *Vending Companies*
 - *Location Administrators*
 - Targeted Product Selection
 - Data driven decision making

- Identify Location Opportunities
 - Underserved locations on campus
 - Overlooked revenue opportunities



Challenges

- Custom
 - Expected Campus Locations
 - Established Vending Planograms
- Vending Partners product limitations
- Finances
- Infrastructure
 - Working with key campus partners
 - *Facilities*
 - *Campus Planning*
 - *Grounds*



Examples

- Improving Vending Locations
 - Lecture Center before Fall 2021 versus after Fall 2021
 - *Removed one beverage machine*
 - *Added healthy vending snack machine*
 - Switched out snack machine for healthy snack machine based on feedback from staff in the location



Examples

- **Identify Location Opportunities**
 - Adding Kosher Only vending machine
 - Potential Site: Collins Circle



Next Steps

- Semester review of sales, machines, and locations
- Identify additional underserved locations
 - Assessment of foot traffic
 - Assessment of demographic
- Work with vending partners to target products offered in specific locations
 - Administrative Offices
 - Athletic Buildings
 - Student Populated Locations
- Continually Assess & Improve



Questions?