

# THE STATE OF OUTSOURCING IN HIGHER EDUCATION: **NEW DATA**

One of the greatest questions facing business leaders in higher education today is whether to outsource services or remain self-operational. Those in favor of outsourcing say it enables them to stretch far beyond their capabilities to meet student expectations and revenue goals. Those resistant to outsourcing believe they are effectively meeting demands on their own.



To keep a pulse on this debate, Aramark partnered with *University Business* to perform a study to explore trends related to outsourcing campus dining, facilities management and custodial services. We deployed a survey to 175 higher education leaders and executives in private and public two- and four-year institutions. **Here's what we found:**

**86%** of respondents reported outsourcing at least one service department from a national or regional provider. The majority (75% of institutions) outsourced campus dining services.

## BREAKDOWN OF SERVICES OUTSOURCED:

- 53%** ...Campus Dining
- 22%** ...Campus Dining & Facilities Management
- 6%** ...Custodial
- 5%** ...Facilities
- 14%** ...None

**STILL, 18% are considering it.** of the 14% who do not currently outsource services, **18%** are considering it.

The two most important factors driving their decision are:

**100%**

Quantifiable Benefits

&

**50%**

A clearly defined, transparent process for provider selection

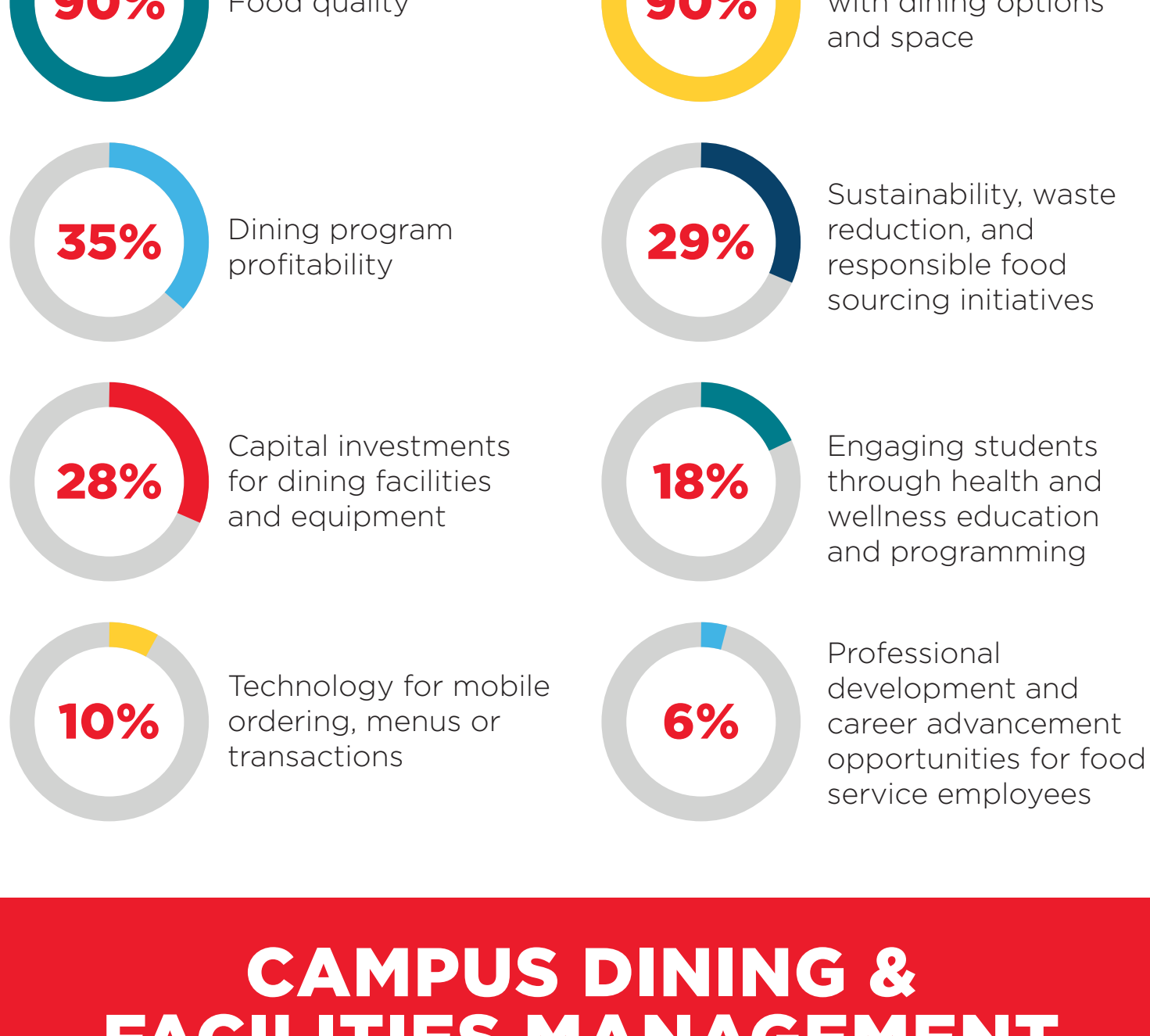
**72%** of the institutions **not** planning to outsource feel their self-operated services are currently sufficient—but 29% could be enticed with a compelling business case or ROI proposition.

## CAMPUS DINING

**55%** of institutions that outsource campus dining services feel their needs are fully or partially met.

These institutions named quality of food, student satisfaction, and profitability as their top three most important measures of success.

Factors for measuring success:



## CAMPUS DINING & FACILITIES MANAGEMENT

**94%** of respondents reported their institution's financial and operational goals are fully or partially met.

### THE 3 MOST IMPORTANT QUALITIES IN AN OUTSOURCING PARTNER FOR CAMPUS DINING AND FACILITIES MANAGEMENT:

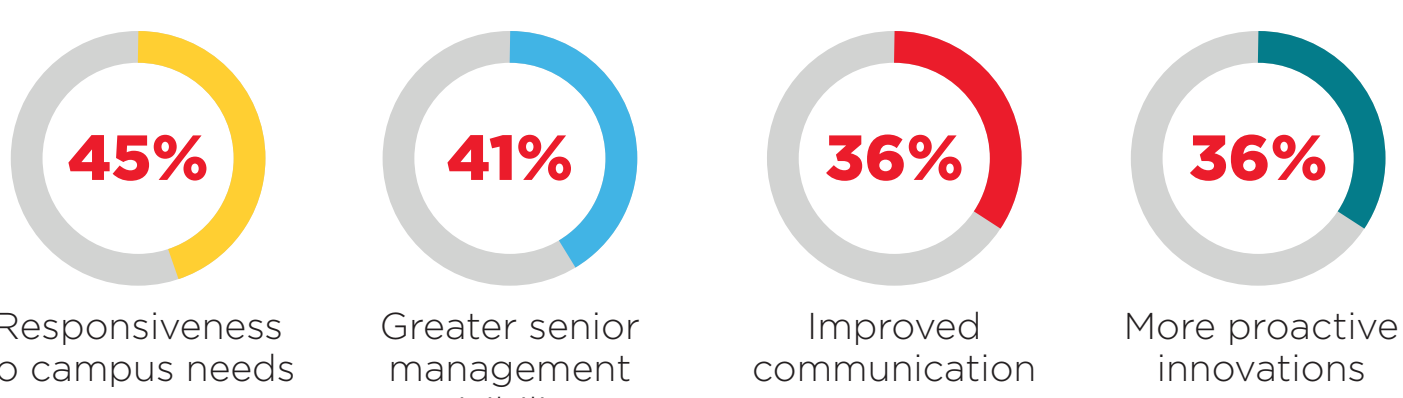
- 71%** ...A high level of expertise
- 68%** ...Proactive approach to identifying and meeting institutional needs
- 62%** ...Effort to understand the institution's culture

**HOWEVER, 44%** of respondents said they'd like to see more proactive innovations in dining and **45%** expressed wanting **greater responsiveness to campus needs in facilities management.**

The top dining areas needing improvement:



The top facilities management areas needing improvement:



## CUSTODIAL SERVICES

**78%** of institutions that outsource custodial services feel their cost and savings targets are fully or partially met.

More than half named "staffing consistency" as the most important aspect of their outsourcing partnership.

### THE 5 MOST IMPORTANT QUALITIES IN AN OUTSOURCED PARTNER FOR CUSTODIAL SERVICES:

- 56%** ...Assurance of staffing consistency
- 44%** ...Offers a high level of expertise
- 44%** ...Saves the institution money
- 44%** ...Enables our leadership to focus on the core mission of the institution
- 33%** ...Proactive identification and fulfillment of institution's needs

Top areas that outsourced custodial services must improve:



## FACILITIES MANAGEMENT

**80%** of institutions reported that their cost savings targets were fully or partially met by their outsourcing partner.

However, there is some uncertainty about how to track and measure success. Respondents reported "a high level of expertise" as the No.1 most important aspect of their relationship with an outsourced facilities management partner.

### THE 4 MOST IMPORTANT QUALITIES IN AN OUTSOURCED PARTNER FOR FACILITIES MANAGEMENT:

- 80%** ...A high level of expertise
- 60%** ...Cost savings opportunity
- 40%** ...Assures staffing consistency
- 40%** ...Enables our leadership to focus on the core mission of the institution

Top areas that outsourced facilities management must improve:



Discover how institutions are outsourcing to manage assets, enhance the student experience and achieve sustainable growth in, "Higher Education & Outsourcing: Thoughts from Top Influencers."

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