



**Great Beginnings Academy**

**“Lights, Camera, Promotions!”**

WisLine Web Call

March 13, 2007

# [ What were we talking about? ]

- Basic Financial Management
- Non-Profit Food Service Account
- Revenues and Expenditures
- Financial Reports
- Food & Labor Costs per meal

[ So . . . . ]

- How Do You Change Your Financial Picture?
  - Decrease Costs
    - Food Costs?
    - Labor Costs?
  - Increase Revenue
    - New Streams of Revenue
    - ↑ Participation and Sales

# [Today's Focus]

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- ↑Participation and Sales
- “Lights, Camera, Promotions!”

# [ Definition of Promotion ]

- Act of Promoting – promote is to
  - Raise to more important rank
  - Advance a student
  - Contribute to progress or growth
  - Urge the adoption of; advocate
- Advancement in rank or responsibility
- Encouragement; furtherance
- Advertising or other publicity

# [Types of Promotions]

- “Everyday” Promotions
  - Cafeteria Environment
  - Meal Choices
  - Staff
- “Special” Promotions

# [ Everyday Promotions ]

- Cafeteria Environment
  - Welcoming - Signs, smell, sounds
  - Clean
- Meal Choices
  - Appealing – visually and nutritionally
- Staff
  - Customer-friendly

# [ Cafeteria Environment ]

- Welcoming – attractive
  - What do students see, smell, hear?
- Adequate time to eat
  - How long do students stand in line?
  - Is there enough time to eat?
- Positive and friendly
  - Are students treated at customers?
  - Does staff greet students politely?



# [ Meal Choices ]

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- Range of healthy food and beverage choices offered
- Meals meet students' expectations
- Meals are visually appealing
- Hot foods served hot and cold foods served cold

# [ Staff ]

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- Customer friendly
  - Greet students warmly and by name, if possible
  - Positive language
    - Verbal
    - Non-Verbal
- Neat and clean
- Good role models

# [ Special Promotions - Monthly ]

- Birthday Celebrations
  - Students for each month
  - Celebrity of the Month
    - Dr. Seuss – March 2nd
    - Mickey Mouse – November 18th
- Theme or Specialty Bars
- Menus planned by classrooms/grades

# [ Special Promotions – Yearly ]

- National School Lunch Week - October
- National School Breakfast Week - March
- Opening of Baseball Season - April
- Black History Month - February
- Homecoming – September or October
- Election Day – November
- Indoor Picnic Lunch – January

# [ Special Promotion - Resources ]

- Dairy Council
  - Milk Mustache Promotion
- School Nutrition Association
  - Tools You Can Use
    - Promotional Calendar
  - Healthy Edge Training Course
    - Module 3 – Building Partnerships and Marketing

# [ Customer Satisfaction ]

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- Not all customers are created equal
- Know your customers
  - Watch
  - Learn
  - Listen

# [ Elementary Students ]

## Need & Wants

- ✓ **Caring school nutrition staff.**
- ✓ **Food that looks good and tastes good.**

# [ Senior High Students ]

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- Want . . .
  - ✓ **Healthy Meals**
  - ✓ **Convenience**
  - ✓ **Flexibility**



# [ Middle School Students ]

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- Want and Needs . . .
  - ✓ **“Cool” Environment**
  - ✓ **Social Surroundings**

# [Rating Factors – Customer Satisfaction]

Middle School	Rank Assigned	High School
Food quality	1	Staff
Dining ambiance	2	Food quality
Staff	3	Nutrition
Time	4	Time and cost
Price	5	Dining ambiance
	6	Diversity

# ***[A journey of a thousand miles.....]***

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- . . . Begins with the first step!

# [ Assess, Plan, Create ]

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- What
- Why
- Who
- Where
- When
- How

# [Market, Market, Market]

- Advertise Upcoming Events
- Talk it up!
  - Everywhere
  - To everyone
- Take pictures
  - Post them everywhere
- Evaluate

[ Celebrate, celebrate, celebrate ]

- Please share your successes now!!!!

# [Upcoming Events]

- WisLine Web Calls

- Special Dietary Needs –

- Wednesday, April 18<sup>th</sup> – 1:30 to 2:30 p.m.

- Future Training Opportunities –

- Thursday, May 17<sup>th</sup> – 1:30 to 2:30 p.m.

- Great Beginnings Academy

- GBA Survivors

- Thursday, May 3<sup>rd</sup> – 8:30 a.m. to 3:30 p.m.

# [Thanks for Participating!]

- Contact me if you have questions.
  - [cynthia.loechler@dpi.state.wi.us](mailto:cynthia.loechler@dpi.state.wi.us)
  - 608-266-5185
- See you on May 3<sup>rd</sup>!