

MARKETING THE SCHOOL BREAKFAST PROGRAM

Objectives

- 1) Apply the marketing concept and marketing strategies to a Child Nutrition Program.
- 2) Recognize the responsibilities of a manager in planning, executing, and evaluating a marketing program.
- 3) Identify techniques and strategies useful in promoting products and services in a Child Nutrition Program.

KR 4.1a. Students are able to apply management and business theories and principles to the development, marketing, and delivery of programs or services.

Procedure

- 1) Students will work in groups. Each group will select a school.
- 2) Working as a group, members will:
 - a. Complete the Marketing Analysis form. This will assist you in understanding your market and brainstorming ideas for promoting the school breakfast program.
 - b. Identifying what role each group member will play in the marketing plan. Develop a list of responsibilities for each member's role. The only position required is a group Chair. Some sample job responsibilities provided.
 - c. Schedule a minimum of two planning meetings outside of class. One person will be assigned to keep meeting minutes including date, time, place, and attendance. All meeting minutes will be emailed to the Instructor.
 - d. Develop a one-week school breakfast program promotion. Each day should be a different promotion plan/theme.
 - e. Develop a schedule for which group members will be assigned on which day. Group members must attend a minimum of three days.
 - f. Present your marketing plan proposal for approval (Instructor, Child Nutrition Director, and school Principal).
 - g. Implement your plan.
 - h. Create a portfolio to document your marketing plan that includes a tab for:
 - i. Marketing Analysis report
 - ii. A description of each day's promotion with pictures, and quotes from students, teachers or parents.
 - iii. Average daily participation from the previous month and daily totals of participation for Monday through Friday of the promotion week.
 - iv. A budget divided by each day and then a grand total.

- v. A summary completed by group debriefing on; 1) What worked well, 2) What were challenges, and 3) Advice to next group participating in this activity.
- vi. Reflection papers from each group member describing 1) Do you believe this project provided you with a valuable learning opportunity on marketing the school breakfast program? How or why not, 2) Were there parts of the activity that could be presented more clearly by the instructor 3) Do you recommend continuing to offer this marketing activity?
 - i. At the end of the promotion, the Chair will be responsible for sending the school principal, nutrition manager, and CNP Director a Thank You note. This cannot be an emailed.

Time Frame for group planning: Gant Chart

- 1) Two months prior to promotion all Chairs (plus an additional member if needed) will meet at a scheduled time with District Child Nutrition Director for a question and answer session. At this time you will be given your school nutrition manager's contact information.
- 2) Six weeks prior to promotion, group members will schedule a meeting with the school nutrition manager regarding ideas and requesting input. This will also be a time members can observe a school breakfast or lunch period to understand the process and see the cafeteria layout.
- 3) One month prior to promotion, the Chairs will schedule a meeting with their prospective school principal to review ideas/promotion. This is the time you may also ask to meet with any teachers if you want their participation and their students' participation.
- 4) One week prior to promotion, Chairs will email the school nutrition manager that your group is looking forward to the breakfast promotion next week.

Guidelines while at the School

- 1) Wear casual business attire. If you are having a "dress-up" day for the students, then you are encouraged to also dress up for your promotion.
- 2) Discuss with the school nutrition manager where the group members should place their personal items while at the school.
- 3) Interact with the students while they are eating breakfast. Group members should not be standing around just talking to each other. Talk to students, teachers, or parents about what they like or don't like about the breakfast program. Ask for their input on how to improve the breakfast program.

- 4) Make sure all of your promotional materials are cleaned up and put away in the appropriate place. The school nutrition manager may have a storage place available for the materials.

Marketing Ideas

Refer to the National School Breakfast Promotion web site

Power Panther web site

Drawing contests: Work with Art teacher

 Food Guide Pyramid

 Favorite breakfast foods

Have athletes sign balls and raffle off

Have athletes eat breakfast with students

Cheerleaders come and cheer

Have elementary school age pictures of athletes to show how a good breakfast helped them grow

Ole Miss wear your Red and Blue Day

Lafayette Commodores wear your Red and Gold Day

Work with PTO

Have incentives for teachers

Gift cards from area businesses

Nutrition education games or puzzles for students to solve and win a prize

Competition for which grade has the highest school breakfast participation or which class room

Guess how many marbles are in a jar

Firemen, policemen, ROTC

Raffle tickets books, CDs, DVDs. (may need approval from principle on content)

Talk to marketing department at Ole Miss

Oxford Eagle

Daily Mississippian

Radio stations to come and play or make Public Service Announcements

Various dress-up theme days

 Favorite sport

 A hippie

 Tacky day

 A famous person

Have menu items match theme

Chair/Presenter

Organize two meetings with the group

Ensure group members are completing their tasks as related to their job descriptions

Develop and present the groups marketing plan to class

Budget manager

Scribe/Record Keeper

Develop the Portfolio

All promotional materials

Written documentation

Letters, emails

Submit meeting minutes and attendance report

Report weekly updates via email

Write summary

Group evaluation on the success of marketing plan

Group overall assessment of marketing plan activity

Promotion

Develop marketing materials

Contact media

Resources

Contact businesses for donations

Logistics

Organize schedule of events, times, room set-up, promotional material placement.

Work directly with school staff

EXAMPLE
JOB ASSIGNMENT CONTACT INFORMATION

School: _____

Chair/Spokesperson

Name

Cell phone

Email

Scribe/Record Keeper

Name

Cell phone

Email

Promotion

Name

Name

Cell Phone

Cell Phone

Email

Email

Resources

Name

Name

Cell Phone

Cell Phone

Email

Email

Logistics

Name

Name

Cell Phone

Cell Phone

Email

Email

MARKETING ANALYSIS FORM

Overall Objective:

1. Result you hope to achieve
2. Develop a marketing phrase/title for your plan
Ie. "What happens in Vegas, stays in Vegas"

Situation Analysis

1. Goals in marketing the breakfast program
2. Culture
3. Strengths of school breakfast program (meet the needs)
4. Weaknesses of school breakfast program (does not meet the needs)
5. Physical Environment (room layout, access)

Customer Analysis

1. Number of students fed. (who else eats school breakfast)
2. Type of customers (age group)
3. Decision process (decision to eat at school or not)

Competitor Analysis

1. Market Share (what percentage of students participate?)
2. Market Position (who/what competes with school breakfast program?)

Collaborators

Potential alliances

Climate

1. Political/legal environment (regulations for school breakfast, promoting certain organizations/companies)
2. Economic environment
3. Social and cultural environment
4. Technological environment (availability)

Evaluation

Identify quantitative evaluation methods

Name	Excellent (3)	Good (2)	Average (1)	Poor (0)
Attended required meetings (min 2)				
Easy to contact/returned calls				
Followed through on assignments				
Provided quality work				
Team player				

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Instructor's Guide

Semester before SBP assignment:

- 1) Meet with the District Child Nutrition Director for review of assignment and identify schools for potential participation.
- 2) Attend school child nutrition managers' meeting to review assignment and answer any questions. Obtain contact information for managers.
- 3) Discuss with CND procedure to obtaining approval to implement breakfast promotion plan. (Superintendent, principals, teachers, health council).
- 4) Inform the principals that pictures will be taken of students.
- 5) Have the Chair as the only member who contacts school officials. All emails should be cc'd to instructor.
- 6) Provide professional looking name tags for all group members.

Suggestions to students

Discourage using candy as reward, Concentrate on nonfood rewards

Interact with students

Include child nutrition program staff

Participate in theme/promotion

Discuss what is appropriate attire

No gum, stickers, or face painting

Understand atmosphere of café, how are the students managed?

Avoid any promotion that slows down the service line

If having raffles suggest doing it daily

Be aware of the time it takes to handout prizes

Which door to the school building is open before school is open. How do students get to the kitchen?