

Polk County School Foodservice Program Strategic Plan 2007-2010

Mission

Serving the future of America by nourishing bodies and minds today for a healthier tomorrow.

Vision

Our foodservice program is the pinnacle of nutrition integrity and team-oriented service that positively influences our students and community.

Values

- Quality school nutrition programs
- Dedication
- Nutrition Integrity
- Compassion
- Integral part of education system
- Good value
- Consistency
- Integrity

Critical Issues

- School meals program funding and cost
- Nutrition integrity
- School foodservice program image and community relations

Other Important Issues (incorporate strategies to form goals addressing critical issues)

- School foodservice program team
 - Shortage of employees
 - Ongoing training required
 - Work ethic
 - Cultural issues
- Wellness Education

Goal I: Provide all students a school breakfast and lunch at no charge.

Objective A: Raise awareness among all interested parties concerning the importance of providing meals at no charge to all students.

Strategies:

1. Share studies that show a direct correlation between learning and good nutrition.
2. Supply legislators with demographic and socio-economic studies.
3. Identify stakeholders to target.
4. Implement a grass-roots letter writing campaign to stakeholders– include media.

Objective B: Increase funding for Child Nutrition programs

Strategies:

1. Brainstorming (corporate, non-profit, etc.) on creative funding sources. (Ex. Serving the elderly...)
2. Develop a plan of action

Objective C: Educate legislators about the importance of CN Programs.

Strategies:

1. Attend LAC and meet with legislators. (Committee including: principals, school board members, industry and students.)

Objective D: Expand and strengthen partnerships with allied organizations.

Strategies:

1. Identify the allied organizations using key issues.
2. Develop a working relationship.
3. Supply organizations with important information
 - ☐ Direct Certification Information
 - ☐ Correlation – between learning and good nutrition
 - ☐ Meals at no charge

Objective E: Expand and strengthen partnerships with other large school districts in FL.

Strategies:

1. Identify the school districts.
2. Identify key issues/key messages to share with the group.
3. Develop a working relationship.
4. Identify key information to share.
5. Supply organizations with important information
 - ☐ Direct Certification Information
 - ☐ Correlation – between learning and good nutrition
 - ☐ Meals at no charge
6. Identify key issues/messages that can be worked on together.

Goal II: Provide varied food choices that are nutritionally sound.

Objective A: Create diverse and appealing food options.

Strategies:

1. Conduct manager and student surveys
2. Evaluate food products that have been identified through surveys.
3. Market the menu
4. Incorporate more whole grain, 0 trans fat and nutrient dense foods.
5. Communicate to vendors what is needed to meet nutrition goals.

Objective B: Establish and follow preparation standards.

Strategies:

1. Improve recipe testing
 - Create a system for recipe development and modification.
2. Develop cooking guidelines for non-recipe foods.

Objective C: Provide continuing education for personnel.

Strategies:

1. Create a manager focus group to develop refresher information.
2. Blackboard refresher for managers; managers then review with assistants.

Goal III: Create and market a positive image of school nutrition program to all target groups.

Objective A: Enhance the image by changing the program name to fully reflect the mission of nourishing bodies and minds.

Strategies:

1. Gather research to explain rationale of name change.
2. Present rationale and announce name change to school board.
3. Notify stake holders of new name with big splash kick-off via website, brochures, letterhead, Free/Red. apps. etc.
4. Enhance current logo
5. Create tag line for students

Objective B: Enhance the image of SFS Program with students, parents, staff and community as an integral part of education.

Strategies:

1. Research current image through surveys – annual school survey. (2 questions on existing survey)
2. Develop a Plan of Action based on survey results.

Objective C: Raise awareness of healthy habits for all target groups.

Strategies:

1. Share school nutrition accomplishments with local wellness staff.
2. Post links to wellness policy on school nutrition website.

Objective D: Increase awareness of the benefits of a career in school nutrition.

Strategies:

1. Create a career awareness section on website
2. Advertise at job fair and school events to pull in people who are already at school.
3. Partner with culinary school, colleges and vocational schools for internships.
4. Partner with schools to train students in “On the Job Training” as substitutes.

Objective E: Aggressively market the school nutrition program and its positive benefits to students, staff and community.

Strategies:

1. Create vehicle for an online survey with a contest for participation.
2. Offer parent taste-test or preview of school foods at PTA or SAC, carnival, seasonal/holiday meal and/or student orientation.
3. Develop a pamphlet with nutritional information that will be mirrored on the website.