

TELLING OUR STORY

School Food and Nutrition Programs are critical to a student's ability to learn.

How do we ensure our school boards and administrators understand our operation?

We have to tell them.

Who is our Target Group?

- ▣ School Board
- ▣ Administrators

WHAT HAS WORKED FOR ME?

School Board interaction

- ▣ Attend School Board Meetings
- ▣ Introduce yourself!
- ▣ Volunteer to make a presentation to the Board
- ▣ Invite Board Members to serve Breakfast or Lunch
- ▣ Volunteer at activities that Board Members will be attending
- ▣ Provide updates
- ▣ Sample food at a board meeting
- ▣ Include your Food Service Staff

ADMINISTRATION: YOU ARE A PART OF THE TEAM!

- ▣ Attend Meetings
- ▣ Volunteer to be on a Committee
- ▣ Serve on Committees
- ▣ Participate in activities
- ▣ Provide updates any chance you get
- ▣ When you go to a school, go in the front door! Ask the principal to walk to the cafeteria with you
- ▣ Ask to be on the staff agenda

Should We Share Our Story with Others?

▣ PARENTS

- Social Media
- Newsletters
- Menus
- Meetings
- Events

▣ STUDENTS

- Social Media
- Focus Groups
- Menus
- Signage
- Events

Taking the first step is often the hardest!

Getting out of your comfort zone and trying something new is never easy but it gets easier, each time you try!

- ▣ Some Rules to Follow
 - Make sure your boss is ok with you attending Board Meetings
 - Know what the district's policy on providing food
 - If you don't try it, what have you gained?

Key Components of Effective Engagement

- ▣ Active Listening
- ▣ Dialogue and Deliberation
- ▣ Collaboration
- ▣ Shared responsibility for outcomes

DISCUSSION AND QUESTIONS

CONTACT INFORMATION

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