Enhancing the Dining Experience

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Rethinking Engagement

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How do you build successful engagement?
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You're constantly selling your program
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1. **To your Team** - Team members have to be bought into your ideas. It only takes one person to sabotage the whole effort.
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2. To your School Community - These folks are your champions. If they don’t believe in your vision, everyone will feel it.
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3. **To your Students** - These customers are your purchasing power. They drive all your decisions with food purchasing, labor distribution, marketing outlets, and more.
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2. **To your School Community** - These folks are your champions. If they don’t believe in your vision, everyone will feel it.
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4. **To your Parents** - Students may purchase, but parents are the ones financing your program. If parents aren’t bought in to your vision, the money won’t show up.
Set and maintain high standards

With your Team: show your commitment - train like you’re a school lunch All-Star!
Set and maintain high standards

With your Team: Model what you want to see
Open your doors, leave the kitchen

With your School Community: Provide the words for students to give useful feedback.
Remove the opportunity to be negative

With your Students: Set students up to model positive behaviors for each other.
Remove the opportunity to be negative

With your Students: Maintain an active interest in what actually happens and what direction we are headed
Remove the opportunity to be negative

With your Students: Set students up to model positive behaviors for each other.
Be unabashedly transparent

With Parents: show your work!
*Pictures should only be used if students have photo release on file

Know your audience. Give away whatever you can get your hands on.
PEER SUPPORT
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*Social Media Coming Soon*
Building Culture in Your District

Presented by: Vince Caguin
Director of Nutrition Services
Natomas Unified School District
California Food for California Kids®
Professional Development
building a culture of innovation
student engagement
Enhancing the Dining Experience

Presented by: Scott Soiseth,
Director of Nutrition Services
Turlock Unified School District
Marketing Strategies that focus on student customer service.
I saw that many of our students were underserved in many areas and products.
We stuck to several key principles in marketing:
- Know the customer
- Listen to the customer

AND!
Focus, Focus, Focus.

We never lost focus on who our customers are and what we are selling/providing.
We created a long term brand.
Advance and Secure

We continue to advance our brand, our service, our quality, and our menus.

We continue to secure more of our customers, which increased participation and revenue.
Elementary Serving Line
Dutcher Middle School
Turlock Junior High Remodel
Turlock Junior High Remodel
Turlock High School
Turlock High School
Real Fresh Deli
Real Fresh BBQ Grill
Pitman High Pizza Truck
California Thursdays Bowls
California Thursdays Bowls
It is about taking a long term view of how you intend to serve students, not a year at a time.

We do not want our students to serve us, we want to serve them!
THE END

real.fresh.

OR JUST THE BEGINNING!