

Marketing 101

“Serving Success: Engage, Promote, Deliver.”



Becke Bounds

Child Nutrition Specialist

mdek12.org



MISSISSIPPI
DEPARTMENT OF
EDUCATION

Date: June 26, 2025



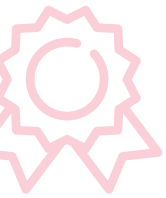
VISION

To create a world-class educational system that gives students the knowledge and skills to be successful in college and the workforce, and to flourish as parents and citizens



MISSION

To provide leadership through the development of policy and accountability systems so that all students are prepared to compete in the global community



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ALL Students Proficient and Showing Growth in All Assessed Areas



2

EVERY Student Graduates from High School and is Ready for College and Career



3

EVERY Child Has Access to a High-Quality Early Childhood Program

EVERY School Has Effective Teachers and Leaders

4



EVERY Community Effectively Uses a World-Class Data System to Improve Student Outcomes

5



EVERY School and District is Rated “C” or Higher

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MARKETING:

is the process of determining the needs and wants of your "customers" and being able to deliver products that satisfy those needs and wants.



- ❖ Who are the primary customers?
- ❖ Who are the secondary customers?
- ❖ What factors or groups influence customers' eating habits?



Objective:

Understand the importance of using marketing for promotion of the school nutrition program.

AS A TEAM !



External Factors That Influence Eating Habits of Customers:

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- ❖ Parents,
- ❖ Teachers,
- ❖ School nutrition personnel
- ❖ Peers
- ❖ Money, time, and appetite
- ❖ Advertising and media



What does the Customer Expect?

- ❖ Choices from a variety of menu items;
- ❖ Quick service and minimum standing in line time;
- ❖ Food served at the peak of freshness;
- ❖ A place to sit after being served;
- ❖ Clean and neat tables and chairs;
- ❖ A dining area that is colorful and decorated appropriately for the age group;
- ❖ Time for being with friends.



The foundation for a customer-focused program is :

Keep it Simple (K.I.S.)

Give it meaning .

Make it visible to everyone who enters the cafeteria.

Why should parent's want their Children to eat school meals?

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Requires no
preparation
time by
parent



It's value for
your money



It's tasty and well
presented



It's appropriately
portioned



~A healthier breakfast/lunch leads to better~

Growth and
Developme
nt



Better
Learning



Healthy Eating
Habits



Weight
Management

Why is it important to Market to Students:



- ❖ 1. It gets the word out about how **GREAT** school meals are.
- ❖ 2. Helps increase participation.
- ❖ 3. Helps improve your school's reputation for providing excellent service.
- ❖ 4. Can be done with new innovative ideas that cost you little to nothing at all.

Marketing Ideas- Promotion

- ❖ Morning Announcements about the menu.
- ❖ Taste Tests of new products.
- ❖ Post Menus and Pictures on your FB page or WEB page.
- ❖ Invite Parents to Breakfast and Lunch (Breakfast for lunch).
- ❖ Get students involved (Student Advisory Groups).
- ❖ Theme Days.
- ❖ Contests.

District Website Features Menus with Photos

Food Service Manager Stormy Brandt combined her nutrition expertise with technology to teach K–12 students about nutrition and school meals by featuring sample trays for the day.

- ❖ It help to speed the lines up!
- ❖ The district's website features photos of all lunch offerings along with menus!
- ❖ When parents saw the how good the meals looked for the price!
- ❖ It was helpful for the younger students.
- ❖ Gave a chance to talk about nutrition.



**Provided
By
Rankin
County
School
District**

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Let your staff embrace the celebrations!! RCSD

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Students will love it .

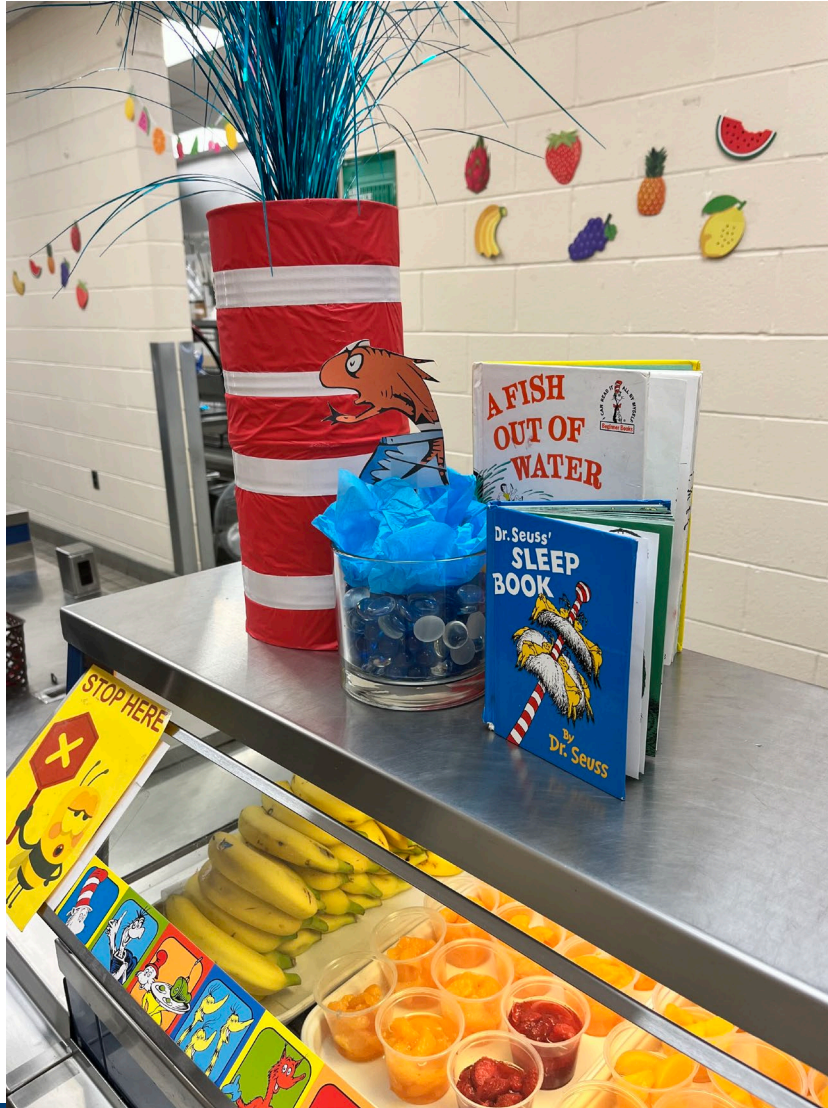


Make it inviting for even your elementary students.

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Celebrate Holidays and School events....Students will remember what you do! RCSD 19



Your Responsibility for Merchandising starts with the **PLACE** 20



Is it Clean and inviting? Amanda Merdith – Tate County School District





TCSD

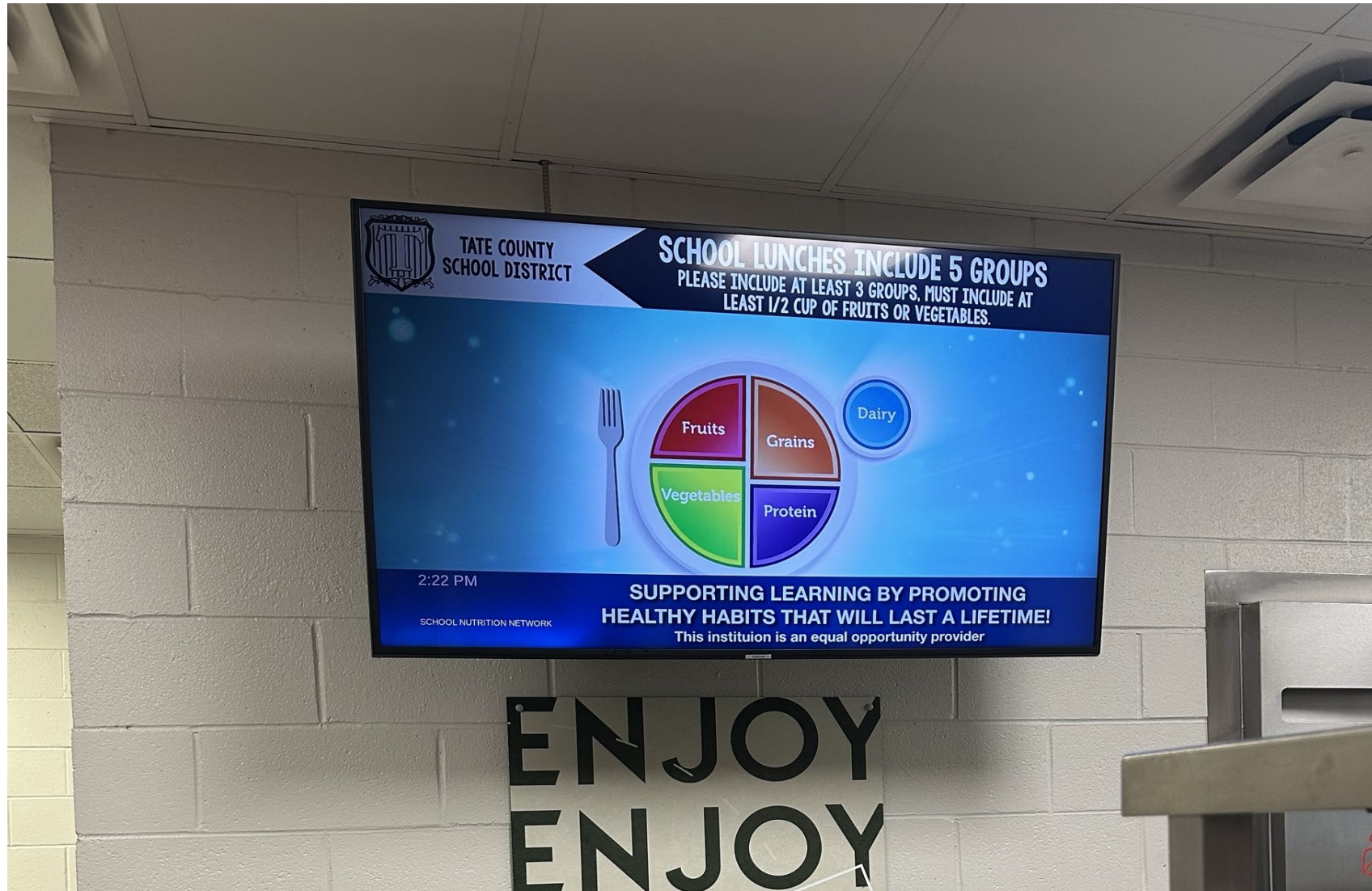


Even older buildings can be updated with signage school colors, look how clean!

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TCSD





Setting up a Service Line for your **Products**

- ❖ Set up the service line to look attractive
- ❖ Set up the service line so employees can work efficiently.
- ❖ Set up the service line to help students make good nutritional choices.

Set Lines up for easy selection and service.

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Your Milk boxes count too!

Serving Lines:



Look Appealing







Cut up fruit, for all ages and serve choices on display tray.

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What do you think is the greatest challenge to getting students to eat breakfast and lunch at school?

The most reported Challenges are:

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- ❖ *Time to eat*
- ❖ *Menus*
- ❖ *Price*
- ❖ *Seating*
- ❖ *Attractive Dining Room*
- ❖ *Service from Staff*
- ❖ *Keeping Staff*
- ❖ *Building a Strong TEAM*



What do your students hear?

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- ❖ Next...”
- ❖ “What do you want?”
- ❖ “Come on and get moving!”
- ❖ “Stop talking!”
- ❖ “Enter your PIN, TRY AGAIN. Just tell me your name and I will do it!”
- ❖ The most common thing said to *our* students: *Nothing!!*



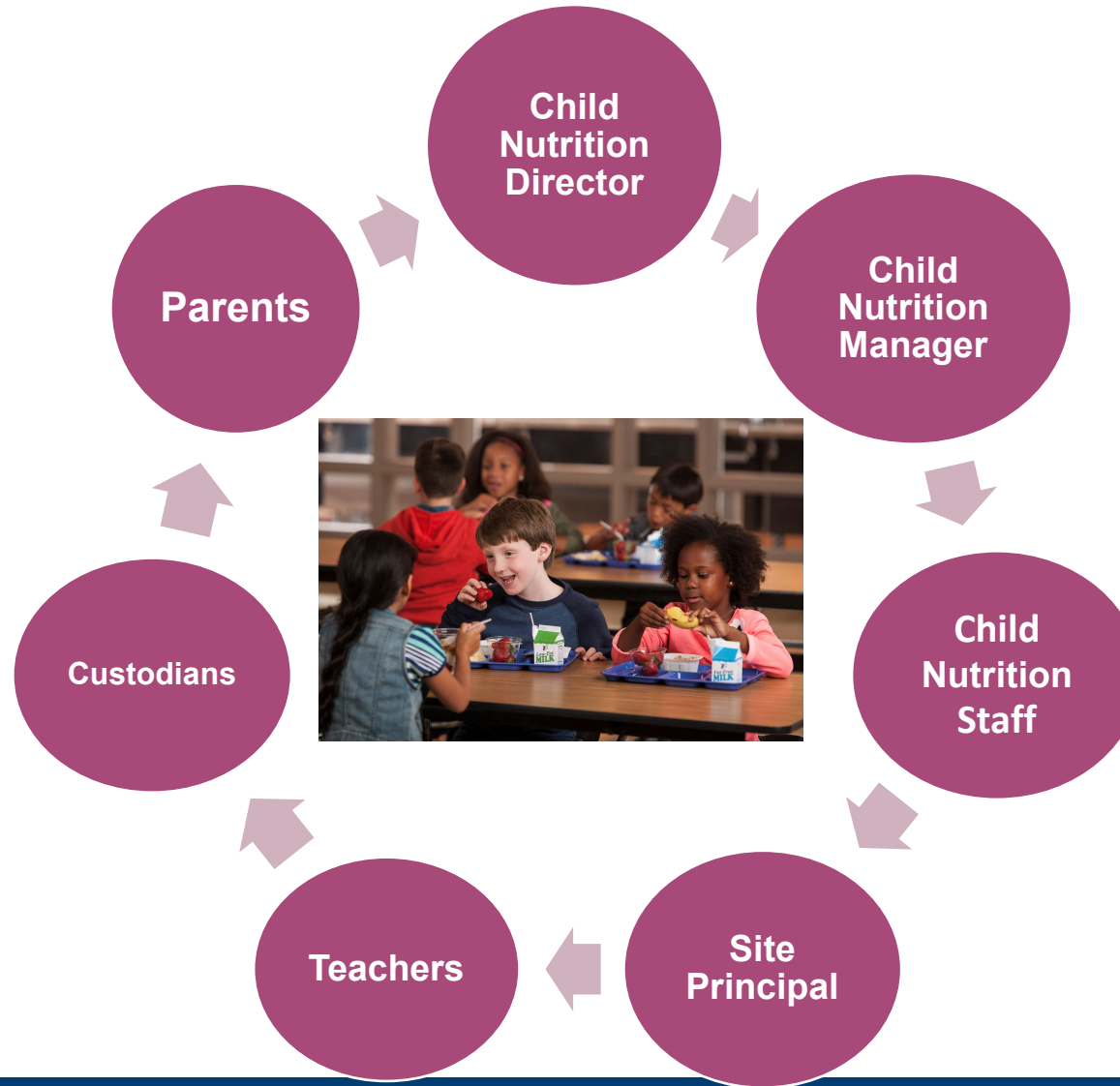
School Responsibly for Marketing lies with us.



How do we present ourselves??

Build a Strong School Nutrition Team:

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The school nutrition staff can influence healthy food choices by:

- ❖ **Appearance.** Neat hair with a hair restraint, clean uniform/apron, clean shoes, minimum or no jewelry, and unpolished fingernails influence how customers perceive professionalism.
- ❖ **Approachable Manner .** A friendly answer to questions and greeting customers with a smile are essential in maintaining a good relationship with students.
- ❖ **Attitude.** Positive comments about the nutritional value of food says to the student “We care about meeting your nutritional needs.”

Our job **/S** Customer Service...

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Make the connection:

- ❖ Smile
- ❖ Use a friendly tone
- ❖ Make them feel welcome
- ❖ Give students your full attention
- ❖ Call students by their name
- ❖ Ask students how their day is going
- ❖ Let them know you care
- ❖ **THANK THEM**



Building a strong Child Nutrition Department starts at the top ... That YOU ! 42



Leigh Pickard – Rankin County School District

A staff that works in a Positive environment is Happy 43



Happy Staff make the Best Servers!

Smiles are contagious

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They deserve your “Best Service Every Day”

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Meals That Matter: Nourishing Yazoo County's Next Generation!

Engaging Students,
Parents & Communities
Through Nutrition



Attitude is a little thing that makes a big difference.

~Winston Churchill

Make them smile.



Special Thanks to the following Child Nutrition Directors

**Sade McGee- 662-746-4672 ext.1021
Child Nutrition Director
Yazoo County School District**

**Amanda Meredith
Director of Child Nutrition- 662-562-5861
Tate County School District**

**Leigh Pickard-
Director of Child Nutrition - 601.825.2257
Rankin County School District**