



School Breakfast Evaluation Report

School Name: Monticello

1. Changes from September 2019 to March 2020

	September 2019	Spring 2020 (indicate the month)
Average Daily Participation	4%	8.5%
Smarter Lunchroom Scorecard* –Total Score	39	Revisit in Fall 2020
Smart Breakfasts Boost Brainpower Scorecard* – Total Score	16	Revisit Fall 2020
Service Models offered (traditional, grab and go, second chance)	Traditional, Grab N Go	Same

*Submit a copy of completed scorecards with your evaluation report

2. How many students at the school were impacted by the breakfast expansion work?

All students were included on promotions and surveys done, however, not all students responded and participated.

3. Provide a summary of the breakfast expansion work that occurred, including: **SEE NOTES below**

- Successes and challenges encountered during the school year
- Details about student engagement efforts

These are the notes we kept throughout the year

Team Breakfast, Monticello High School

Brittney Hirschauer, Director (Sodexo)

Breakfast Advisors: Roxanne Williams & Mary Mueller

Breakfast ADP 3%

Reviewed all online resources prior to first meeting w/school

Meeting Oct 15, 2019

- Observed Breakfast Service 7-7:30 am (busses don't drop till 7:15, most at 7:20)
- Observed traffic flow: Café directly in middle of bus drop off and student parking lot. Kids have to walk right by Café
- Met w/Brittney
 - Discussed goals, breakfast models (Second Chance/Grab N'Go, School Store use), bundling, **taste tests for Breakfast**, Guest Servers, Breakfast Team, Meeting w/Student Council, Social Media, **Texting software she uses**, **Coffee Bar** (started this year), how to punch up the looks and appeal of the serving line, contacting neighboring schools about breakfast models,(we are assisting w/this) HS admin team support, parent support
 - Discussed Scorecards. Brittney had completed lunch scorecard, will do Breakfast and have another person do a lunch one. She will send to us when completed
 - Took Photos
 - Her **biggest obstacle** is the admin staff at the HS
 - She does a survey to parents and students in October. It only has 1 Breakfast question. It's a standard Sodexo survey.
 - We are looking into Directors group membership as a management company.
 - She also needs to join MSNA
- Breakfast Team Meeting will not take place till mid to late November.
- She has **3 students and a parent committed**.
- We suggested a non-FS staff person like FACS teacher or school nurse

Meeting November 11, 2019

- Brittney met with students and a parent. We were not able to attend.
- Goal is to brainstorm on how to increase breakfast participation and the role of the group
- Working on getting more students in the group via word of mouth.
- **Conducting Breakfast Survey in December, done by third party.**
 - Will let us know results
- Plans to do **pilot Breakfast on mobile carts in March** starting in Café
- Principal retiring so hopes to get better support with new principal

December 5, 2019 Via Phone/Email

- Spoke with Brittney
- Plans to apply for the \$2000 grant.
- In process of audit with Sodexo and has State review Dec. 17-20.
- **Doing breakfast survey by third party next week w/20 students.** Sent survey to them ahead of time
- Business manager still does not see need for Second Chance, regardless of the approach she uses.
- **Plans to do pilot in March through end of year.** Potential to open next school year doing same.
- Will share survey results when they are completed
- Rox is searching for info on schools around her that might have Second Chance so she can talk w/them and share that info with Admin Team/Business Manager
- She did finally turn in her team roster
- Next team meeting January 8

Meeting February 7, 2020

- Observed Breakfast
- Discussed **Menu Changes Has increase ADP from 50-100**
 - Hot Sandwich 2-3x/week
 - Choices of Breakfast Breads
 - Cold Press Coffee
 - Offering Smoothies and Yogurt Parfaits daily
- **Survey with Student group on Breakfast issues**
 - No time to eat
 - Not hungry yet
 - Get here too late
 - Want 2nd Chance
- Discussed Grant
 - Breakfast Cart
 - Display Pans, bowls, baskets for merchandising
 - Get selections and pricing to Gail by end of month
- Table Flyers for lunch, vote for favorite item to menu
 - Will do same for Breakfast
 - Vote on **Monte Magic**
 - Used Flyers to remind F/R students that they get Free Breakfast
- 2nd Chance
 - Wants to do trial after spring break
 - Suggested visitation to Columbia Heights or White Bear Lake
- Resent contact info for Stacy Stahl and Laurance Anderson for equipment choices for grant
- Reminded Brittney she needs a student event during NSBW

February 8-24

- Sent pictures of CH Breakfast cart from Cambro.
- Maggie said Brittney could visit any time
- Brittney liked the CH cart and got it approved and ordered.
- Also ordered Cambro display pans
- Brittney will be doing a **promo during National School Breakfast week** “Join us for Breakfast and Get a Chance to win an Apple I Pod”. She will take pics and send along w stats on Breakfast participation.



Thank you for completing the evaluation report. Please do not forget to submit photos with your report, along with any other promotional material or resources developed for this project. Send all documents to mde.teamnutrition@state.mn.us.



Monticello High School School Breakfast Expansion School Year 2019-2020

Why Expand Breakfast?

Monticello High School wanted to improve breakfast participation as only 3% of students were eating. The majority of their free and reduced eligible population was not eating breakfast.

A big barrier for the school was the short amount of time that students had to eat before school started in the morning.

The food service staff have explored opportunities with administration to allow time for a second chance breakfast service and will continue to do so.

Lessons Learned

- Having flyers on the Café tables with links to short surveys and a texting software made it easy for kids to give input.
- Adding a Caribou coffee bar was positive as it included a community business.
- Regular check-ins with the breakfast consultants was helpful to keep progress moving and for accountability.
- Taste testing of the menu items helpful to get students involved.

The Process

Between October 2019 – early March 2020, the following activities occurred:

- A coffee bar was implemented.
- Taste tests were held with students.
- New menu items were featured.
- Student surveys were collected via texting software.
- Smarter Lunchroom and Boost Breakfast Scorecards were used evaluate the breakfast program.
- Plans were made to pilot a second chance breakfast service in March (before school closed due to COVID-19).

Future Opportunities

- Provide data to administrators on the benefits of breakfast.
- Connect school nutrition staff and administrators with other districts who have experienced success particularly with a second chance breakfast program.
- Connect with the MN Food Service Directors Group to share successes and ideas for second chance breakfast implementation.
- Possibly pursue support of administration to expand to second chance breakfast in conjunction with receiving grant money.

Accomplishments

- Positive and creative marketing to increase awareness of the breakfast program.
- Coffee bar improved customer experience and got staff interested in coming to Café. Cold brew was also added in the spring.
- Participation increased approximately 5% from the fall to the spring.
- Expanded menu options including smoothies, parfaits, hot sandwiches, and variety of breakfast breads.



Serving area/coffee cart has red tablecloth



Some of the hot food items offered daily

Team Members

Brittney Hirschauer (Director), Tina Burkholder (Finance Director), Lori Kothenbeutel (Parent), Roxanne Williams (Breakfast Consultant), Mary Mueller (Breakfast Consultant)

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The USDA is an equal opportunity provider and employer.”

