



School Breakfast Evaluation Report

School Name: Caledonia Middle and High School

1. Changes from September 2019 to March 2020

	September 2019	Spring 2020
Average Daily Participation	36 ADA for MS/HS combined 8% total. Breakfast served only in cafeteria to all students.	March 2020 55 ADA for MS/HS combined 12% total. Included both cafeteria and Breakfast in the Classroom served to MS.
Smarter Lunchroom Scorecard* –Total Score	10	n/a
Smart Breakfasts Boost Brainpower Scorecard* – Total Score	7	n/a
Service Models offered (traditional, grab and go, second chance)	Traditional	MS: Breakfast in the Classroom offered HS: Traditional

*Submit a copy of completed scorecards with your evaluation report

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

442 total students in the MS/HS that were impacted with some new breakfast options.

171 students in the MS had the Breakfast in the Classroom option beginning NSBW.

Hopefully next year all will be impacted with Second Chance breakfast and Breakfast in the Classroom.

3. Provide a summary of the breakfast expansion work that occurred, including:

- Successes and challenges encountered during the school year

- Details about student engagement efforts

The Breakfast Expansion Project at Caledonia began with utilizing a survey to find out what students wanted from the program. Many students wanted to see a Breakfast in the Classroom or After the Bell program. Caledonia is a low free/reduced school but many of the students were unaware that if you were free/reduced, you also received a free breakfast. Other things suggested in the survey were lowering the price, having more breakfast item varieties, post menu prices, post what is for breakfast somewhere, and an option if you get to school late and are not able to eat breakfast in the cafeteria.

Our main goals were to expand breakfast to the classroom. We wanted to first pilot the Middle School. Rita was awarded breakfast carts to utilize for Breakfast in the Classroom which began on March 3. It was a slow start. Many students were unaware what was going on which indicates a lack of marketing despite the Communications Class “commercial” that was created.

New breakfast items were brought in including different smoothie options and oatmeal with toppings. Rita was working with the students to develop a new 2 week menu cycle.

Signage and marketing is needed. Many of the mandatory signage for reimbursable meals were not posted. Students were also unaware of pricing and what a reimbursable meal includes. Many just grabbed the entree and a milk instead of being asked if they wanted to add a fruit/juice to make it a full meal. Some staff instruction is needed so they can better promote the full meals.

I would also love to see social media presence. The school itself has a Facebook page that does well, it would be a great place to start promoting, however, it was not yet utilized when I suggested it often.

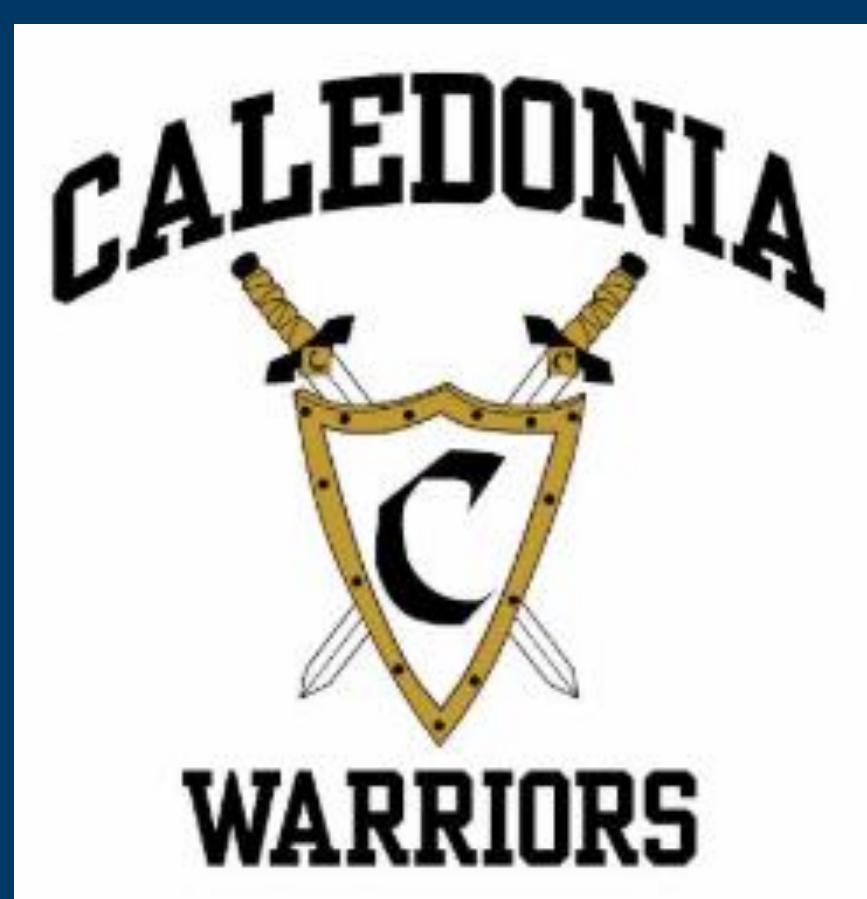
The district should also look into lowering their breakfast full paid price-it is currently \$1.95 which seems high and may be a good reason parents aren’t having their kids eat breakfast at school. Caledonia is a low free/reduced percentage school.

Rita did work with the Communications Class to help with the survey and the Breakfast in the Classroom commercial. I was hoping they would do more with marketing and creating posters to hang around the school. Hopefully next year.

The hope is to have a Breakfast After the Bell program next year, during their “WIN” time. This is essentially a study hall and kids could eat in the cafeteria. I think it would increase participation for sure.

The project was also cut short due to Covid-19 and distant learning beginning.

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.



Caledonia Middle and High School

School Breakfast Expansion

School Year 2019-2020

Introduction

Caledonia Middle and High School hosts a giant cafeteria, right when you walk through the main doors. Many students dismissed walking back by the kitchen to get their breakfast. Also, many kids didn't get to school until right before their class began and therefore, didn't have time to eat breakfast.

The breakfast committee met to discuss goals and ideas to enhance the breakfast program. They also worked closely with the Communications Class.

We wanted to try new ways to entice kids to participate in school breakfast!

Breakfast Goals

- Look at the cost of a full paid breakfast meal (\$1.95).
- Begin offering breakfast in the classroom and serve breakfast in the Middle School wing (eventually in the High School wing).
- Add necessary signage for meal reimbursements and costs. Also develop marketing materials for school breakfast.
- Utilize social media to market the program.
- Bring in new breakfast items.
- Work with the Communications Class to develop a survey to send out to students.

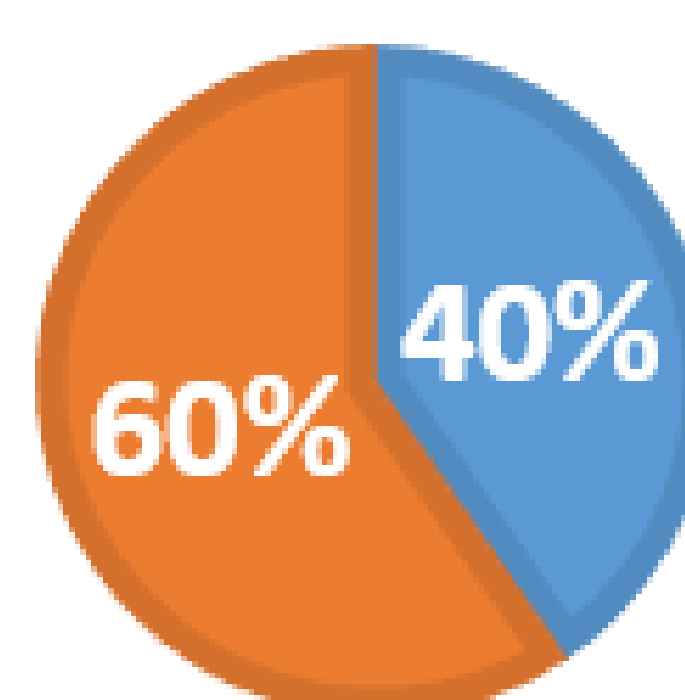
The Process

The Communications Class sent out a breakfast survey to Middle School students.

- Results showed that students were interested in trying out a new breakfast model such as Breakfast in the Classroom or Breakfast After the Bell.
- Students also suggested having more of a variety during breakfast.

WOULD YOU BE MORE LIKELY TO EAT
BREAKFAST IF YOU WERE ALLOWED TO EAT
IN YOUR 1ST PERIOD CLASSROOM?
(131 RESPONSES)

■ No ■ Yes

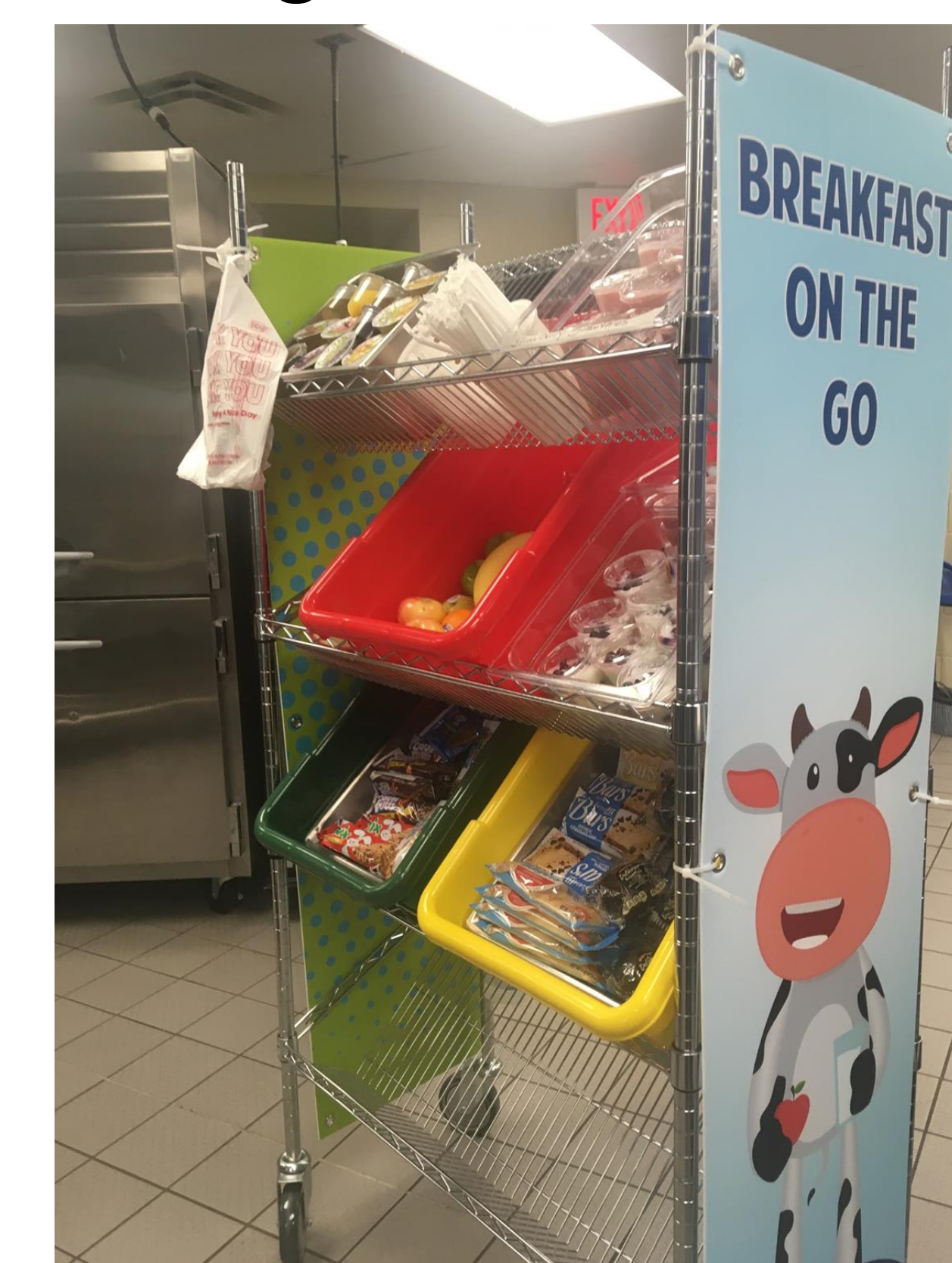


Future Opportunities

- Would like to begin a Breakfast After the Bell program next school year during "WIN" study time (after 1st hour). Students could eat breakfast in the cafeteria.
- Continue offering Breakfast in the Classroom prior to school beginning.
- Consider lowering the full paid breakfast price.
- Display more signage throughout the school to market your program and posting weekly breakfast menus on a easel or board when you walk into the school.
- Utilize the school's social media pages to market the program!

Accomplishments

- Added a couple new breakfast items on the menu and working with students to create a 2-week menu cycle.
- Received a Breakfast Grant for two new breakfast carts to use with Breakfast in the Classroom.
- The Communications Class created a commercial highlighting "how to eat school breakfast" when Breakfast in the Classroom was introduced.
- Breakfast in the Classroom began March 3, 2020 during National School Breakfast Week. It was slow but gradually saw more students participating. It is unclear of the success as school began Distant Learning due to Covid-19.



Breakfast Cart purchased with the Breakfast Grant



Smoothies served for Breakfast in Classroom kick-off

Team Members

Dana Boler, Breakfast Advisor. Rita McCormick, Nutrition Director. Barbara Meyer, Business Manager. Craig Ihrke, Superintendent. Communications Class led by Laura Pohlman.

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