



School Nutrition Industry Conference 2018
***Keeping the Line Moving with
Mobile Ordering***

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Ideas@Work is a collaboration between the School Nutrition Foundation and School Nutrition Association.

It is intended to inspire and encourage innovation through peer-to-peer learning and engagement!

About Douglas County SD



- Douglas County School District, Colorado
- 68,000 students enrolled
- 78 School sites including 13 Charter Schools, 10 High Schools not on NSLP
- NSLP, SBP, SMP, SFSP
- ~ 9.5% free and reduced eligible



What's the Problem?



- Elementary Schools= 55% participation
 - Includes large ala carte purchases
 - Hot lunch= 37% participation
- Heavy parent involvement
 - Stay at home parents
 - High standards on products served
- Too many sack lunches!

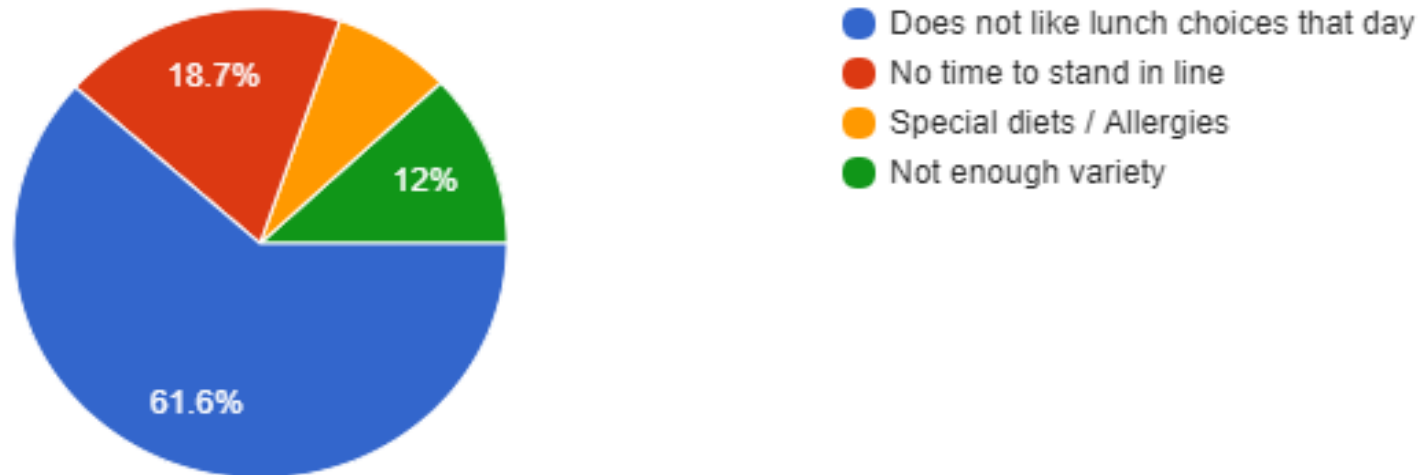
Background



- Why so many sack lunches?

If your child brings lunch from home, why?

1,730 responses



Ideas@Work



- Bypass the line
- Provide more customization
- Provide more options without overwhelming staff

The Big Idea



- Mobile Orders
 - Pre-order sack lunch
- Order ahead, pick up in cafeteria, eat!
 - Click Eat Go
- Sandwiches, wraps, salads, Bistro Boxes
 - All reimbursable
 - All customizable
 - Ala carte upsells



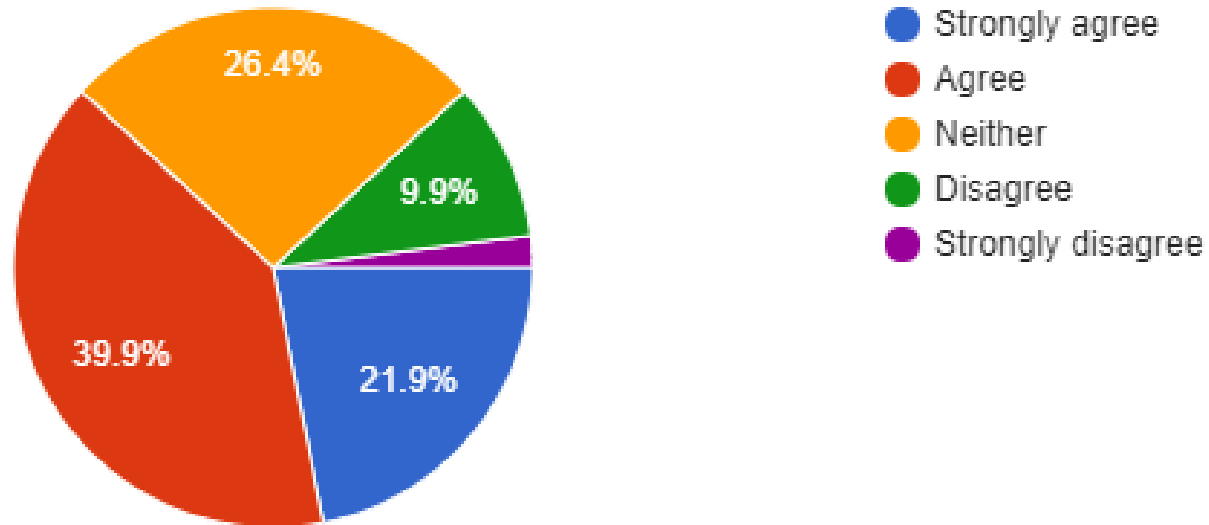
Data



- Survey showed

Customizing a food (down to ingredient) is important to me

1,749 responses

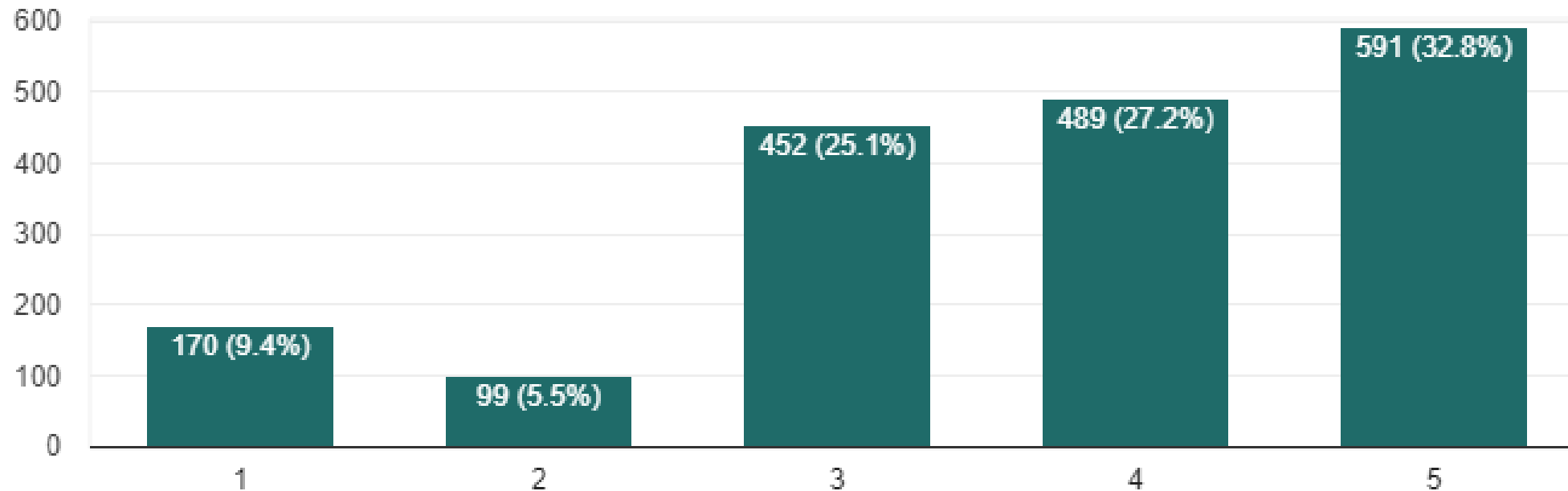


Data



How likely are you to use a "pre-order" system for your child's lunch?

1,801 responses

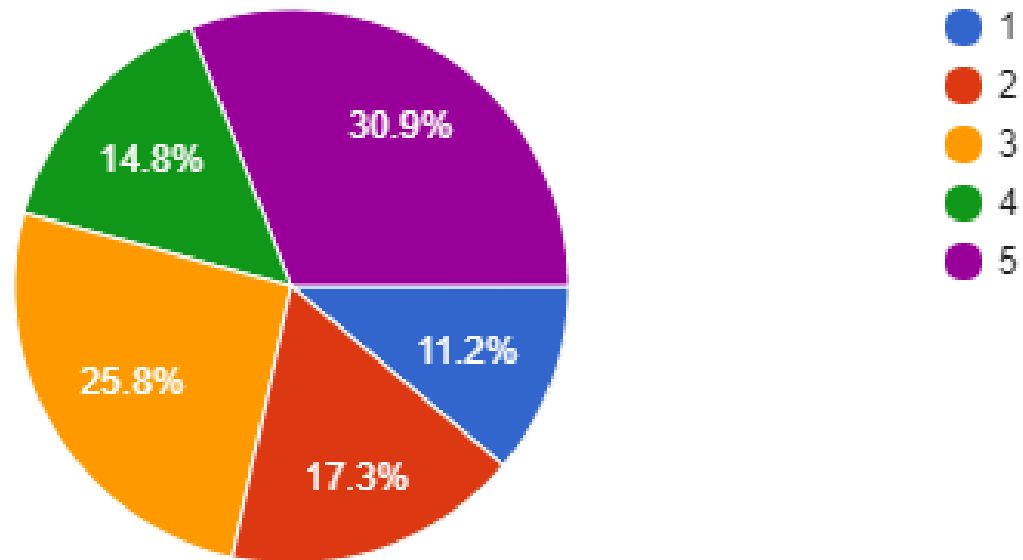


Data



If you could customize your child's meal, how many days a week would your child participate?

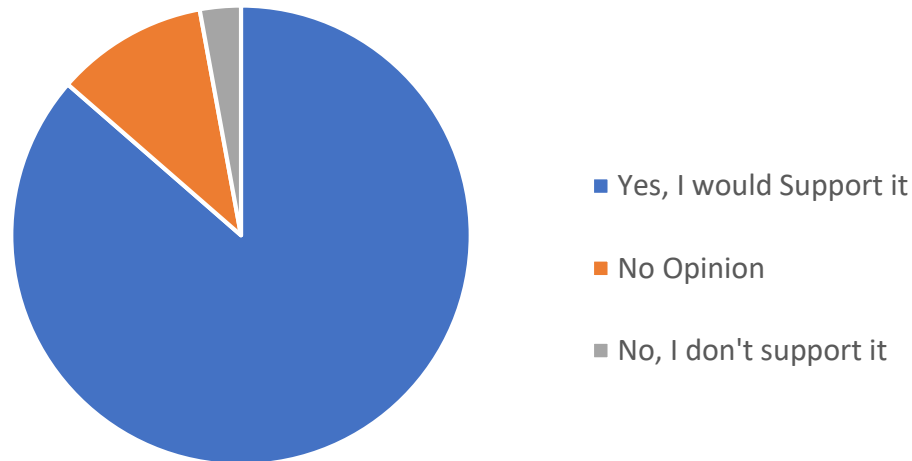
1,801 responses



Data



- Nutrition Services is considering an online ordering tool where you could customize your students' lunches and give them more time to eat. In addition, we hope it would save you time each morning. What do you think of this idea?



Planning



- Define Program

- What menu could we provide?
 - More options= more SKUs/more inventory at site, more labor
- How far ahead did parents need to order?
 - Capitalize on last minute desire, give staff enough time
- How would we pilot this?
 - How many schools, which schools?
- Was the technology there?
 - Online Menu System company in development
 - Could it talk to our POS

Planning



- Price Point
 - Packaging, as well as many packaged options made for a higher food/supply cost than traditional school lunch
 - Hot lunch= \$2.85, Pre-order Sack lunch = \$3.25
- Know our Limitations
 - Graphic designer hired for logo
 - Branding
 - Creation of logo for stickers, banners, flyers
 - Marketing consultant hired for marketing plan
 - Realistic timeline

Marketing



- Met with each school Administration
 - How to reach their parents
 - What communication tools already exist
 - What methods do parents respond to
 - What groups can we reach out to- PTO, SAC
- What aspects of program will “catch” parents
 - Students can skip line
 - Get exactly what they want

Implementation – What?



- Pilot at 3 elementary schools
 - Launching mid-Jan
 - Marketing blast
 - Posters on front doors
 - Flyers posted around school (teacher lounge, water fountain, cafeteria, front office, etc
 - Pre-written copy for schools/principals to use in newsletters, emails, facebook, etc
 - PTO, family night attendance
 - Reduced burden on school site whenever possible

Implementation cont.



- Free day scheduled at each site
 - Anyone who uses app/online slideout to order gets a free meal for X Day
 - Gets users to download app if they don't have it yet
 - Gets them to explore options
 - Allows student to try it
 - Did one prior to launch for staff only
 - Create advocates amongst them
 - Had its own marketing plan
 - Emails direct from teachers
 - Yard signs along car line
 - Banners on school fence
 - Use of School marquee

Implementation – How?



- Spring/Summer
 - Came up with name- Click Eat Go
 - Worked with Graphic Designer for logo
 - Met with students to get menu concepts
- Fall
 - Created Menu
 - Tested online ordering app- integration with POS
- Nov
 - Contracted with Marketing Consultant
 - Principal meetings
- Jan
 - Media Blitz
 - Launch!

Results



- How will we measure success?
 - How many lunches ordered per day?
 - Net increase in Participation?
 - Upsell on ala carte items
- Results to come!
- What needed improvement?
 - Ideally would have had a longer timeline for marketing
 - Adult Menu ready to go with roll out

Your Turn



- How can attendees try this too?
 - Is there a way to get more participation without making lines longer?
 - Alternate ordering, alternate POS locations
- What would your recommendations be?
 - Give yourself enough time to plan it right
 - Implementing a hasty plan may not provide results
- Are there any templates or tips you can share?

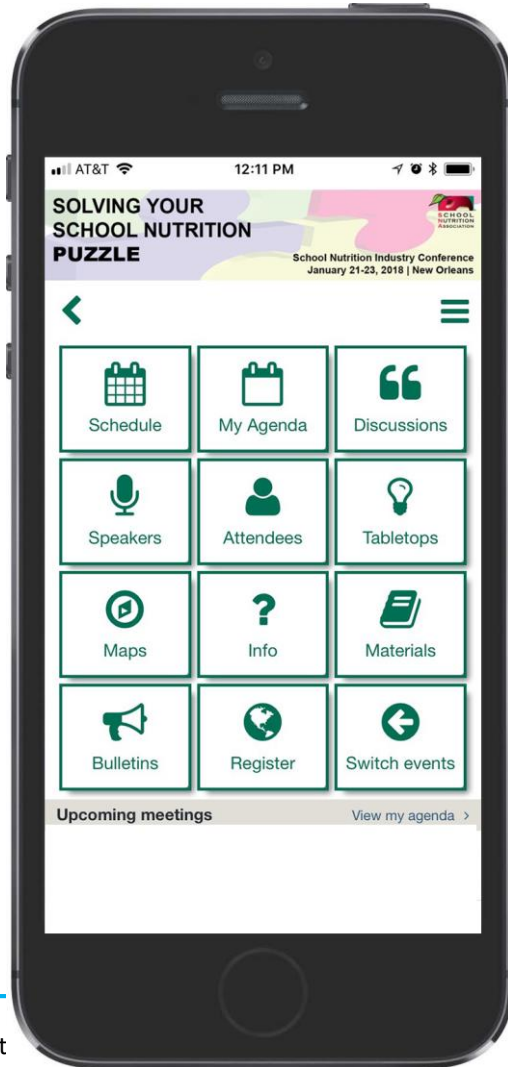
Professional Standards Code



- This session provides 1/2 CEU
 - Combine it with another Ideas@Work Session at SNIC for 1 full CEU
- KEY AREA: 4100
- Communication & Marketing



Thank you



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Thank you!

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