Welcome!

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Breakfast in the Classroom Stakeholder Engagement: How to Win Friends and Influence People
Key Area 4: (4000) Communications & Marketing

(4100) Communications and Marketing

(4150) Communication Skills
Today’s Moderators

Sarah Murphy
Public Affairs Associate
School Nutrition Association

Liz Campbell
Food Security and Nutrition Consultant
Campbell Consulting
Today’s Panelists

Hitesh Haria
Chief Operating Officer
Oakland Unified SD
Oakland, CA

Dr. Cat Timmerman
1st Grade Teacher, Shelby
Traditional Academy
Louisville, KY

Betsy Kinkade
Principal
Mathias Elementary
Rogers, AR
Questions & Answers

• Type your questions into the “Question” box at any time during the webinar

• Questions will be addressed during the webinar and at the end as time allows
Today’s Agenda

Engaging Stakeholders: Why it is Important?

District Stakeholder: COO Perspective

Classroom Stakeholder: Teacher Perspective

School Stakeholder: Principal Perspective

Questions and Wrap Up
Who Are The Partners for Breakfast in the Classroom?
STAKEHOLDER ENGAGEMENT

• **Always include staff from individual schools during planning phase**

• **Find your champions**

• **Principals are key to implementation**

• **Know your audience and be prepared to speak to their concerns/appeal to their issues**
How to Effectively Respond to Stakeholder Concerns:

- Acknowledges & respects stakeholders’ points of view
- Responds with new facts that are relevant
- Asks for ideas about solutions
- Frames a new perspective to consider
- Seeks out examples of success elsewhere
Example Concerns to Anticipate

“I am worried about bugs in the classrooms. How will we keep it clean?”

“You expect me to give you the first 15 minutes of my day? How am I supposed to get through all the material that I need to teach?”

“I have seen the lines in the cafeteria. How are we going to feed 400 children in the first few minutes of school?”
Chief Operating Officer Perspective
Hitesh Haria
Influencing
Breakfast in the classroom

Presented by Hitesh Haria
September 9, 2015
Background
Breakfast in the classroom

Fueling up to Learn
Importance
Breakfast in the classroom

☑ Increased Test Scores
☑ Better Attendance
☑ More Punctual
☑ Improved Behavior
☑ Reduced Obesity Rates
☑ Improved Overall Diet
☑ More Energy
☑ Less Frequent Trips To Nurses
☑ Enhanced Cognitive Functions: Improved Focus & Memory
Memphis City/Shelby County
Breakfast in the classroom

Enrollment: 117,000  -  Started in 20 schools in 2011  -  Participation went to 98%
* Memphis City and Shelby County Schools merged 2013 and de-merged in 2014

Fueling up to Learn
Key Statistics – Memphis/SCS
Breakfast in the classroom

Over One million breakfast participation increase every year
Key Stakeholders
Breakfast in the classroom

- Student
- CFO/COO
- Superintendent
- Board
Additional Resources
Breakfast in the classroom

SNA  NEA  USDA  Foundations
How to Influence Breakfast in the classroom

- Sustainability
- Revenue Generation $$$
- Not Trailblazing - Tweaking
- Help Teachers Improve Scores
- Numbers – More Participation
- Importance/Benefits slide
- Make a Difference
- Get On Their Schedule
- Hear From Multiple Sources

Serving Kids - Doing the Right thing
Golden Nuggets
Breakfast in the classroom

- Start small – Tweak for site success & Sustainability
- Keep kids at the center - Solve adult issues
- Show case studies
- Build a coalition
- Most important meal of the day
- Make it Easy – Make it automatic – Make it FUN

Valuable Lessons Learnt – Golden Nuggets
Hitesh Haria
hitesh.haria@ousd.org
Teacher Perspective
Cat Timmerman
Breakfast in the Classroom

Dr. Cat Timmerman
1st Grade Teacher, Shelby Traditional Academy
Louisville, KY

Jefferson County Teachers Association
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Shelby Traditional Academy

- **1st Grade** Teacher at Shelby
- Grades K-5 with about **700** students
- **75.6%** Free or Reduced Price
- **Direct Delivery** Breakfast in the Classroom Program throughout the school
  - Teachers were hesitant at first but now love it!
How BIC Works...

1. **Food is brought to the classroom** by food service professionals in cooler bags.

2. Students enter the classroom and hang up their backpacks, grab their breakfast, and head to their desk to eat. **I mark who takes a breakfast.**

3. **Students eat at their desk while I teach a mini lesson and we do our morning routine** (pledge of allegiance, hand in homework, etc.).
4. I eat breakfast with my students to help **model good behavior** and spend time with them.

5. My two “**Sanitation Engineers**” pass out wipes for students to clean their desk and ensure all food is cleared.

6. After **10-15 minutes breakfast is done** and I continue with my lessons for the day!
Best Practices

• **Clear communication** with students, parents and staff about how the program will operate

• **Set expectations** with students ahead of time
  – Pick student leaders to assist with the breakfast – can be an important part of developing leadership roles

• **Establish a routine** from day one

• **Flexibility**
  – Find the teachable moment when there’s “spilled milk” – literally.
Advice for Educators

• Everyone knows **hungry students cannot learn** – this program is an opportunity to not only feed students but ensure they will be learning ready.

• Enlist students to be “**Breakfast Ambassadors**” and help with the set-up and clean-up of breakfast.

• If you have behavior issues in the morning with students, breakfast in the classroom can help students to start the day off calmer and **lessen the number of morning incidents**.

• **Have an open mind!** I was skeptical but seeing is believing.
Questions?

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Principal Perspective
Betsy Kinkade
Rogers, Arkansas
- Pop. 60,112 with a small town “Mayberry” feel
- Wal-Mart and Tyson
Rogers Public Schools
- 15,368 Enrollment
- 24 Schools
  - 15 Elementary
Mathias Elementary
  - K-5th Grade
  - 536 Students
  - 75 Staff
  - BIC School: Winter 2014
From the Principal's Eyes...

Before...

"WHY?"

Start With the Why by Simon Sineck

After...
From the Principal's Eyes…

“WHAT?”

- Breakfast in the Classroom… BIC
- Spring 2013…such a great idea…
- “NO GO”…so sad…
- Administration called…
- We visited…we believed…
- Article…PowerPoint…show them…and they will say yes!
“WHAT?”

From the Principal's Eyes...

• Liz... Miracle Worker Extraordinaire...
• Fall 2014... Everyone to the table...
• Must Haves...
• We waited...
• We practiced...
• We did it!

IF THINGS START HAPPENING, DON'T WORRY, DON'T STEW, JUST GO RIGHT ALONG AND YOU'LL START HAPPENING TOO.
From the Principal's Eyes…

“How?”

…Join us for Breakfast…

the Mathias Way…
From the Principal's Eyes...

“HOW?”

• Good Morning...Come on in...We are glad you are here...
From the Principal's Eyes...

“HOW?”

• Find a book...have a seat...
From the Principal's Eyes...

• Breakfast in the Classroom

“HOW?”
From the Principal's Eyes...

“HOW?”

• Breakfast in the Classroom
From the Principal's Eyes...

"HOW?"

• Let the learning begin...

“HOW?”
"We should never lose sight of being motivated by what we can do with our dreams."

"People don't buy what you know; they buy why you know it. So show them why you do what you do, they buy your knowledge."

—Simon Sinek

Thank you for caring a “whole awful lot.”
Contact Information

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Thank you for caring a “whole awful lot…”