

How to Market Your Program



Presented By: Kim Ziarko

About Me

Kim Ziarko

Solutions Engineer
Nutrition Background
10 years in K-12 Industry



Session Topics



- Your Brand
- Your Audience
- Your Avenues
- Your Blueprint

“The action
of promoting
and selling
products or
services.”

What Is Marketing?

Right Products

Right Benefits

Right Audience

“The action
of promoting
and selling
products or
services.”

What Is Marketing?

Meals / A la Carte
Healthy / Delicious
Parents / Students

WHY YOU SHOULD MARKET YOUR PROGRAM

New
Support



Improved
Experience



Increased
Participation



Your Resources



Your Resources

Communications Team

- Website Updates
- Social media posts
- PR pieces



Faculty & Administrators

- Coordinate curriculum
- Experimental learning



Student Volunteers

- Photography Clubs
- Writing Clubs
- In-app feedback



Know Your Brand



Know Your Brand



A strong brand helps you gain:

- ✓ Trust
- ✓ Credibility
- ✓ Loyalty
- ✓ Confidence
- ✓ Personality

Know Your Brand



Menus

Digital
Presence

Interaction

**What is my
brand?**

Visuals

Environment

**What do
these brands
have in
common?**

What do
these brands
have in
common?

5.



**What do
these brands
have in
common?**

4.



5.



**What do
these brands
have in
common?**

3.



4.



5.



What do these brands have in common?

2.



3.



4.



5.



What do these brands have in common?

1.



2.



3.



4.



5.



Consistency!

1.



2.



3.



4.



5.



Your Brand

Develop your brand in “1, 2, 3”



1.

Promise: Choose a few aspects of your program

2.

Positioning: Be consistent in all your avenues

3.

Performance: Apply it in all that you do

Brand Examples

 Grapevine-Colleyville ISD Nutrition Services
@GCISDNUTRITION

Had fun sampling our new lunch combo w/ @GCISDCTE today! Thank you @AScarboroughCTE for helping us out during #schoollunch! #morethanjustaschoollunch #wearegcisd #schoolfood



Chef Inspired Menus

Festive Cafeterias


 Harnett Co. Schools
@HarnettCoSchool

National School Breakfast Week at Anderson Creek Primary School:

ACPS concluded #NSBW with a fun raffle to promote the importance of eating a healthy breakfast.

#WeAreHarnett #NSBW2023 #InspiringLearnersToBeLeaders #SuccessWithHCS



 Owen J. Roberts School District
@OJRS

As part of the healthy options available at our schools this week as we Go for the Greens, Chef Danny is preparing Tropical Green Smoothies for the students to sample and enjoy. We're told they taste yummy!



Interactive and Fresh

Your Audience



Know Your Audiences

4 to 10

GEN ALPHA

- Elementary School
- Influenced by Gen Z
- Adventurous
- Personalized Experiences



11 to 18

GEN Z

- Middle and High School
- Influenced by Social Media Trends
- Confident
- Interactive Experiences



27 to 42

MILLENNIALS

- Today's Parents
- Influenced evolving media
- Capable
- Proven Experiences



Your Marketing Avenues



Marketing Avenues

Physical
The Lunchroom



Marketing Avenues



Physical
Displays
Décor

EAST FELICIANA PARISH SCHOOLS



USDA CHILD NUTRITION PROGRAM

A Partnership for Healthy Eating in East Feliciana Parish Schools

The East Feliciana Parish School Board is committed to serving healthy meals to children, with **plenty of fruits, vegetables, whole grains, and fat-free and low-fat milk**; that are moderate in sodium, low in saturated fat, and have zero grams trans-fat per serving; and to meeting the nutrition needs of school children within their calorie requirements.

EFPSB participates in the USDA children nutrition programs, including the National School Lunch Program (NSLP), the School Breakfast Program (SBP). These programs are accessible to all students, appealing and attractive to children; and served in clean and pleasant settings.



FOR MORE INFORMATION CONTACT:
EFPS Child Nutrition Program
(225) 683-8277 ext. 227

WWW.EFSCHOOLS.NET

Marketing Avenues

Physical
Take-Home
Materials

Marketing Avenues

Digital Website

Child Nutrition Services

- Child Nutrition
 - Homepage
 - Free and Reduced-Price Meals
 - PEBT Information
 - Online Payments
 - Nutrition Information
 - Child Nutrition Staff
 - Resources
- Home
- Breakfast
- Free and Reduced-Price Meals
- Payment Information
- Wellness
- Civil Rights
- A la Carte
- Department
- Catering

Important Child Nutrition Update

Food shortages are nationwide, and our district is also experiencing unavailable items or last-minute replacements. Please understand that we are working diligently to provide the menus that are posted, however, the current challenges are very likely to remain constant for the near future. Thank you for your patience and understanding as we do everything we can to ensure our students have plenty of options to choose from.

Click on the link below for a video about shortages.

Click on image for more information

Meal Applications

Use the school cafe button below to apply!

schoolcafé

CLICK HERE APPLY NOW

Review this document for eligibility: 2022 - 2023
[Income Eligibility for Meals](#)

FREE

SPRING ISD MEAL SERVICE
22-23 SCHOOL YEAR

Free Lunch for Students at all CEP Schools*

FEVP peer-fection

TDA ACCREDITED 2021

Contact Us

Child Nutrition Services
15330 Kuykendahl Rd.
Houston, TX 77090-4109

Email: child@springisd.org
Phone: 281-891-6445
Fax: 281-891-6446

Director
Shelly Copeland
scopelan@springisd.org

Assistant Director
Kevin Truong
ktruong@springisd.org

Shanon Quinn, R.D.
Director of Child Nutrition
80-575-2437

Marilyn Altenbern
Administrative Assistant
80-575-2436

Marketing Avenues



Rose Erickson, MS, RD
Assistant Director
Willmar Public Schools
Editor

**Para traducción,
llame
320-231-7860**

**February
Highlights:**
American Heart Month

National Black History
Month

National Children's
Dental Health Month

Groundhog Day
(February 2)

Valentine's Day
(February 14)

President's Day
(February 20)

No School Dates:
Willmar:
February 17 and 20

CCS:
February 20



✓ Check out the
**Breakfast and
Lunch Menus**
complete with **Nutrient
Analysis** on your
District's Website.

The Healthy Family

A Newsletter from the Food and Nutrition Services Department

Willmar Public and Community Christian Schools



VOLUME 18, ISSUE 4

FEBRUARY 2023

February is American Heart Month!

Did you know that heart disease is the leading cause of death in America? Learn about these heart-healthy habits to help keep your family's hearts beating strong.

FIBER

- ♥ Dietary fiber is great for heart health. It can bind with bad cholesterol and remove it from your body. To increase your fiber intake, focus on whole grains, vegetables, fruits, and beans.
- ♥ Tip: To help you choose a whole grain food item, look for words like "whole grain", "whole wheat", "oats", or "brown rice" on the ingredient list. The yellow whole grain label on packaging can also help you to identify whole grain products.



HEALTHY FATS

- ♥ There are different types of fats found in our foods. Unsaturated fats can help increase your good cholesterol levels. Nuts, olives, avocados, and fatty fish like salmon all contain unsaturated fats.
- ♥ Tip: Fatty fish, walnuts, and chia seeds are excellent sources of omega-3 unsaturated fats. Omega-3 fats are well researched and are known to have a positive impact on heart disease.

GET MOVING

- ♥ Find movement that you and your family enjoy. Aim for 30 minutes of activity a day for adults and 60 minutes a day for children.
- ♥ Tip: Take the stairs, go for a short walk after mealtimes, stand while taking phone calls, or turn TV time into fitness time by doing exercises like jumping jacks, squats, or push ups on commercial breaks or in between episodes.

Attention Parents:

Lactose Free Milk will be provided by Food and Nutrition Services (FNS) upon written request of parents/guardians per the district's Special Dietary Needs Policy. If your child has a food allergy, please reach out to your school nurse or the FNS department. If your child has had no changes to their food allergies, no form needs to be updated. If you are needing a non-dairy substitute (soy or nut-based) for your child, you must have your doctor fill out one of our Special Diet forms and turn it in to your school nurse for review. For more information, please read our Special Diet Policy found on our Food and Nutrition page on the district website.

Digital
Website
Newsletters

Marketing Avenues



- 25-34
- News, Text Heavy
- Updates / Menus



- 25-34
- Concise news, wins
- Reminders, Pics/Memes



- 18-34
- Visual, Minimal Text
- Pics, Reels, Carousels



- 16-24
- 1-minute videos
- Behind the scenes

Digital
Website
Newsletters
Social
Media

Content Strategy Tips


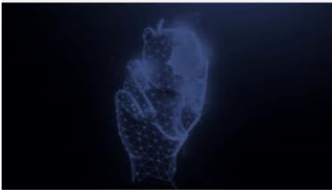



Create A Routine / Process

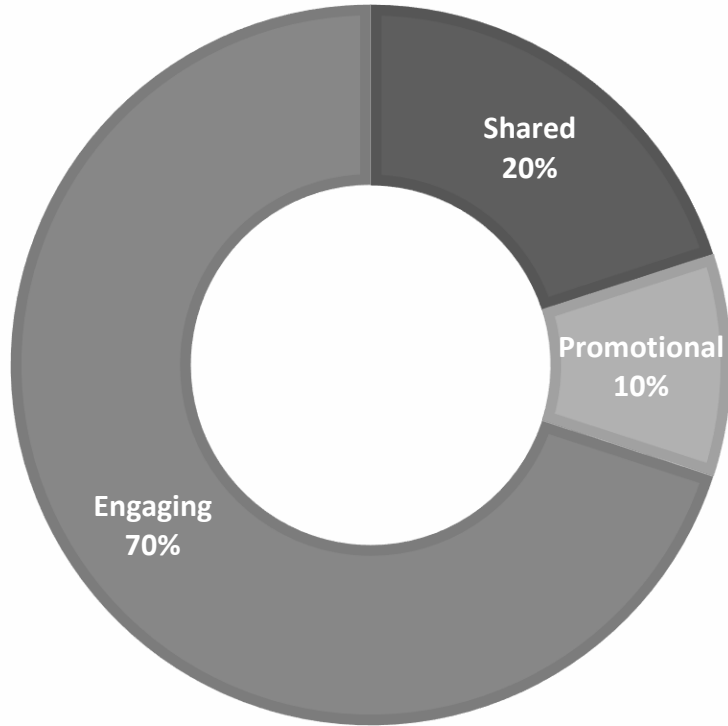
- Do you want to post on your district page twice a month?
- Do you want your own page and post daily/weekly?
- Where will you keep all your ideas?
- Will someone need to approve each post?

Content Strategy Tips

- Date
- Idea Description
- Content Type
- Preview of Visuals
- Caption to copy & paste
- Schedule ahead of time!

Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ
7			8				9			
Idea	Conference Name		Idea	Hand Zoom Out		Idea	Houston Solutions			
Type	Gif		Type	Gif		Type	Gif			
										
CAPTION			CAPTION				CAPTION			
Accelerate your program into the future! 🚀 Watch why you should join the Cybersoft User Conference on April 25 and 26 in Houston, Texas. https://lnkd.in/gUDxZS3K			The future is bright for PrimeroEdge customers! 🌐 Register for the Cybersoft User Conference to see why. https://www.eventleaf.com/e/Cybersoft2023UserConference				Houston, we have a solution. It's waiting for you at the Cybersoft User Conference. Discover everything you can do to accelerate your program into the future. https://www.eventleaf.com/e/Cybersoft2023UserConference #ByteToTheFuture #Conference #RegisterNow			
#ByteToTheFuture #CybersoftUserConference										

Content Strategy Tips



Engaging: Staff highlights, trivia about food, throwback photos, polls, and anything that encourages interaction.

Shared: Sharing posts or blogs posts or blogs from industry experts, interesting articles about nutrition, or sharing neat ideas from others in your community. school.

Promotional: Messaging about your team's mission, values, encouraging students to join school lunch, and anything that promotes your department.

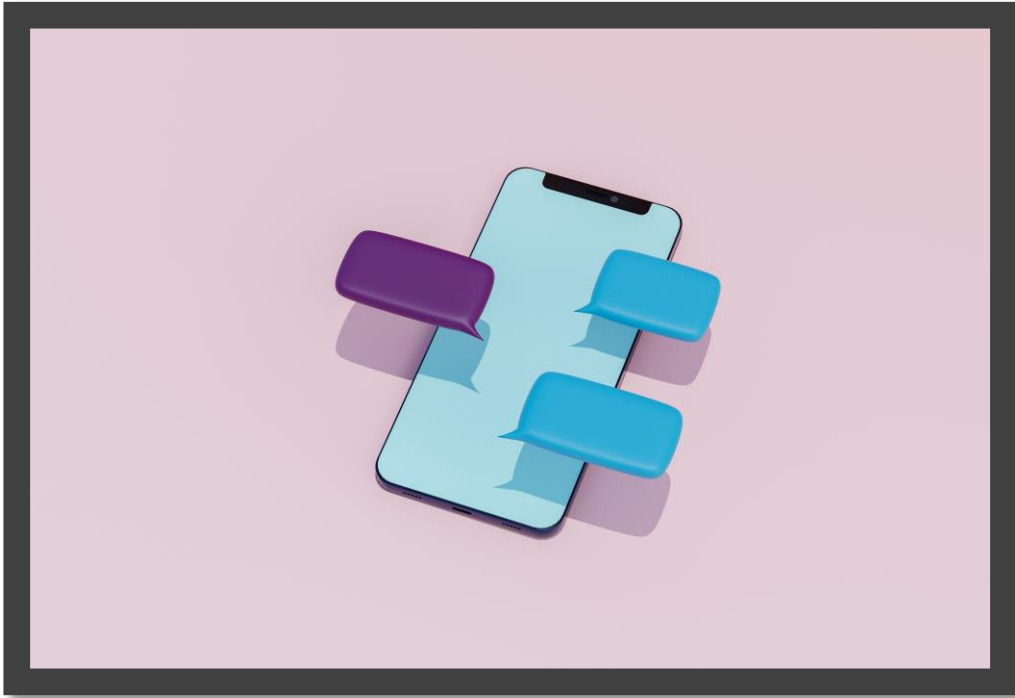
Learn More At Your Own Pace



Social media could be it's own presentation, and there's plenty of more info out there.

Don't feel like you need to get it figured out by the end of this session, there will be more resources provided afterward!

Marketing Avenues



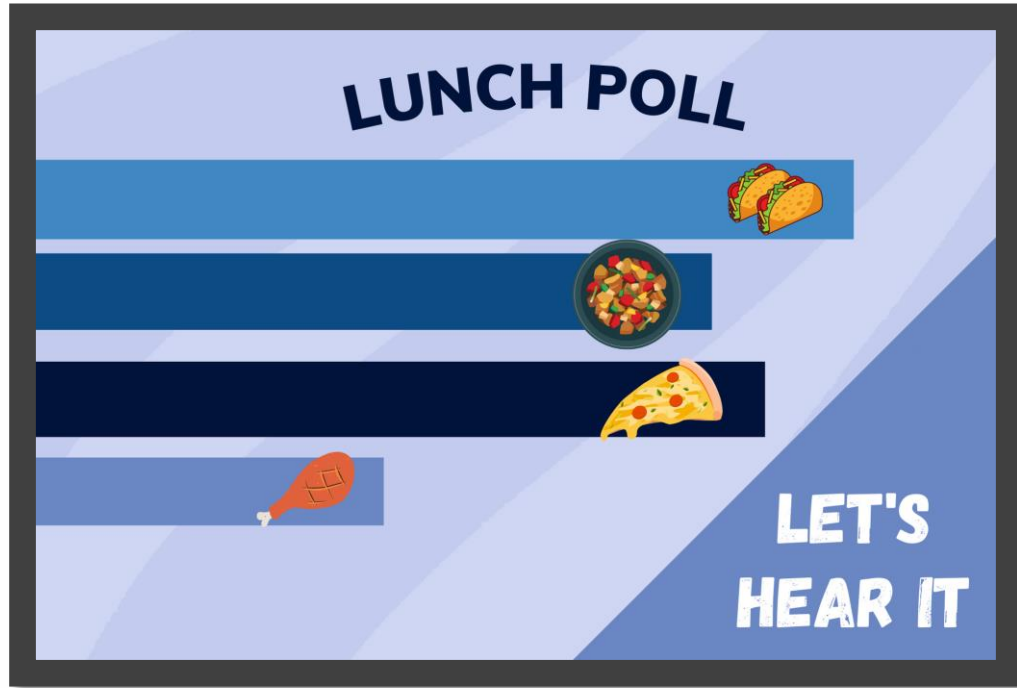
Digital
Website
Newsletter
Social Media
Mobile Apps

Marketing Avenues



Word of Mouth

Marketing Avenues



Word of Mouth
School Food Ambassadors
Interactive Opportunities
Polls and Surveys
Contests

Pulse Check



Your Resources



Your Brand

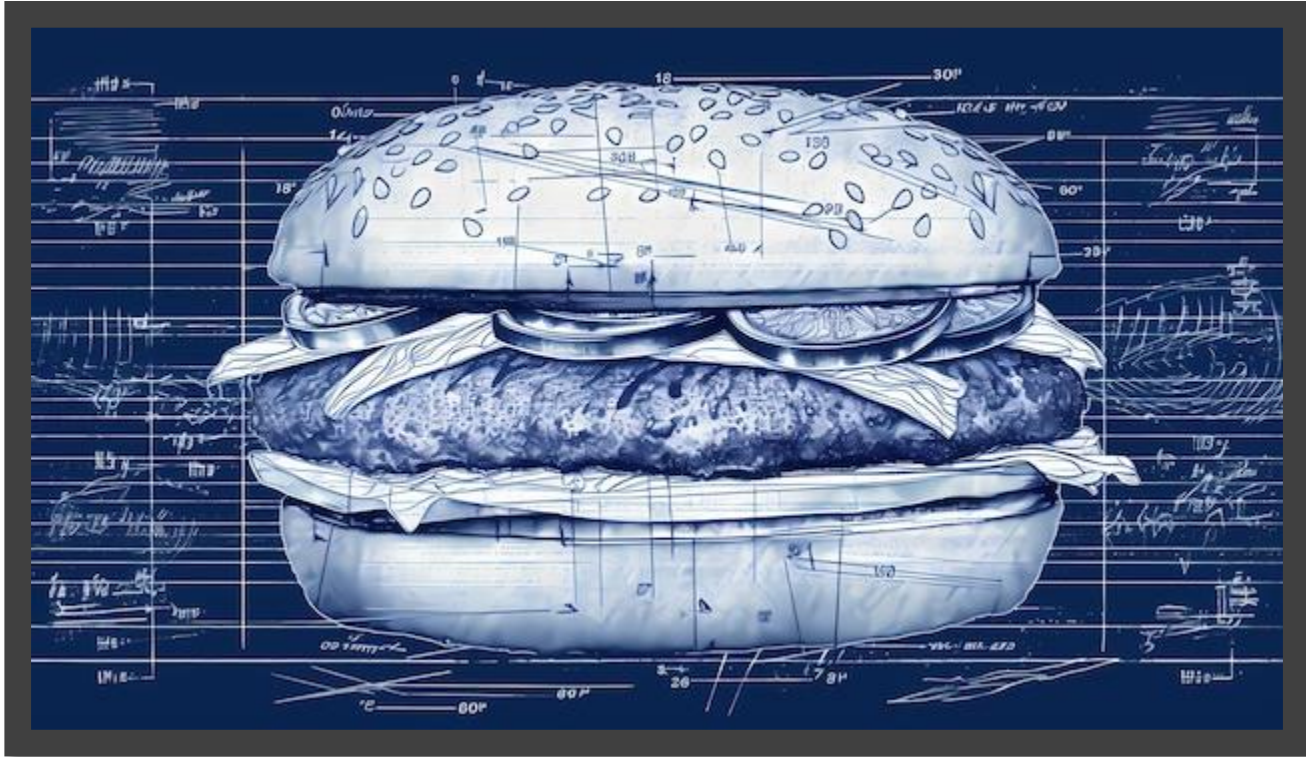


Your Audience



Your Avenues

Your Blueprint



The Method

Content Calendar



Google Calendar
Outlook

Focus Plan



Holidays, Events
Day-to-Day,
The New Stuff

Gather Team



Know Your
Resources!

Make It Happen!



Canva, Prezi,
Adobe, Word,
Copy Images

Planning, Planning, Planning



Example: New Farm
to Table Menu Items

Planning, Planning, Planning

CATEGORY

DESCRIPTION

WHO

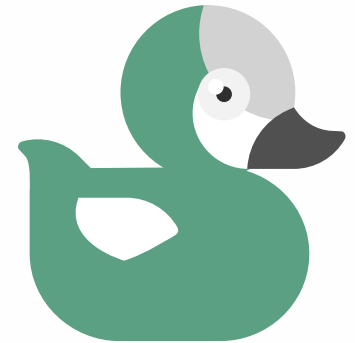
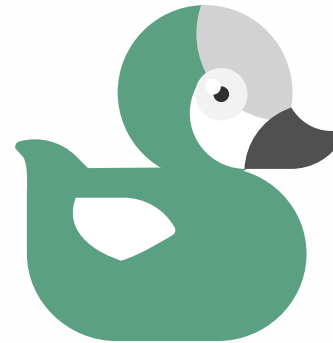
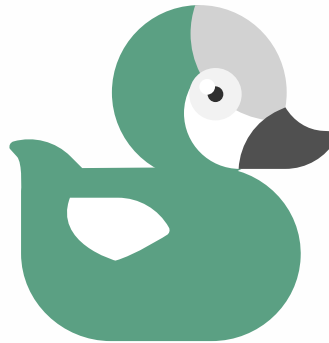
WHAT

WHEN

WHERE

WHY

HOW



Planning, Planning, Planning

CATEGORY	DESCRIPTION
WHO	Parents & Students
WHAT	Our new farm-to-table menu items
WHEN	Information available throughout October and November, with Weekly Social Posts
WHERE	Facebook, Website, Mobile App, Posters
WHY	Communicate the brand offering to increase participation
HOW	Spotlight the farm, taste-test groups

Key Takeaways

- ✓ Marketing is a great way to improve perception, experience, and participation
- ✓ Brand is everything that you do
- ✓ There are multiple ways to market to your audience
- ✓ You don't have to do it alone

Questions?



Resources & Links

- 1) Eat With Your Eyes – eBook
- 2) Generation Alpha: The Rising Generation- Presentation
- 3) Best Practices for Marketing the School Nutrition Program



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ONLINE LEARNING

QUESTIONS & ANSWERS

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- 2 Complete the Survey***
(please make sure that info@ilsna.net is added to your address book)





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