

**Nourish to Flourish –  
A Guide to Redesigning Your  
Cafeteria**



# Want to make a difference in your cafeteria?

This is the guide to get you there.

## Background:

In March 2017, as part of the Nourish To Flourish endeavor, the cafeteria environment in schools was identified as an area of focus. This document is a result of that team's work to assist in Redesign of Cafeterias.

During our research, student surveys and online information showed student voices were strong.

Two of the main issues influencing a student's cafeteria experience were:

- 1) The time to eat/relax
- 2) The comfort of the surroundings.

If change is needed in your cafeteria and serving area, this is the roadmap to get you there.



# Redesigning School Meals:

New Student Survey Tells Us How



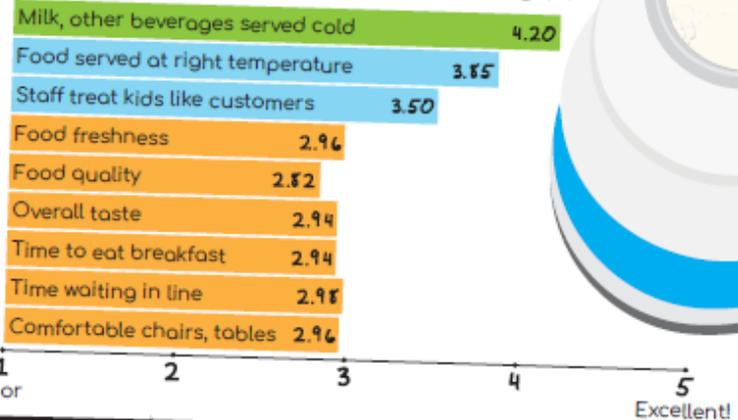
**70%**  
of students feel happy when they enter school meal space

**BUT**

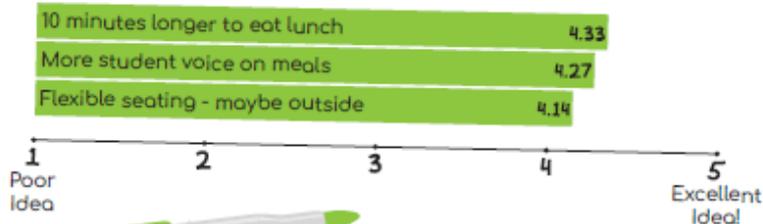


**62%** feel hurried  
**69%** don't feel relaxed

## WHAT'S WORKING? WHAT'S NOT?



## HOW CAN WE IMPROVE?



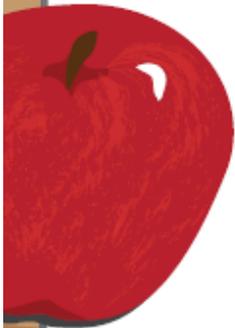
## WHAT ELSE CAN WE DO?

**90%**

Would like more info on food nutritional content

Think working together to cut school food waste is important





**SIMPLE STEPS:**

- A few more minutes to eat
- A little more info on nutrition
- A little more effort to give students a voice



If this brings more kids into meal programs, federal funds go up

Students are telling us how to make school meal experience better:



**MORE EFFORT NEEDED:**

- Food quality and freshness
- Dining comfort



**TECHNOLOGY COULD HELP:**

- App for school meal nutrition facts?
- Online student food preference survey?



75 Fuel Up to Play 60 student ambassadors completed a survey on how to re-design the school meal experience to make it better for kids.

FUTP60 ambassadors are student leaders who work with an adult supporter to rally other students and commit to leading healthy, sustainable changes in their local schools.

WHERE  
DO I  
START



# ***Start. Right here.***

These are suggested steps to the redesign of your cafeteria:

- Seek advice
- Establish your vision
- Establish goals
- Create a business plan
- Set your budget
- Prioritize critical issues
- Select dealer or manufacturer
- Implement plan
- Monitor and review post remodel/redesign
- Share your stories!





# Seek Advice and Gather Information

**Advice** on a cafeteria refresh can come from many areas. An in-person survey is an important start and may include:

- 1) School District Administration
  - 2) Principal
  - 3) School Nutrition Staff/Food Service Directors
  - 4) **Other Student customers**/non-customers
  - 5) Procurement professionals
- Buy-in is important. The principal is very important so remember to get his/her support to help promote throughout the school.
  - Share your vision and ask questions. Getting funding for this endeavor can come from many areas and groups.
  - Gather this advice and use in creating your business plan.

***“Feedback is the breakfast of champions.”***

***-Ken Blanchard***



# ***Vision, Mission, and Functionality***

What are the goals you are setting; what issues are you going to tackle?

- Increase overall participation
- Increase revenue
- Update environment
- Shorten serving lines/more time to eat
- Promote healthier eating
- Create a multi-functional space
- Change 'cafeteria' into a dining experience



A GOAL

WITHOUT

A PLAN

IS JUST

A WISH



# ***Establish Goals.***

After analyzing your vision, the goals you are trying to reach need to be established. After these are established, you can set your budget.

- The vision will back up your goals.
  - Need to add in 200 seats? Your goal will be to add in new furniture.
  - Want to change atmosphere of dining area? Your goal is to add in paint and artwork.
  - Is it essential to shorten serving lines? Add in queue lines, mobile food carts, and add in signage.



# Create a Business Plan.

A business plan is a document that sets business objectives and strategies for achieving those objectives.

- Know your audience. Who are you writing this for?
- Be sure to add in a timeline
- Keep it short and concise.
- Floor plans, sketches can be helpful

Should include:

- Short executive summary. It's an overview of the current situation, opportunities, and outcome you want to achieve.
- Opportunity. What are the opportunities that can be accomplished with this plan? What items/areas you are improving? What are the goals?
- Execution. How you will take this opportunity and change it into a positive business experience?
- Financial impacts. Every business plan needs a goal for a dollar value. Generally it's a percentage increase.
- Appendix. An appendix, in this case, would include articles of success, studies that have been done, and examples of similar redesigns.



# Budget

# ***Establish your budget.***

Budgets are not easy to set up. There are many factors that need to be considered. Add in a range of costs. Be sure to review your vision and goals.

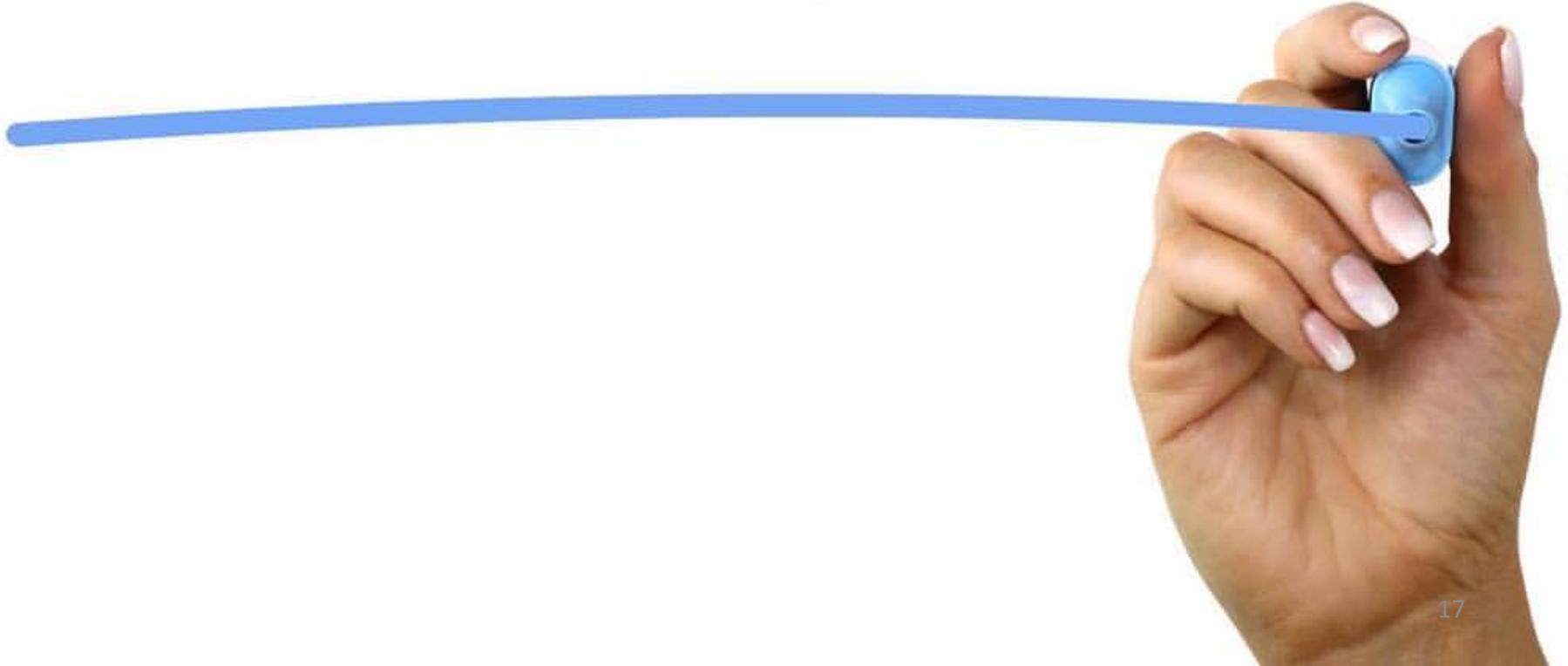
Funding can come from many areas. These can be Food Service, District, School, or other grants.

Examples:

- If your vision is to serve more students – what is your goal to complete that? More seats? Your budget should include the seats you need to serve – in total.
- If your vision is to create an inspiring environment, determine approximately how large the walls are. Your budget should reflect items/artwork to put on the walls.

See ***levels of redesign*** for additional budgeting information.

PRIORITIZE



# ***Prioritize Critical Needs***

Your 'needs' list may be many. Pair your list down to the critical needs.

- View your goals and vision.
- What are the needs that will meet your goals and vision?
- Which needs are essential for you to reach your vision?
- Your budget may help you prioritize the needs.
- Consult your Company or Manufacturer for their advice on getting the most for your budget.





**PARTNER**

**SHIP**

# Select Your Dealer or Manufacturer

Once you have a budget, you can begin your process of selecting a company or manufacturer who specializes in schools.

Who will be your partner?

Pick a company/manufacturer that can complete the work you are asking for/that fulfills your needs.

Discuss with others that have gone through this process and learn from their experiences.





# Implement

**/im-pl-ment/**

def: Put into effect a plan, idea, contract, or some decided action.  
eg. He implemented the new traffic flow plan.

# ***Implement Your Plan***

Track your progress and work.

Keep the actions and needs moving.

Review your timeline.

Record and document process for future enhancements.



**TIME FOR**

**REVIEW**

# ***Monitor, Review, and Record.***

After your remodel/redesign, monitor your sales.

What other goals can you measure?

Ask your audience!

Poll the students – they are the end user.

Reflect on the plan, vision, and functionality you wanted to achieve.

Did you reach all of your goals?

Are there other items on your priority list?

Record the data.





SUCCESS

# ***Let the World Know***

Share your successes with others.

Use Social Media to share the new space!

Be sure to invite the school's principal, superintendent and parents for a special unveiling.





# Design Options

<input type="checkbox"/> Option A Paint	<input type="checkbox"/> Option D Paint & Artwork
<input type="checkbox"/> Option B Carts	<input type="checkbox"/> Option E Furniture
<input type="checkbox"/> Option C Queue Lines	<input type="checkbox"/> Option F Any Combination

The Options above offer suggestions, as well as approximate dollar amounts, that cover a gambit of scenarios to assist in improving the student experience in the cafeteria. ***Please note that all costs are for guidance only.***

# Technology Options

## Transforming the Customer Experience with Data Driven Technology

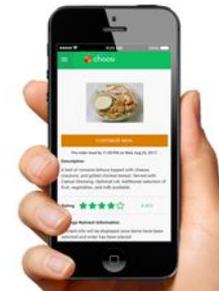
It's not surprising that the introduction of mobile apps to communicate with customers, facilitate ordering, quick pick-up and gather feedback has been effective with quick service restaurants. The introduction of mobile apps in school meals expands capabilities throughout operations to address these needs, including the ability appeal to more student/customers.

- View menu items with full transparency for all products on the menu, such as Nutrition and Allergens.
- Identify popular brands that students know and love
- Use pre-ordering features to customize their lunch to suit their preference using a smart phone
- Kiosk based line queueing similar to Quick Service Restaurants
- Expedite pre-order pick-up with Grab & Go carts anywhere on campus.
- Facilitate interactive Ratings can also allow you to test the power of brands and correlate them with student acceptance.
- Introduce loyalty programs to incentivize student customers not regularly participating

Cost Range for Software \$1,000-\$2,500 per School



Made to Order Sandwich Pick-Up Cart Featuring National Brands



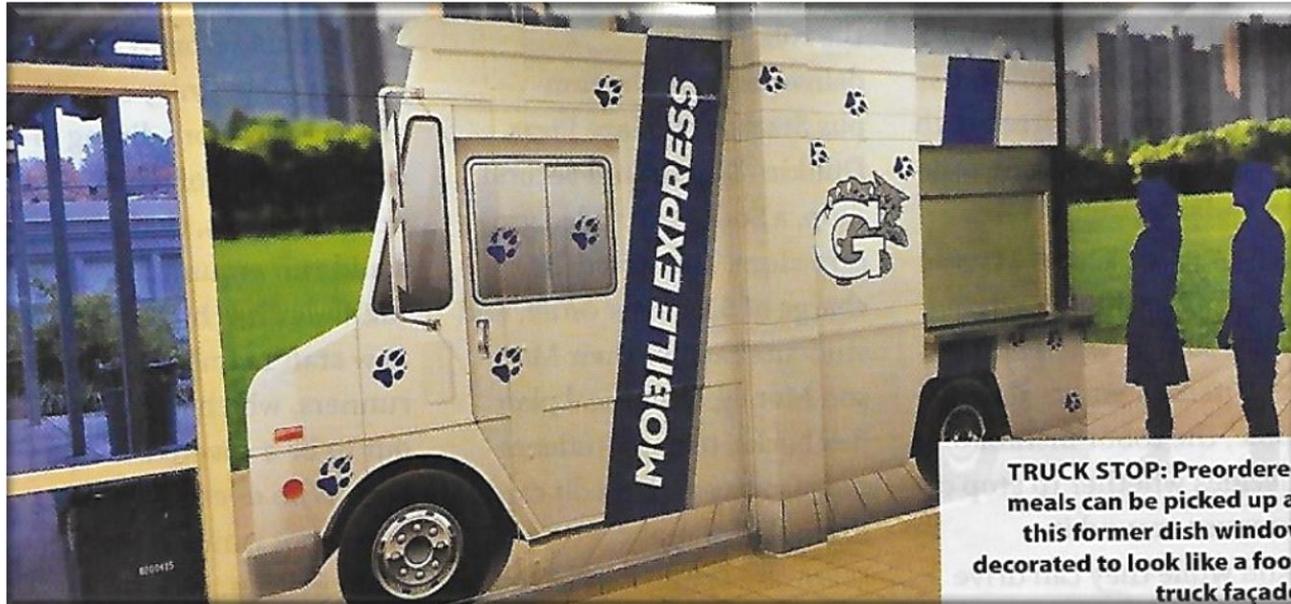
Custom Pre-Ordering



Free Standing Kiosk

# ***Charlotte-Mecklenburg, NC Pre-Order Option Success Story***

Dish room was transformed and students select their choices beforehand. At lunch pick up is easy with no wait!! Offerings included sandwiches and salads but biggest hit was smoothies!!



# Option A (Paint)

**Paint!** Adding paint to the cafeteria changes the atmosphere of the space. The colors that are chosen are important. They can be school spirit related, or subtle patterns.

- The Low level's cost ranges from \$200 - \$1,000. The range is affected by how much paint is needed and the complexity of the paint patterns used on the walls.
- Choose a paint pattern or solid colors.
  - The paint should be of good quality to ensure good coverage on the walls and for lasting properties.
  - Companies such as Sherwin Williams or Benjamin Moore are good quality paints. Interior semi-gloss paint should be sufficient, however check with your local paint store for more details and information.
- A painter could be hired, or could volunteer, or it could be a student project.



# Option B (Carts)

**Breakfast/Lunch Carts!** Carts can be used for Breakfast in the Classroom, or they can be used to add a quick serve line in the cafeteria or another location where students can be reached.

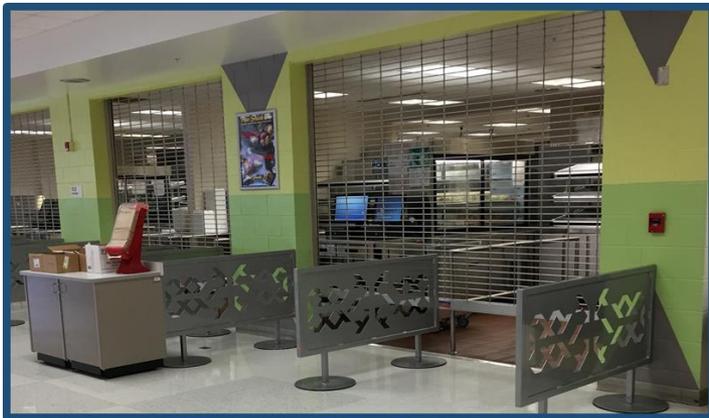
- Carts can range from approximately \$2,000-\$8,000 depending on size, materials, hot/cold capabilities, etc.



# Option C (Queues)

**Queue Lines!** From the student survey, time spent waiting in line and time allotted to eat scored below a 3. Adding queue lines allows the students to fill multiple lines and cuts down on the time waiting in line to get food.

- Queue lines can be simple or complex. There are many companies that sell these items.
- Stanchions such as generic ribbons and posts, or heavy gauge steel versions are available.
- The cost of these lines are based on how many students, how many lines, and the material or choice of queue. \$250 to \$5,000



# Option D (Paint & Artwork)

## Paint and Artwork!

- This Option's level cost will vary greatly depending on the range of artwork, number of paint colors, and complexity of paint patterns.
- Adding the Option A paint and adding artwork will doubly enhance the cafeteria. Carefully placed artwork with accent paint colors allows you to get more for little effort.
- There are many walls in the cafeteria so choosing focal walls will lessen the cost. Generally, the serving/cafeteria wall is the main focal wall. Adding artwork and paint accents to large expanse of walls is also needed to make a visual impact.
- Total approximate costs may range from \$5,000 to \$25,000.



# Option E (Furniture)

**Furniture!!** New furniture for the cafeteria is the most expensive part of any redesign but can make the biggest difference in student's comfort and dining experience in a school.

- Costs can range from \$50,000 to \$100,000
- Keep in mind that this could be done in stages where not all furniture is replaced at one time, but over several years.



# Before and After

Nourish to Flourish - Redesigning the Cafeteria



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- **Hephzibah High School** – 34% increase in lunch sales
- **Westside High School** – 21% increase in lunch sales



# Contact Information

## For More Information:

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