Strategic Messaging
Session 2: Alignment
November 8, 2022
Presenters

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Learning Objectives

1. Identify potential strategic partners for collaborations
2. Learn effective methods for aligning messaging with stakeholder values
3. Hear practical applications from School Nutrition peers
Recap Session 1

Values

Influence

Concerns

Access
Using your Reactions drop down
Step 1: Planning Document Example

Strategic Messaging Part 1: Create a Plan

What is your message?

Who is your audience?

What values do you share with your stakeholders?

What influences your stakeholders?

What are your stakeholder’s main concerns?

Where do your stakeholders go to access information?
Better late than never... Union County Elementary kiddos started Monday morning with multiple choices for breakfast... they could choose Sausage and Cheese Biscuits, Chicken Biscuits, Egg and Cheese Biscuits, Ham and Cheese Biscuits... they could add egg to a biscuit of their choice or they could get Breakfast Pizza. They had Assorted Cereals, Jellies, Fresh Apples and Assorted Juices... the yummy choices kept coming for lunch. They could choose Chicken Sandwiches, BBQ sandwiches, Corn Fries and Baked Beans. They could pick up... Fresh Carrots sticks, Ranch for dipping, Fresh Sliced Tomatoes, Sliced Peaches and Fresh Fruits. #FuelingGA
This photo is from a post.

Gordon County Schools
September 26 at 4:30 PM

4
3 Comments
Like Comment Share

Most relevant

Mitzi
This was a giant step for him today.

Kasey
Hopper Lindsey love it

Mitzi
Kasey Silvers Stone he was making some big choices...Only elementary people understand, hr u girl...

Write a comment...

Steven
Just curious are these free lunches?

Like Reply Hide Send Message 4m

Jessie
Steven Rouse in Wayne County Georgia, all students K-12 receive free breakfast and lunch.

Like Reply Hide Send Message 1m

Reply to Steven Rouse...
Step 2: Alignment

Key messages/Crucial elements for alignment:

1. Quality School Meals
2. Professional Development
3. Student and Community Engagement
Power of Alignment

1. Provides clear framework for your efforts: **PURPOSEFUL**
2. Enables your staff to work toward your strategic goals
3. Targets specific audience concerns and values: **FOCUSED**
4. Keeps efforts on track to reach a shared vision
5. Builds trust, affirms and creates opportunities for engagement: **COLLABORATIVE**
6. Allows for evaluation of your efforts
Purposeful

WANT TO LEARN MORE ABOUT School Meals IN GEORGIA?

1. Familiarize yourself with school menus on your local school district’s website
2. Follow your local school nutrition program and school district's social media accounts
3. Schedule a time to eat a school meal with your student to learn more about their school
4. Follow Georgia School Nutrition on social media to see what is going on state-wide
Focused

Apples

Apples are a member of the rose family.

Apples are native to Central Asia and were brought to North America by European colonists. They are now grown in all 50 states.

Apples come in all shades of red, green and yellow and provide fiber and vitamins C.

Enjoy them with their skin on for the best nutrition.

Georgia apples are sold primarily for the fresh market within their states.

According to Georgia’s 2020 Crop Report, apples are grown in eleven of the twelve counties in north Georgia.

Georgia’s annual apple festival is hosted during October.

Richard Woods, Georgia’s School Superintendent | Georgia Department of Education | Educating Georgia’s Future
Collaborative
School Nutrition provides opportunities to develop skills and grow a career pathway that will make a big impact.

**DISCOVER YOUR PASSION WITH A CAREER IN SCHOOL NUTRITION!**

Georgia School Nutrition Programs help stimulate the local economy using Georgia Grown foods.

**SERVE OUR CHILDREN & OUR STATE WITH A CAREER IN SCHOOL NUTRITION!**

Wide ranging **EMPLOYMENT OPPORTUNITIES ARE NOW AVAILABLE** to support school cafeteria operations across Georgia.

**YOU CAN TAKE YOUR PASSION FURTHER WITH A CAREER IN SCHOOL NUTRITION!**
More billboards spotted. This time in Cobb and Cherokee!

Get on a great schedule and discover your passion with a career in School Nutrition! Reach out to your local school nutrition teams to find out what vacancies exist near you.

Take advantage of the opportunity to truly #LoveWhatYouDo!

Georgia Department of Education #FuelingGA
FULTON COUNTY SCHOOL NUTRITION IS HIRING FOOD SERVICE WORKERS & MANAGERS-IN-TRAINING IN NORTH FULTON COUNTY

NOW HIRING!

Look at the possibilities that await you:

- Full Benefits: Medical, Dental, Vision, Life, Disability
- $1000 SIGNING BONUS for all positions!
- Competitive wages starting at $16.46/hour
- NO nights, NO weekends, NO holidays, and a schedule that fits around the school bell
- Opportunities to advance

APPLY HERE: https://nutrition.fultonschools.org/Careers

COBB COUNTY FOOD & NUTRITION SERVICES:
NOW HIRING

Food Service Assistants

- Food service experience is a plus, but not required.
- We will provide you with a free meal every day.
- Starting pay is $14.70 per hour paid bi-weekly with no experience.
- Previous food service experience will increase your starting pay.
- FNS Team members qualify for health insurance (single & family benefits).
- Monday through Friday when school is in session.
- No nights, no weekends, summers off, school holidays off.
- 4 to 6 hour shifts available between the times of 6 am - 2:30 pm. We offer flexible shift times based on your preference and the needs of the kitchen.

Now Scheduling Interviews for September 13th.
Strategic Messaging Part 2: Alignment

Who are potential key partners in your school district or community?

Does your staff and other key partners know your message?

Who is your district communications liaison? Have you shared your message with them?

How will you purposefully align your message to address stakeholder concerns and values?
Peer Sharing

Dr. Lauren Duplantis
Nicole Head
Dawn St. Michel
Thomas County
FEEDING BODIES, FUELING MINDS

Richard Woods, Georgia’s School Superintendent | Georgia Department of Education | Educating Georgia’s Future
Branding
Thomas County Recap
The Vision Statement of GCSN aligns with our District as a whole:

“Making a difference by continually transforming and building strong relationships and partnerships within our community through Food & Nutrition.”
Alignment in Gordon County

- Aligning with our district by collaborations across multiple departments
- Open communication
- Developing and fostering relationships with all site administrators
- Teamwork makes the Dream WORK: LITERALLY!
- MAKE IT FUN!
- REMEMBER: things are not “like they always have been” or “used to be.”
- We make it personal; we make it about our FAMILY!
How it works for us

Social Media: Gordon County & Gordon County School Nutrition
• County Communication Coordinator & I work together

Remember who you are engaging
• Parents/guardians now are end of Millennial and Gen Z parents. They use Facebook
• Students use Snapchat, Instagram & who knows what else…
• We want to engage our parents/guardians first and foremost!
Adapt our style

• Using popular/ catchy things they see on their personal accounts
• Using Canva for EVERY post to make it colorful, bright and eye catching.
• Using pictures of our staff, our FOOD, students.
• Collaborating with Coaches, Administrators, teachers, and site staff to work in the kitchens…help…whatever
• Engaging our local Board of Education with new menu items
Social Media Presence
Social Media Presence
Gordon County Recap
Lamar County
FEEDING THE WHOLE CHILD FOR SUCCESS

• Look for partnerships within the school system and community.
• Find the needs of students, staff, parents, stakeholders, community members and fill that need.
• Sharing Education and Information
• Facebook Page: spread the word, promotion, educate, enlighten and inspire.
• Survey
Focus on Nutrition Night

HOSTED BY: LAMAR COUNTY DISTRICT PARENT ADVISORY COUNCIL

FAMILY NUTRITION NIGHT

OCTOBER 18, 2022
5:30 PM - 7:00 PM

This interactive presentation will focus on a healthier approach to cooking healthy meals for your family as well as creating well-balanced snacks and portion control. Each participant will leave with a box of ingredients to recreate these delicious ideas at home themselves.

LOCATION:
LCHS CAFETERIA
#3 TROJAN WAY, BARNESVILLE GA 30204

ANY QUESTIONS OR CONCERNS PLEASE EMAIL:
abanks@lamar.k12.ga.us
We are leaving the survey open another week! Currently chicken entrees are in the lead with chocolate milk! No clear leader for fruits, grains, or vegetables. All schools are within one participant in completing for representation; 50/50 parents & students.
Lamar County Recap
Strategic Messaging Training Series
Tuesday, January 24, 2023
2:00-3:00pm
Session 3: Consistency & Turning Negative into Positive
Learning Codes

Event Name: Strategic Messaging
Session 2: Alignment
Event Date: November 8, 2022
Hours: 1.0
Professional Learning Code: 4130
(Program Promotion)