



Strategic Messaging

Session 2: Alignment

November 8, 2022



Presenters



Ellen Bennett

*Georgia Department of Education
Communications Project Specialist*



Kelli C. Cook

*Georgia Department of Education
Strategic Marketing &
Communications Manager*



Anna Coleman

*Georgia Department of Education
Communications Media Specialist*

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

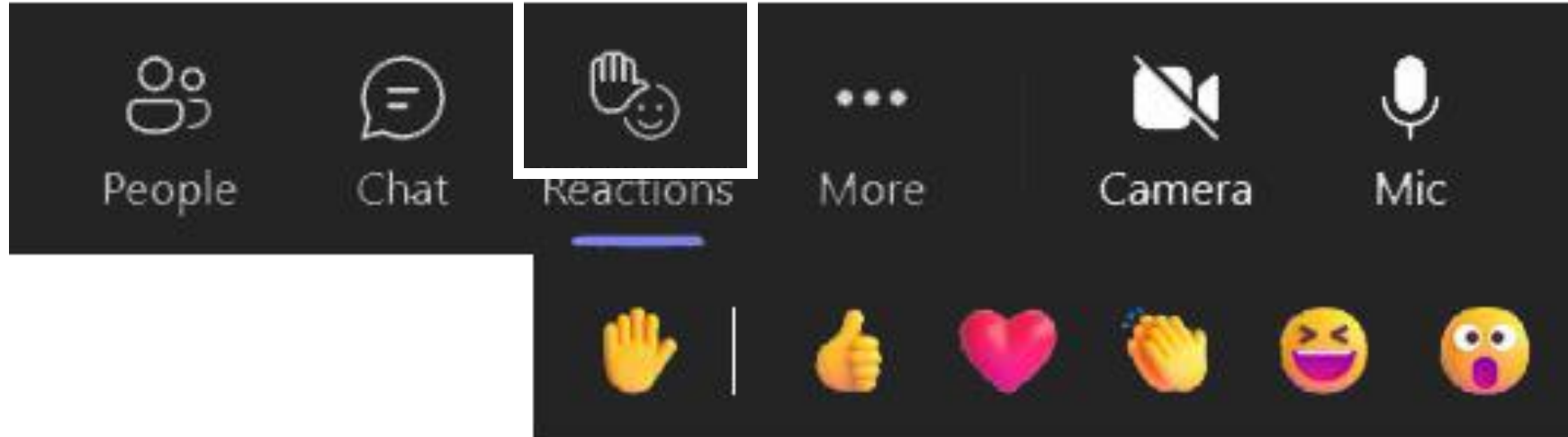
Influence



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?

Georgia Department of Education School Nutrition Program 

Union County School Nutrition Program
 15h · 🌐

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, Crinkle Fries 😊 and Baked Beans. They could pick up ..Fresh Carrots sticks, Ranch for dipping, Fresh Sliced Tomatoes, Sliced Peaches and Fresh Fruits. #FuelingGA



Brenda [redacted]
 I'd like to see if it actually looks like that.
 I mean you know how the food looks on commercials then when you get it it's a whole different picture 😊

Like Reply 1w 👍❤️ 2

Effingham County School Nutrition
 Brenda Davis Plummer Stop by and have lunch with us one day. We have full salad bars at the middle and high schools as well as personal pizzas baked right on the line.

Like Reply 1w Edited 👍 4

Brenda [redacted]
Effingham County School Nutrition
 Sounds Good. Might have to have lunch with our Granddaughter one day ❤️

Like Reply 1w 👍

Most Relevant is selected, so some replies may have been filtered out.

Reply to Brenda Davis Plummer... 🗨️ 😊 📷 GIF 🗑️

Write a comment...



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.

Apple trees originated in 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 vitamin C. Enjoy them with their skin on for the best nutrition.

Apples are in season in Georgia from around August through October.

Georgia apples are sold primarily for the fresh market, unlike other states.

According to Georgia's 2020 Farm Gate Value Report, most of Georgia's apples are grown in Gilmer and Fannin counties in north Georgia.

Georgia's annual apple festival is hosted during October.




Georgia Department of Education School Nutrition

This institution is an equal opportunity provider.

Collaborative

Georgia School Nutrition Social Media Campaign SNP Career Opportunities: #LoveWhatYouDo

MOE - 00000001

#	Date	Message	Graphic
1.	May 28	<p>School Nutrition Assistants or Technicians work in the routine operation of school nutrition programs, contributing to the seamless delivery of quality school meals. This role can include preparing and serving meals, processing transactions at the point of service, and restocking free/refrigerated applications.</p> <p>Check with your school district or school nutrition program to see whether this role is currently available and learn if it could be a right fit for you! Joining our family of School Nutrition Professionals gives you the opportunity to come aboard our mission to Fuel Georgia's Future!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns #LoveWhatYouDo</p>	
2.	June 4	<p>Do you have a passion for children, wellness or nutrition? If you do, you should consider a career in School Nutrition!</p> <p>School Nutrition Managers or Foodservice Managers work alongside their teams to deliver on our promise of quality meals, excellent service and enriching experiences that help students form healthy habits lasting a lifetime.</p> <p>Check with your school district or local school nutrition program to see whether this role is currently available and learn if it could be a right fit for you! Joining our family of School Nutrition Professionals gives you the opportunity to come aboard our mission to Fuel Georgia's Future!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns #LoveWhatYouDo</p>	

3.	June 11	<p>Spotlighting our creative, hardworking, and passionate Georgia School Nutrition Directors who work tirelessly alongside their teams to make a difference in the lives of our children!</p> <p>We know the drive, energy and tenacity required to yield success on the frontlines and we salute you for your focus and commitment to our mission to Fuel Georgia's Future! We also happen to know that you already #LoveWhatYouDo!</p> <p>If you have a passion for making a difference in the lives of children, consider reaching out to your local School Nutrition Director to inquire about positions that may be available and learn if it could be a right fit for you! Joining our family of School Nutrition Professionals gives you the opportunity to come aboard our mission to Fuel Georgia's Future!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
4.	June 18	<p>The key ingredient for a successful career in School Nutrition is passion! Passion for children. Passion for sound nutrition. Passion to Fuel Georgia's Future!</p> <p>Check with your local School Nutrition Program or School District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
5.	June 25	<p>The key ingredient for a successful career in School Nutrition is passion! Passion for children. Passion for sound nutrition. Passion to Fuel Georgia's Future!</p> <p>Check with your local School Nutrition Program or School District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	

11.	August 6	<p>Check with your local School Nutrition Program or School District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
-----	----------	--	--

<p>ingredient for a successful career in nutrition is passion! Passion for children. Passion for sound nutrition. Passion to Fuel Georgia's Future!</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
<p>convenience of a great schedule and a big career to eat!</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
<p>Children have access to nutritious meals at school.</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	

<p>What happens when opportunity meets passion? A career in School Nutrition offers exciting opportunities to serve our children in need to learn and grow.</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
<p>1,729,966</p> <p>That's the number of Georgia students with access to school meals.</p> <p>You can BE PART OF THE TEAM that fuels our children's future.</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
<p>Georgia School Nutrition Professionals served an average of 2,000 meals per day in the state's School Days.</p> <p>Now is the time to join our team of dedicated professionals.</p> <p>Find your passion with a career in school nutrition!</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	
<p>Georgia School Nutrition Programs help stimulate the local economy using Georgia-Grown foods.</p> <p>Check with your local School Nutrition Program or District to see what opportunities exist for you to become a Georgia School Nutrition Professional. With flexible hours, great benefits and opportunities for career advancement, we're confident you will #LoveWhatYouDo!</p> <p>#FuelingGA #LoveWhatYouDo #KeanoGALearns</p>	





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!





Georgia School Nutrition Program

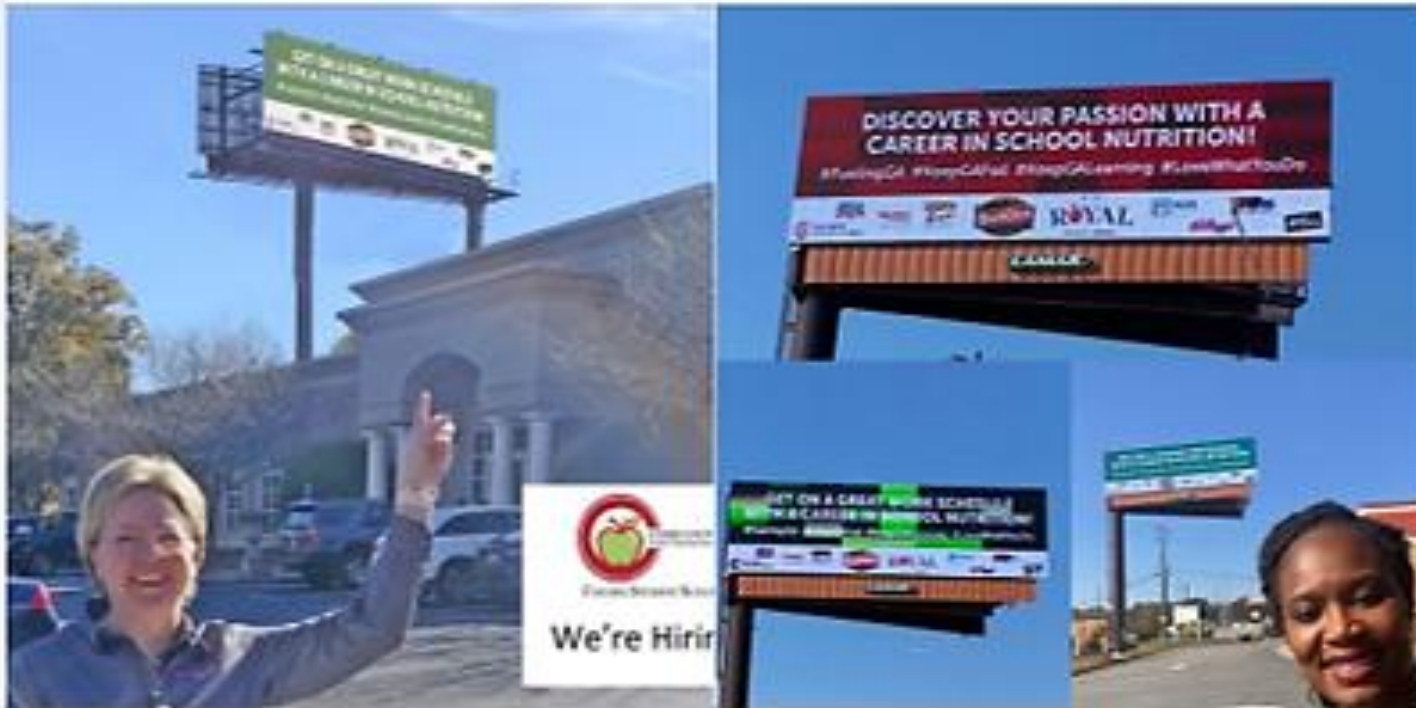
Published by Georgia School-Nutrition · November 23, 2021

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



Georgia School Nutrition Association

November 9, 2021

GSA & GADOE are happy to let you know that our Fall 2021 billboards are LIVE! Our precious Industry Partners are helping us get the word out about careers in school nutrition & #FuelingGA #LoveWhatYouDo #KeepGALearning

Please visit our partners and let them know that their support is appreciated!

Gold

Idahoan Idahoan Foodservice <https://www.facebook.com/IdahoanFood>

Royal Food Service <https://www.facebook.com/royalrfs/>

Silver

CSA Regs <https://www.facebook.com/OfficialCSARegs/>

Gordon Foodservice <https://www.facebook.com/GordonFoodService>

House of Rawford Farms, Inc. <https://www.facebook.com/HouseOfRawfordFarms/>

Kellogg's <https://www.facebook.com/kelloggsworldwide/>

McCormick Foods <https://www.facebook.com/mccormickfoods/>

Purina Regs <https://www.facebook.com/purina/>

Revere Farms Fresh, Inc. <https://www.facebook.com/reverefarmfresh/>

SPD® Food Safety and Sanitation System <https://www.spd.com/solutions/food/>



You and 12 others

12 Comments 22 Shares

**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 \$16.48/hour
- ✓ NO nights, NO weekends, NO holidays, and a schedule that fits around the school bell
- ✓ Opportunities to advance

APPLY HERE:



This institution is an equal opportunity provider.

For more information visit:
<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.



FUELING STUDENT SUCCESS

**Now Scheduling Interviews
for September 13th.**

SPECIAL EDITION

The Importance of Free & Reduced Meal Applications

With Dr. Linette Dodson and Dr. Ken Banter

07:50 12:13

FuelCast

a Podcast production from
Georgia Department of Education
School Nutrition

ALL NEW EPISODE

Promoting Partnership in School Nutrition

With Douglas County's Danielle Freeman and Superintendent Trent North

07:50 27:59

ALL NEW EPISODE

Cultivating a Connected Community

With Cartersville City's Christina Nichols and Coach Conor Foster

07:50 27:59

ALL NEW EPISODE

Fostering Parent Participation

With Carrollton City Parent Laurie Luckie and student Anna Claire Luckie

07:50 27:59

SPECIAL EDITION

Celebrating Farm to School Month

With Holly Thaw and Barrow County's Nicole Trunk

07:50 27:59

Alignment Document

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?

Georgia Department of Education School Nutrition Program





DISTRICT SIZE: approx. 6,500
SCHOOLS: 10
SN STAFF: 80



DISTRICT SIZE: approx. 2,800
SCHOOLS: 4
SN STAFF: 30



DISTRICT SIZE: approx. 5,800
SCHOOLS: 7
SN STAFF: 70

Peer Sharing



Dr. Lauren Duplantis



Nicole Head



Dawn St. Michel

Thomas County

FEEDING BODIES, FUELING MINDS



Promotions & Pictures





Branding

Your favorite food is waiting for you!

From breakfast to lunch, our nutritious and healthy meals are offered at NO COST to your student.

With choices like pizza, PB&J combo plates, and prepackaged salads, we have something for every taster!

Check out your school's menu here -

Yummy Breakfast
Healthy Salad
PIZZA!

THOMAS COUNTY SCHOOL NUTRITION

THANK YOU to all of our community partners for supporting the Taste of College!

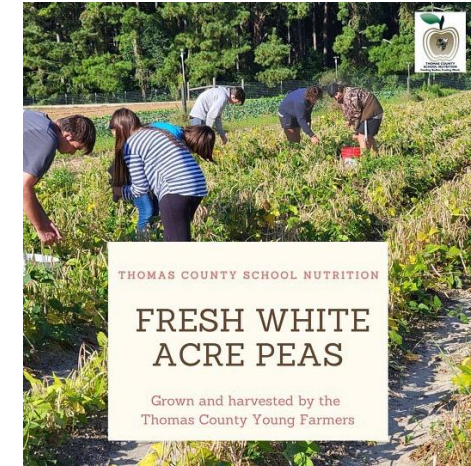
BEE A BLESSING

Binga

B W E L L

MAKE SOMEONE LAUGH TODAY	BRING A HEALTHY SNACK TO SHARE	WRITE A THANK YOU NOTE TO SOMEONE WHO BROUGHT YOU HAPPINESS	SHARE A WORKOUT WITH A FRIEND	DONATE TO A FOOD BANK
TELL THE CHILDREN IN YOUR LIFE HOW MUCH THEY MEAN TO YOU	VOLUNTEER FOR SOMETHING	CALL SOMEONE WHO NEEDS A PICK-UP	DONATE A TOY OR BOOK	MAIL CARDS TO A LOCAL NURSING HOME
MAKE A HOMEMADE GIFT FOR SOMEONE	LET SOMEONE GO AHEAD OF YOU IN LINE	<i>Free</i>	CELEBRATE OUR TROOPS OR SOMEONE WHO SERVED IN THE PAST	OFFER TO DO GROCERY SHOPPING FOR A FRIEND
HELP SOMEONE BEFORE THEY ASK	DONATE SOCKS TO A HOMELESS SHELTER	SAY "I LOVE YOU!"	LEAVE A GENEROUS TIP	HOLD THE DOOR OPEN FOR SOMEONE
DONATE CLOTHES YOU NO LONGER WEAR	PICK UP LITTER IN YOUR FAVORITE PARK	POST KIND MESSAGES ON STICKY NOTES IN YOUR SCHOOL	GIVE YOUR PET AN EXTRA-LONG WALK	GIVE 3 PEOPLE A COMPLIMENT

THOMAS COUNTY CARES



SWAG ALERT

SIX WEEKS

STEP IT UP CHALLENGE

Individual and Team Winners

BuzzCafe

Lucky LATTE

Thomas County Recap



Gordon County

MORE THAN JUST A MEAL



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



NATIONAL SCHOOL LUNCH WEEK MENU
OCTOBER 17-21
Peace, Love & School Lunch

Monday
The Flintstone Steak Fingers w/ Roll, *Mickey Mantle* Chicken Tenders w/ Roll, *Smiley Face* Broccoli, *Lava Lamp* Mashed Potatoes w/ *Groovy* Gravy, Fresh Fruit & Choice of Milk.

Tuesday
BeatleMania Homemade Pizza, *Toastwiches* Garlic French Bread Pizza, *Barbie* Carrots w/ Ranch, *G.I. Joe* Ranch Side Salad, Fresh Fruit & Choice of Milk

Wednesday
Elvis Nachos, *Man on the Moon* Wings & Things w/ Roll, *Surfing* Lettuce & Tomato, *Peace Sign* Pinto Beans, *Do the Twist* Corn, Fresh Fruit & Choice of Milk.

Thursday
Muhammad Ali Mini Cheeseburgers, *1st Super Bowl* BBQ Sandwich, *Tie Dye* Lettuce & Tomato, *Julia Child* Fries, *Bell Bottom* Baked Beans, Fresh Fruit & Choice of Milk.

Friday
American Band Stand Hot Dog w/ Chips, *Woodstock* Chicken Sandwich w/ Chips, *Easy Bake Oven* Roasted Carrots, *Go-Go Boat* Green Beans, *Troll Doll* Slaw, Fresh Fruit, SideKicks & Choice of Milk & *Special Treat: Tang Orange Jell-O*



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

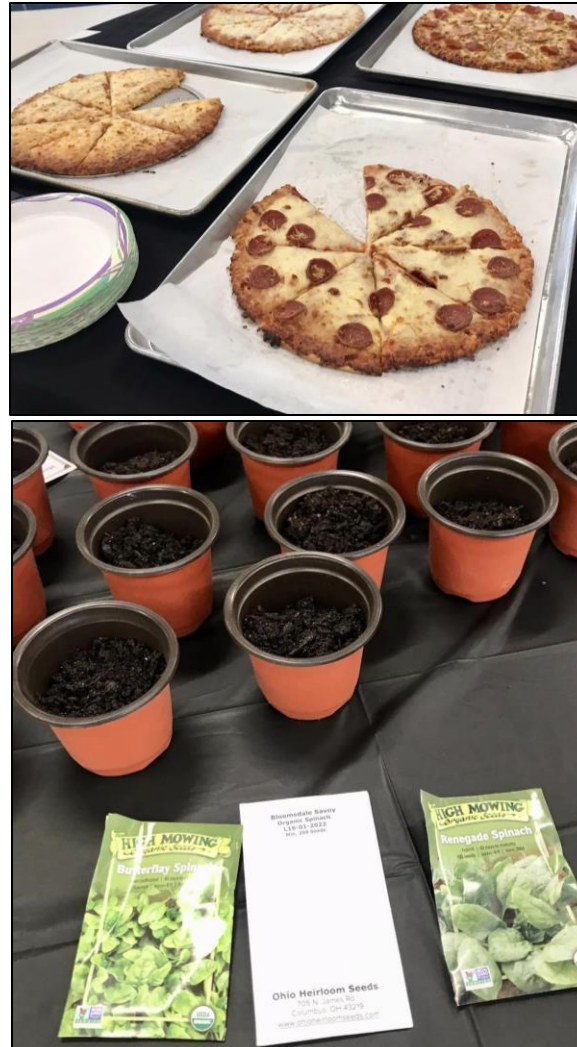
FAMILY NUTRITION NIGHT

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:
LCMS CAFETERIA
#3 TROJAN WAY, BARNESVILLE GA 30204

ANY QUESTIONS OR CONCERNS PLEASE EMAIL:
abanks@lamar.k12.ga.us



Welcome!!
LC District Parent Advisory Council
Presents:
Family Engagement Nutrition Night
Hosted by:
Lamar County Nutrition Department





Lamar County School Nutrition, Georgia

October 17 at 4:04 PM · 🌐



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!

LCSNP NSLW 2022 Ideal Lunch Survey

Submit your dream lunch menu; With offer vs serve we offer five components, students must choose three (one which has to be a fruit or a vegetable) for it to be a reimbursable under under USDA guidelines.

Entrée (Protein) - We have two entrees daily to the PS/ES and Three at the MS/HS - Students can only choose one.

- Chicken
- Beef
- Pork
- Fish
- Vegetarian
- Cheese
- Beans



DOCS.GOOGLE.COM

LCSNP NSLW 2022 Ideal Lunch Survey

Submit your dream lunch menu





Lamar County Recap









Strategic Messaging Training Series

Tuesday, January 24, 2023

2:00-3:00pm

Session 3: Consistency & Turning Negative into Positive

Like. Follow. Engage.

Share your school story with us!



@GaDOENutrition



anchor.fm/fuelcast



@GaDOENutrition



fuelingga@gadoe.org



@gadoe_snp



snp.gadoe.org



Georgia Department of Education School Nutrition

This institution is an equal opportunity provider.

Learning Codes

Event Name: Strategic Messaging

Session 2: Alignment

Event Date: November 8, 2022

Hours: 1.0

Professional Learning Code: 4130

(Program Promotion)