

Marketing and Building a Positive Presence in Your District

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Introduction

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- Video



Goals.....

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- Why Care?
- Creating the Image
- Sustaining the Image
- Evaluating Progress



Knowing Your School Environment and Culture

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- It's Not Your Show
- The Process of Information Exchange
- Evaluation of Needs
- Triggers and Buttons
- Crossing the Moate
- Permission verses Forgiveness



Creating a Plan

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- Evaluating Needs/ FANAFI
- Anticipate Opposition
- Building Coalitions



HOW????

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- Toot Toot
- Start Small/ Pilot
- Build Relationships
- Spread the Sunshine



Success Stories

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- Chef Jeff
- Marketing/ Fruit and Veggie Promotion
- Menu Planning Contest
- Chef Camp
- Media



Questions???

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