



COURSE SCHEDULE 2021

January 2021

13 Marketing your School Nutrition Program

Course Objectives:

1. Define marketing basics
2. Understand how and when to use product, places, and promotions in the marketing plan
3. Recognize a brand image and its importance
4. Know how to develop or enhance a brand
5. Discern when and how to purchase marketing or design help
6. Understand how to adjust the message to each group of stakeholders
7. Determine which marketing tools, like social media, to use depending on stakeholder group
8. Use one or more marketing tools to develop a marketing piece for your program

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27 School Nutrition Program Expense Basics

Course Objectives:

1. Explain school corporation expense funds related to school nutrition
2. Analyze and interpret expenses for program evaluation and improvement



3. Understand how indirect costs are calculated and applied to school nutrition accounts
4. Calculate and apply expense related benchmarks and KPIs used in school nutrition industry
5. Describe strategies for controlling food and labor costs
6. Explain the difference between variable and fixed costs

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February 2021

10 Facilities Planning and Management

Course Objectives:

1. Review foundations of kitchen asset management
2. Determine inventory requirements
3. Develop preventative maintenance schedules
4. Manage service and warranty issues and contracts
5. Create replacement plans for major assets
6. Organize kitchen closings, openings and remodels
7. Dispose of assets and sell old and discarded assets
8. Plan and opening or remodeling of space
9. Learn about current design trends that maximize efficiency

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24 School Nutrition Program Revenue Basics

Course Objectives:

1. Explain school corporation revenue and liability (8400) funds related to school nutrition
2. Reconcile school nutrition liability (8400) fund
3. Analyze and interpret revenue for program evaluation and improvement
4. Calculate and apply revenue related benchmarks and KPIs used in the school nutrition industry
5. Describe strategies for increasing revenue
6. Calculate Paid Equity Lunch
7. Calculate non-program revenue

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April 2021

14 Product and Inventory Management

Course Objectives:

Using the information provided in this training, participants will:

1. Review stakeholders' responsibilities and expectations.
2. Discuss how the menu determines the goods and services that must be competitively procured.



3. Review basic concepts of inventory management, product movement, and cost management.
4. Summarize the types of items that are associated with a specific product category.
5. Create a sample product screening evaluation tool.
6. Practice writing a mock product specification.
7. Examine the features of a Child Nutrition Label.
8. Discuss the importance of accurately forecasting products.

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28 Financial Planning and Reporting

Course Objectives:

1. Analyze and interpret basic school nutrition financial reports
2. Develop an annual budget
3. Communicate financial information to stakeholders
4. Develop short and long-term financial goals
5. Explain State Board of Accounts requirements for School Nutrition Programs
6. Complete an IDOE Annual Financial Report

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May 2021

11 School Nutrition Policies and Procedures

Course Objectives:

1. Understand policies and procedures for which the district is responsible versus the food service department
2. Determine which activities need written policies and procedures
3. Learn what to include in your standard operating policies
4. Learn how often to review and revise written policies and procedures
5. Learn how to categorize your policies and procedures
6. Create a standard operating policy and procedure template
7. Learn the differences between Policy and Standard Operating Procedure and how to create and maintain a system that provides organization, order and meets audit requirements for the financial, nutritional and other aspects of USDA meal program
8. Learn what standard operating policies and procedures are available through IDOE
9. Reviewing unpaid meals, bad debt, wellness, and social media policies in depth

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June 2021

16 Program Accountability and Ethics

Course Objectives:



1. Explore the topic of accountability and define it in terms of best practices for a school nutrition department.
2. Understand ethics and the role it plays in school food service.
3. Understand nepotism and how it can impact the food service program.
4. Gain an overview level understanding of laws that pertain to privacy of information, including:
 - a. Freedom of Information Act. (what information is required to be shared and how to work within the district's procedures when sharing);
 - b. Indiana Open Door Law; and
 - c. FERPA and how it is relevant
5. Gain an understanding of how to prevent and manage fraudulent activity, such as:
 - a. Definition of common types of fraudulent activity (i.e. ghost employment, bid collusion, bogus billing, falsification of public records, work-related personal injury claims, monetary or other theft);
 - b. Identify how to spot behavior or practices that may be indicators of fraudulent activity;
 - c. Know the steps required to investigate suspected fraud;
 - d. Understand the legal duty and appropriate steps to pursue individuals suspected of fraudulent activities;
 - e. Know the steps required to develop policies, practices and procedures to reduce or eliminate fraud

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16 Planning for the Next Crisis - Keeping your Staff & Space Safe

Course Objectives:

1. How to effectively deal with Food Quality and Safety situations
2. Customer questions on quality and safety of the food
3. Food recalls – processes and responsibilities
4. Understand and prepare for school safety and security situations
5. Lockdowns
6. Fire drills
7. Tornado drills
8. Access to the kitchen and the equipment
9. Is your cafeteria designed with school safety in mind?
10. Understand how to develop a plan for when the utilities fail
11. Communicating with the public and parents for each type of emergency.
12. Determining the best way to communicate (i.e. social media, robocalls, texts, print)
13. Know ahead of time your district's communication policies and how to make sure your department is covered.

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17 Procurement – Beyond the Basics

Course Objectives:

1. Identify major Federal and NSLP procurement regulations
2. Identify the four methods of procurement
3. Identify required contract provisions and when they apply
4. Define and adhere to the "Buy American" clause in procurement



5. Define and adhere to regulations regarding “geographic preferences”
6. Discuss Standards of Conduct and various ethical scenarios
7. Develop solicitation documents appropriate for the different methods of procurement
8. List the types of documents that are required to demonstrate that procurement conforms to Federal, State, and Local regulations
9. Develop evaluation tools for Request for Proposals (RFPs) and Quotes (RFQ)
10. Discuss group purchasing organizations (GPOs) – advantages, disadvantages and responsibilities as a member

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17 Advanced Menu Planning and Production Strategies

Course Objectives:

1. State factors to consider when planning menus
2. Describe the benefits of using cycle menus
3. Describe the benefits of using locally-produced and USDA Foods
4. Determine a food cost goal for breakfast and lunch menus
5. Calculate menu costs
6. Identify ways to communicate and market the menu to students and other stakeholders
7. Describe the benefits of including students in the menu planning process

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October 2021

8 Creating and Implementing your HACCP Plan

Course Objectives:

1. Understand what constitutes a Process Approach HACCP Plan
2. Identify the requirements for a School Food Safety Plan
3. Comprehend each of the basic steps in the School Food Safety Plan
4. Able to write a Standard Operating Procedure
5. Identify which records must be kept and for how long
6. Know when to review/revise the School Food Safety Plan
7. Understand the tools available for training staff
8. Able to respond to a food borne illness complaint
9. Develop policies for staff reporting illnesses

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8 Human Resource Management

Course Objectives:

1. Learn how to develop consequences when an employee breaches policies and procedures
2. Practice writing performance improvement plans, suspensions and terminations
3. Gain an understanding of the most applicable employment laws to the above processes
4. Understand the district's rights and responsibilities under the Family and Medical Leave Act

5. Learn how having a union affects standard policies and procedures
6. Develop procedures for dealing with on the job injuries and HIPPA concerns
7. Learn about ADA accommodations
8. Identify bullying in the workplace
9. Understand retaliation
10. Develop an understanding of reporting arrests, failing background checks, and drug testing

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27 Visionary Leadership

Course Objectives:

1. Understand leadership styles and the strengths and weaknesses of each.
2. Learn how to develop your employees' leadership skills.
3. Learn how leadership style influences an organization's culture.
4. Learn how to communicate and delegate to build a positive working environment.
5. Learn strategies in order to handle difficult employees.
6. Gain an understanding of how ethics play a role in being a good leader and decision maker.

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