

July 12, 2019

ATTN: Christopher Ward
Board of Commissioners – Chief of Staff
1200 N. Telegraph Rd. Pontiac, MI 48340

**Oakland County Better with Breakfast
Year 1, Quarter 2 (April 1, 2019 – June 30, 2019)
Summary Report**

OVERALL PROGRAM UPDATES:

- Quarter two saw the further expansion of the Oakland County Better with Breakfast initiative which included expanded communication with prospective schools, planning for implementation, and the successful delivery of equipment and materials for those adopting this quarter.
- Together with Oakland Schools, UWSEM hosted another call-in webinar to update prospective schools on our progress and the continued process of adoption and implementation. As the school was winding down, we took this opportunity to communicate with schools that we would be active and available all summer long to focus our efforts on schools ready to launch in the fall.
- Overall, the response to this work has been exceedingly positive. Not only have we had a significant amount of media coverage from our press release and conference, but there has also been an overwhelmingly positive response from the targeted schools themselves. From the onset, schools were raising their hands and opting in. The collaborative nature of this project between 3 high profile entities has elevated the importance of breakfast in schools as well as the speed at which they were willing to implement alternative breakfast models.
- As planned, we have staff in-house working directly with each partner to ensure seamless administration of the program. Notably, UWSEM and Oakland Schools remains in regular contact for both general communications and updates along with continued planning for implementation in Tier 2 schools.
- Our contracted staff person working toward our goal of maximum utilization and a smooth roll-out again made more than 30 site visits with school building staff and district administrators

BETTER MORNINGS, BETTER POSSIBILITIES.

BETTER WITH BREAKFAST >>

OPPORTUNITIES:

- At the end of Q2 we received a nearly complete school year dataset from the Michigan Department of Education which we will use to update our data models. This will allow us to better forecast participation and cost projections as we move into the next school year.
- We have begun discussions with our marketing team to begin working on coordinated story-telling and media interest in the beginning of the next school year.
- We are receiving multiple inquiries from school buildings to begin the planning phases over the summer in preparation for the next school year and full implementation in the fall.

BARRIERS:

- No current obvious barriers to implementation. We expect continued programmatic success leading into Q3.

UWSEM ACTIVITIES:

	APRIL 2019	MAY 2019	JUNE 2019
Administration	<ul style="list-style-type: none"> • Ongoing execution of all aspects of the project from contracting and MOUs to equipment purchasing and invoicing have gone smoothly as we have rolled out interacted with each step in the process. Oakland Schools is finalizing their agreements with districts to cover the cost gap found in schools not already offering universal breakfast. 		
School Building Groundwork	<ul style="list-style-type: none"> • Meetings in Hazel Park, Southfield, and Pontiac to announce program and visit individual buildings for planning purposes. 	<ul style="list-style-type: none"> • Multiple planning visits with individual districts and buildings 	<ul style="list-style-type: none"> • Ongoing site visits and planning sessions for buildings implementing alternative models this quarter and next. Royal Oak, Clawson, Waterford.
Program Communications	<ul style="list-style-type: none"> • Scheduling and planning for an update webinar 	<ul style="list-style-type: none"> • Webinar hosted in conjunction with Oakland Schools. Served as an update 	<ul style="list-style-type: none"> • Debrief from webinar and a shift in focus to the back to school communications

		on progress as well as an explanation of capacity over the summer.	
Equipment Vendor	<ul style="list-style-type: none"> First purchase made and items delivered to the first round of schools. 	<ul style="list-style-type: none"> Continued process improvement around invoicing, shipping, and marketing material printing. 	<ul style="list-style-type: none"> Nearing end of school year. Inventory check as we enter the summer along with planning and forecasting for next year.
Marketing Materials	<ul style="list-style-type: none"> Marketing material kits complete and beginning to ship along side equipment purchases 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Beginning discussions with our internal marketing department on back-to-school and story telling opportunities. Will begin to loop in Oakland Schools and BOC as ideas materialize

BUILDING IMPLEMENTATION UPDATES:

Since the launch of the program, we have successfully executed MOUs with fifteen (15) buildings and the list of those buildings set to implement over the summer is growing. By the end of Q2 there were an additional thirteen (13) buildings in the process of document creation and signatures. Some schools that initiated that process in June will have executed MOUs in July (Q3).

The UWSEM process currently in place requires a fully executed MOU be in place with each individual building. Once this agreement is finalized, equipment orders can take place and full implementation can occur. The table below includes those buildings that have a fully executed MOU and equipment order(s) have been placed and delivered. For the duration of the project we will have buildings in various states of planning and implementation modes.

Note: This report can be tailored to any additional information and in any other format that Oakland County may have or desire. Please reach out with additional requests. Future reports will include relevant participation figures as data is received and analyzed.

District Name	Superintendent Name	School Name	School Principal Name	Fully Executed In
Southfield Public School District	Dr. Jennifer Green	Southfield Regional Academy Campus	Dwayne Eason	APRIL
Southfield Public School District	Dr. Jennifer Green	Levey Middle	Sonia Jackson	APRIL
Southfield Public School District	Dr. Jennifer Green	Adler Elementary	Alma Deane	APRIL
Southfield Public School District	Dr. Jennifer Green	Adiai Stevenson Elementary	Sandra Lapierre	APRIL
Southfield Public School District	Dr. Jennifer Green	Thompson K-8	Rita Teague	APRIL
Southfield Public School District	Dr. Jennifer Green	Vandenberg Elementary	ATT: Principal	APRIL
School District of the City of Pontiac	Kelly Williams	Pontiac Middle School	Shana Jackson	APRIL
School District of the City of Pontiac	Kelly Williams	Pontiac High School	Vanessa Carter	APRIL
Hazel Park School District	Dr. Amy Kruppe	Webb Elementary	Corri Nastasti	APRIL
Hazel Park School District	Dr. Amy Kruppe	Advantage Alternative	Kendal Smith	APRIL
Hazel Park School District	Dr. Amy Kruppe	Invest Roosevelt	Stephanie Dulmage	APRIL
Hazel Park School District	Dr. Amy Kruppe	Hazel Park Junior High	Tammy Scholtz	APRIL
Huron Valley Schools	Dr. Paul Salah	Harbor High	Ben Dowker	MAY
Huron Valley Schools	Dr. Paul Salah	Highland Elementary	Patti Woodruff	MAY
Huron Valley Schools	Dr. Paul Salah	Oxbow Elementary	Chris McAuliffe	MAY