

October 10, 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 3 (July 1, 2019 – September 30, 2019)
Summary Report**

OVERALL PROGRAM UPDATES:

- Quarter three saw the further expansion of the Oakland County Better with Breakfast initiative and included expanded communication with prospective schools, planning for implementation, and the successful delivery of equipment and materials for those adopting this quarter.
- As the school year wound down, we took the opportunity to communicate via webinar with schools that we would be active and available all summer long to focus our efforts on schools ready to launch in the fall. This resulted in additional visits, agreements, and planned implementation for buildings this fall
- The collaborative nature of this project between three high profile entities has elevated the importance of breakfast in schools as well as the speed at which they have been willing to implement alternative breakfast models. We are continuing to build on the momentum of the initiative and were able to on-board 19 schools during this quarter.
- As planned, we have staff in-house working directly with each partner to ensure seamless administration of the program. Notably, UWSEM and Oakland Schools remain 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 nearly 30 site visits with school building staff and district administrators.

BETTER MORNINGS, BETTER POSSIBILITIES.

BETTER WITH BREAKFAST >>>

OPPORTUNITIES:

- In Q3 we received a 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. There were great examples in September with school year BWB roll-out. We will be issuing a blog post and continued celebration of success in Q4.
- Now that we have captured the first half of our targeted buildings (35/69), the opportunity exists to engage our other partners in reaching the districts and buildings that have yet to reach out.

BARRIERS:

- Those buildings that were most likely to adopt alternative breakfast models have done so. We will need to work harder and in even better coordination to reach the second half of buildings. We are equipped for this.
- Data analysis has taken a bit longer than anticipated given the complex nature of the database, which projects participation and potential costs over time. The sophistication needed to duplicate the 2018 data model has lagged, but we are close to having a full model based on the most recent school year data.

UWSEM ACTIVITIES:

	JULY 2019	AUGUST 2019	SEPTEMBER 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 remain in good standing. We have had to delay some equipment shipments to save money on additional shipping costs due to item backorders. 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 Waterford, Clawson, and Ferndale to initiate planning conversations with district administrators and food service departments. 	<ul style="list-style-type: none"> • Multiple planning visits with individual districts and buildings. Largest month by volume of buildings finalizing agreements and plans. 	<ul style="list-style-type: none"> • Follow-up visits with schools implementing at the start of school in Waterford, West Bloomfield, Royal Oak, Clawson, and others.

Program Communications	<ul style="list-style-type: none"> Responded to follow-up requests from our webinar at the end of the last school year. 	<ul style="list-style-type: none"> No external communications in August. Concentrated on individual building-level communications and planning. 	<ul style="list-style-type: none"> Begin collecting stories to tell based on successes with implementation rollout to start school year.
Equipment Vendor	<ul style="list-style-type: none"> Business as usual. Buildings being outfitted with proper equipment in a timely fashion. 	<ul style="list-style-type: none"> Continued process improvement around invoicing, shipping, and marketing material printing. 	<ul style="list-style-type: none"> Rounding out purchases for the busy summer months in preparation for building rollout this fall.
Marketing Materials	<ul style="list-style-type: none"> Nothing new to report at this time. 	<ul style="list-style-type: none"> Nothing new to report at this time. 	<ul style="list-style-type: none"> Internal marketing department to focus on a couple of schools in Huron Valley. Will work with district/building and Oakland Schools and BOC to publicize

BUILDING IMPLEMENTATION UPDATES:

Since the launch of the program, we have successfully executed MOUs with thirty five (35) buildings and the list of those buildings. Nineteen (19) buildings signed MOUs and received needed equipment in Q3 alone.

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 during this reporting period. 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
Clawson Public Schools	Timothy Wilson	Clawson Middle School	Dr. Adam Schihl	JULY
Clawson Public Schools	Timothy Wilson	Clawson High School	Billy Shellenbarger	JULY
Royal Oak Public Schools	Mary Beth Fitzpatrick	Upton Elementary	John Grzywack	JULY
Royal Oak Public Schools	Mary Beth Fitzpatrick	Oakland Elementary	Sam Lynch	JULY
Lamphere Schools	Dale Steen	Lamphere High School	Rodney Thomas	AUGUST
Lamphere Schools	Dale Steen	John Page Middle School	Liz Banks	AUGUST
Lamphere Schools	Dale Steen	Lessenger Elementary	Jackie Sosin	AUGUST
Lamphere Schools	Dale Steen	Simonds Elementary	Tina Davis	AUGUST
Lamphere Schools	Dale Steen	Edmonson Elementary	Amy Guzynski	AUGUST
Waterford School District	Mr. Scott Lindberg	Kettering High School	Debra Cooper	AUGUST
Waterford School District	Mr. Scott Lindberg	Mott High School	Jason Riggs	AUGUST
Waterford School District	Mr. Scott Lindberg	Mason Middle School	Rodger Opsommer	AUGUST
Waterford School District	Mr. Scott Lindberg	Pierce Middle School	Yvonne Dixson	AUGUST
West Bloomfield School District	Dr. Gerald Hill	Sheiko Elementary	Sonja James	AUGUST
West Bloomfield School District	Dr. Gerald Hill	Abbott Middle School	Amy Hughes	AUGUST
Ferndale Public School District	Dr. Dania Bazzi	Ferndale High School	Lisa Williams	SEPTEMBER
Ferndale Public School District	Dr. Dania Bazzi	University High School	Johanna Mracna	SEPTEMBER
Ferndale Public School District	Dr. Dania Bazzi	Ferndale Upper Elementary	Katherine Jeffrey	SEPTEMBER
Walled Lake Consolidated Schools	Mr. Kenneth Gutman	Oakland Opportunity Academy (OOA)	Ms. Elaina Holsey	SEPTEMBER