



Great Trays Tickler

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Getting to WOW: Three Steps at a Time

- 1 Choose one topic.** Getting student input is easier when you've identified a specific topic or food to discuss or test. Some ideas: entrée salads, side dishes with legumes, whole grain products, vegetarian entrées, roasted vegetables.
- 2 Get advice.** Talk with the superintendent, principal, or teachers about the options to get student input. (See the article to the right for some ideas.) Write a few discussion or survey questions that will provide feedback to make good decisions.
- 3 Share and act.** After collecting student feedback, share the results with everyone involved. Describe plans to use the feedback for menu planning, purchasing or promoting the school meals program.

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LISTENING TO STUDENTS

"Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen." *Winston Churchill*

It's easy to listen for feedback when you're serving lunch day in and day out. Some schools have learned how much easier it is to make good decisions and provide great service by using other ways to gather feedback. Examples include:

- **Discussion Groups** are one-time or on-going conversations on specific topics. Create your own group or piggyback on an existing class or organization, like a FACS class (Family And Consumer Sciences) or student leadership organization.
- **Taste Tests** offer a way to collect feedback on specific foods. Give students a choice between two or three possible menu items, or ask them to vote "yes" or "no" on one new food or preparation technique. Menu the winners and promote the results; students will enjoy knowing that they made a difference.
- **Surveys** can be delivered by paper in a class or at a meeting, or using web-based software like Survey Monkey or Vovici. The best surveys ask questions that are specific enough to make good decisions. Instead of "Are you satisfied with school lunch?", ask about foods or program features and offer multiple choice answers such as "What types of foods would you like us to serve more often? Italian, Asian, Mexican, Indian, Vegetarian"

GREAT IDEA

Is your school an advertising apprentice, a marketing master or a promotional powerhouse? Find out by completing our [Marketing Assessment Tool](#) on the Program Promotions page of our website.

GREAT RESOURCE

Check out our one-page facts sheets on [Student Discussion Groups](#) and [Taste Testing](#), located on the Program Promotions page of our website.



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