

BREAKFAST AFTER THE BELL



Case Study

2015-16 CLOVIS UNIFIED SCHOOL DISTRICT (CUSD): Robert Schram, *Director, Food Service*



DISTRICT DEMOGRAPHICS

42 K-12 Traditional Public Schools¹
32 elementary schools
5 middle schools
5 high schools
3 alternative/community day schools
1 continuation high school

15,002 Students Eligible for Free or Reduced-Price School Meals²

41,163 Students Enrolled³

“ We consider our students to be our customers. We are talking to them constantly to see what they like and don't like.”

—Robert Schram

FOOD QUALITY

CUSD serves hot and cold breakfast items. Whole grain muffins and cinnamon rolls and egg, bacon and cheese wraps are some of the most popular items. Menus are updated regularly to provide students with a variety of breakfast options

The Food Service Department uses the USDA Foods Program for eggs, cheese, fruit cups, and flour for making bread in their new baking facility.

BREAKFAST MODELS



Before Breakfast After the Bell (BAB) service models: CUSD schools served traditional breakfast in the school cafeteria before the first bell.

Since 2008: Alta Sierra Intermediate, Reyburn Intermediate, and Buchanan High School serve Grab n' Go breakfast until 10am.

BEHAVIORAL AND ACADEMIC IMPACTS

After BAB implementation

- ➔ CUSD has seen quantifiable improvements to student attendance; average daily attendance has increased 1% since BAB implementation.
- ➔ Teachers report fewer incidents of tardiness.

IMPLEMENTATION

Strategy

CUSD implemented BAB at schools whose principals were supportive of the change in service model. Principals at the three schools who opted in all elected to utilize the Grab n' Go model, which is offered during passing periods.

Hurdles

The Grab n' Go model was designed to offer breakfast on rolling carts during morning passing periods. Bell schedules were adjusted slightly to accommodate the new service time.

Solutions

- ➔ Principals' strong support for the program helped ensure smooth rollout at each participating campus.
- ➔ The Food Service Department regularly surveys students to learn more about student preferences and about the quality and appeal of Grab n' Go breakfast items offered.



PROGRAM FINANCES

- Funding BAB start-up costs was not a significant challenge for CUSD. The expenses required to start the program were low enough that the district was able to invest existing resources to cover those costs.
- Extra revenue from the increased breakfast participation -- resulting from the switch to BAB -- is reinvested in the program to purchase additional equipment like rolling carts for the Grab n' Go service.

“Parents tell us they are happy to have a little more time in the morning with their kids.” –Robert Schram

PROGRAM PARTICIPATION

After BAB implementation

- ➔ Breakfast participation has increased at schools operating BAB.
- ➔ Participation at Buchanan High School increased by 50-100 students daily after the change to BAB -- an increase that is particularly significant at the high school level, where breakfast participation rates are typically lower than at elementary or intermediate schools.

PERCEPTIONS OF IMPACT

- Parents and students have been supportive of BAB.
- Generally speaking, teachers were slower to express support for BAB. After experiencing the program's benefits, teachers have now embraced BAB at the schools where it is offered.

NOTES & REFERENCES

CFPA thanks Robert Schram for his time and insights into the school breakfast programs at Clovis Unified School District.

¹Traditional, non-charter K-12 schools that were active in the 2014-15 school year. This excludes sites such as continuation schools, virtual schools, and independent study schools. Source: California Department of Education (CDE) School Directory at <http://www.cde.ca.gov/re/sd/>

²⁻³Students certified as eligible for free and reduced-price meals in traditional, non-charter K-12 schools during the 2014-15 school year. Source: CFPA analysis of the FRPM student poverty data file available from CDE at <http://www.cde.ca.gov/ds/sd/sd/files.asp>