

CHANGE YIELDS SUCCESS FOR NEW COVENANT CHARTER SCHOOL



The mission and core priority of New Covenant Charter School (NCCS), in Albany, New York, is to create an environment for continued academic gains in student performance. Since August, 2009, ARAMARK and NCCS have partnered to support that environment by providing nutritious and exciting meal offerings and building nutrition awareness that promotes healthy living.



ARAMARK works closely with NCCS to achieve its goals:

- Financial responsibility
- Meaningful parent involvement
- Customer satisfaction
- A quality learning environment for both students and teachers.

As a result, a food service program was unveiled that excites students, teachers and parents and helps students flourish, while minimizing expenses and elevating district returns. In a short period of time, the partnership is already yielding great results.

RESULTS

- Meal participation increased by **13%** to **62%** for breakfast and by **1%** to **89%** for lunch
- Meal participation amongst “free and reduced” students increased to **93%**
- Expedited service by bringing breakfast to kindergarten students in class
- Lowered food costs; consistently **6-14%** under budget
- Increased excitement through new, age-specific dining brand – **Cool*Caf®**

“We’re very pleased with the ARAMARK service and the improvements in both menu variety and student satisfaction. Our participation rates were high to begin with, and now they are even higher.”

—Tanya Ford, Business Administrator

New Covenant Charter School

LOCATION:

Albany New York

NUMBER OF SCHOOLS:

1 school (K-6)

ENROLLMENT:

652

PARTNERS SINCE:

August, 2009

PRIOR SERVICE PROVIDER:

Chartwells School
Dining Services

SERVICES:

Food & Nutrition
Services

How ARAMARK Helps New Covenant Flourish

Recipe for Success: Fun and Nutritious Meals

Increasing student satisfaction and participation rates while offering nutritious meals are critical goals at NCCS. The implementation of Cool*Caf, ARAMARK's new elementary dining brand was an enormous hit with students and teachers. The food service team introduced many improvements including:

- Expanded food variety: Options increased from 10 menu choices to 16 menu choices for a **21 day** menu
- Increased student involvement: Created menu options that students can customize to their liking
- Introduced daily fresh fruit: Student love having choices of fresh fruit every day
- Increased participation: In under four months, breakfast participation increased by **13%** and lunch by **1%**



Before



After



Keep Students Excited with Different Food Promotions

New and different food options is critical to keep students engaged and excited about school dining. ARAMARK created monthly food-focused promotions making school meals appealing to elementary students. The point-of-sale materials are designed with fun graphics to engage NCCS students and reinforce the importance of a healthy school lunch or breakfast to younger customers.



HAPPY STUDENTS, PARENTS AND EMPLOYEES:

"We've been able to re-engineer the menu and introduce healthier items such as boneless chicken breast and variety of daily fruit while maintaining the district's food costs. This helped us increase customer satisfaction and lunch participation."

—Kathleen Tinker, NCCS ARAMARK
Food Service Director

"Fresh vegetables are my favorite!"

—Student Quote

"Keep doing what you are doing. It's working."

—Employee Quote