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GREAT FOOD + EXCELLENT COMMUNICATION = HAPPY MEMBERS

January 2016

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HANDOUTS

http://beta.org/resources/housing-program/

Look under "Cornerstone Workshop Handouts"

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TODAY'S OUTCOME

Share tips and best practices for managing your kitchen operation so that your members are well-fed and happy and your volunteers have a high degree of confidence in the program.

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"BIG PICTURE" OUTCOME

Safe and desirable housing that helps our members develop into Men of Principle for a Principled Life.

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FACILITATORS

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FACILITATORS

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WWW.COLLEGECHEFS.COM

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A SUCCESSFUL MEAL PLAN

- Great food
- Reasonable price
- Minimal oversight needed by volunteers and staff
- Risk management
  - Stoppage of service
  - Employment risk
  - Theft / embezzlement / financial controls
  - Personal conflicts
- **Communication**

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College Chefs

www.collegechefs.com

**COLLEGE CHEFS: BEST PRACTICES FOR
ENSURING QUALITY FOOD AND SERVICE**

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College Chefs Concept
To provide classically trained chefs into fraternities and sororities that cook fresh, from-scratch food. We maintain the highest standards for our chefs, food, and kitchens.

SETTING PROPER EXPECTATIONS

SETTING PROPER EXPECTATIONS

- Desired Meal Plan: Silver, Gold, Platinum Levels
- Price & budget
  - Number of meals per day / week
  - Number of people participating
- Food allergies & dietary restrictions
- Unique requests & special events

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College Chefs
ONLY THE PROS
www.collegechefs.com

HIRING TALENTED CHEFS

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HIRING TALENTED CHEFS

- Professionalized Interview Process: Chefs Interviewing Chefs
- Chef Placement Services LLC
- Reference Checks, Background Checks, Drug Tests
- Hiring for skill <u>and</u> personality!

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TRAINING AND SUPPORT FOR CHEFS

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TRAINING AND SUPPORT FOR CHEFS

- Chefs are autonomous within each location / house
- College Chefs cookbook
- Web-based menu developer: database of menus from across the country
- Transfer opportunities
- National pricing and purchasing programs

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COMMUNICATION WITH CHEFS

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COMMUNICATION WITH CHEFS

- Chef Supervisor Duties
  - Training and Setting Expectations
  - Menu Development
  - Monitoring Through Food Distributor Websites
  - Daily Phone Conversations
  - Surprise Visits
    - In Uniform
    - Kitchen Spotless
    - Posted Menus
    - Food Concepts Accomplished

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COMMUNICATION WITH CHEFS
(CONTINUED)

- Marketing to Chefs Internally
  - Social Media Postings of Chefs Food

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COMMUNICATION WITH CHEFS
(CONTINUED)

- Marketing to Chefs Internally
  - Social Media Postings of Chefs Food
  - Management Team Videos with Recipes
  - Nationwide Food Challenges

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COMMUNICATION WITH CLIENTS

- Chef/Chef Supervisor Communication
  – Weekly Menu Development Meetings
  – Guaranteed Service
  – Surprise Visits
  – Special Events
  – Direct Client Communications
    • Face to face
    • Phone Calls
    • Emails

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COMMUNICATION WITH CLIENTS
(CONTINUED)

- Account Management Communication
  – Customer Service Responsibilities
  – 5 Questions (very crucial to success)
  – Anonymous Surveys to the Entire House through Survey Monkey
  – Ongoing Meetings and Communications with Housing Corporations and Student Executive Boards

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RESOURCES & TOOLS

- Cornerstone Housing Program
- College Chefs
  - http://www.collegechefs.com/meal-plan-builder
    - Submit contact information and Jordan will follow up!
  - https://www.facebook.com/CollegeChefs/
- Other houses on your campus / alumni volunteers
- Your own members!

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CORNERSTONE
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