

ProStart

National Restaurant Association
Educational Foundation



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ProStart Webinar Series:
**PROMISING PRACTICES,
GROWING PROSTART IN YOUR STATE**

June 26, 2019
3-4pm EST



Restaurant Industry Awards Launch in July 2019

 <h2>Restaurant Neighbor Award</h2> <p>Recognizing restaurants for outstanding community service and philanthropy. \$10,000 given annually to three national award winners</p> <p>Founding Partner</p> 	 <h2>Faces of Diversity Award</h2> <p>Honoring three individuals who have achieved their American Dream in the restaurant industry. \$2,500 awarded in the name of each winner to hospitality students.</p> <p>Founding Partner</p> 	 <h2>Ambassador of Hospitality Award</h2> <p>Celebrating lifetime achievement and service to the restaurant industry.</p> <p>Presenting Partner</p> 
<p>APPLICATION DEADLINE: OCTOBER 7, 2019 Visit ChooseRestaurants.org/Awards</p> 		

Agenda for Today's Webinar

Promising Practices, Growing ProStart in Your State

Welcome & Introductions	ProStart Team Special Guests	<i>3 mins</i>
Goals of the Session	Amy Saltzman , Director, ProStart Programs	<i>5 mins</i>
Guest Presentations	Simone Byron , ProStart Educator & Executive Chef Jennifer Conkling-Schmitz , Connecticut ProStart Coordinator Kirsten Unger , Maryland ProStart Coordinator Andre Williams , ProStart Educator & Chef	<i>30 mins</i>
Q & A	All Attendees	<i>20 mins</i>
Wrap Up	Morgan Golin , Manager, ProStart Programs	<i>2 mins</i>

Today's Webinar Team: ProStart



Amy Saltzman
Director, National ProStart Program



Morgan Golin
Manager, National ProStart Program



Khadija Campbell
Program & Events Coordinator

Goals of Today's Webinar

- Provide Coordinators and Educators with:
 - Creative, adaptable, replicable strategies and ideas to grow ProStart, garner awareness of the program, bring greater partnerships to the program, etc.
- In learning about these strategies, we'll hear more about:
 - What steps were taken to achieve growth
 - Were there any changes made over time to this approach
 - What did/didn't work
 - What the outcomes of those efforts have been

Today's Guest Speakers



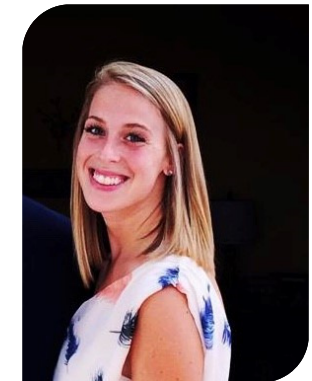
Simone Byron, ProStart Educator & Executive Chef
Meadowcreek High School; Atlanta, GA

Jennifer Conkling-Schmitz, ProStart Coordinator
Connecticut Hospitality Educational Foundation
conkling@ctrestaurant.org



Andre Williams, ProStart Educator & Chef
Bladensburg High School; Bladensburg, MD

Kirsten Unger, ProStart Coordinator
Restaurant Association of Maryland Education Foundation
kunger@marylandrestaurants.com



Growing ProStart In Georgia

Simone Bryon

Student-Based Enterprises (SBEs)

- Difference Between a SBE and a Fundraiser
 - Catering
 - Student ownership (WBL), Branding, Financial Literacy, Shadow Days/Special Guest, Social Media
 - Bistro
 - Start Small
 - 3-5 Items, Branding, Packaging, FIFO, Equipment and creativity/utilization of resources
- Financing
 - Start your SBE as PBL (Problem or Project Based Learning)
 - This will help with funding from local sources
 - Make the SBE involve more than just your hospitality department

INCLUSION = SUPPORT

Bistro Before and After



Social Media



Local Business Partnerships

Meadowcreek High School partners with Coca-Cola



[Students Cook Up Bright Futures with Coca-Cola Culinary Internships Video](#)

Student Internships

Steps to Beginning Relationships with Local Food and Beverage Entities:

Administrative Support

1. Speak with school leaders about your plan to develop partner.
2. Have written plans on what you think the partnership should entail and receive guidance.
3. Ask about any hospitality based businesses that have expressed interest in supporting the school. There may already be an open door.
4. Ask for support with your class schedule.

Student Engagement

1. Involve your students from with the planning through the entire process.
 - Meetings with administration, possible internship sites, and program initiatives
 - Give them positions: Director of Social Media and Communication, Director of Student Scheduling and Data Entry
2. Choosing the right partner
 - Focused on student enrichment
 - Interest in a sustainable partnership

For More Social Media Ideas and Information on Building Business Relationships

Instagram:

@meadowcreekculinary

@chefsimonebyron

Feel free to email:

simonebyron@gmail.com

Growing ProStart In Connecticut

Jennifer Conkling-Schmitz

Targeted School Recruitment Strategies

- Providing funds to purchase curriculum as an incentive to join the program
 - Financial barriers to starting the program
 - ProStart Program Support Funds Proposal
- Outreach to schools
 - Sent scholarship application to all public high schools, included grant funding information
- Recruitment of larger schools with bigger programs
 - Grants were distributed based on number of students and potential growth

Targeted School Recruitment Strategies

- **Positives**
 - Increased number of programs to 2 or 3 to 13 since 2011
 - Increased number of students from less than 300 to 1,800
 - Brought on Wilbur Cross High School and Hillhouse High School, two of our state's largest inner city schools
 - Wilbur Cross success
- **Negatives**
 - Two programs we funded are no longer engaged in the program
- **Future**
 - Plans to continue growth

Growing ProStart In Maryland

Kirsten Unger & Andre Williams

Marriott Employment Partnership

- Marriott Partnership to bring more of a Hospitality approach to ProStart.
- Students were able to walk through the Marriott Marquis property and met with team members such as the HR Director, Building Engineer, Concierge, Stewards, Chefs, etc.

Educator & Student Run Enterprise

- With Student Based Businesses, always stay consistent from the beginning.
- The growth comes from the teacher first, which then reflects onto the students.
- Positive outcomes.

What We Heard From You

How do you bring awareness to or expand your ProStart program?

ANSWER CHOICES	RESPONSES	
Student-Based Enterprises (e.g. student-run/operated businesses - catering, food trucks, on-campus cafes, etc.)	42.42%	14
Local business proceeds, fundraising campaigns, etc.	57.58%	19
Employment or internship partnerships	42.42%	14
Mentors/coaches in the classroom	69.70%	23
Field trips to local businesses	69.70%	23
Grant funding	51.52%	17
Other (please specify)	12.12%	4
Total Respondents: 33		

- Other:
 - Presentations to state legislature, local officials, & school boards
 - Work with members to promote to local schools. Work with post-secondary to talk about ProStart program during their visits.
 - Organize industry panels and New Hampshire Hospitality Month to get students out of the classroom and experiencing industry.
 - 'Steps to Success' ProStart Student Leadership Conference, College & Career Pathways for Delaware ProStart Students Book.

Questions Received

- What are the first steps to work with the industries in my area to get students job shadowing, internships, etc.?
- How do you engage with schools that are outside your city or other geographic radius?
- Who is the best initial contact to increase opportunities to get into more schools – CTE Director, Principal, Superintendent, other?
- How do you promote and convince established instructors to review & bring in ProStart?
- What do you say to instructors who think ProStart is looking to compete with Skills USA, and how can ProStart be better incorporated as a Student Organization similar to FCCLA?
- Best way to overcome district budget restrictions?
- Does anyone currently incentivize educators to build up their COA counts (i.e. setting COA goals with each educator at the beginning of the year, etc.)?

THANK YOU

Next Webinar:
Wednesday, July 24, 2019
3-4pm EST
“Social Media for ProStart”

**Please let us know what you
thought of today’s webinar.
Take our [quick survey!](#)**

**Submit questions or
webinar topic ideas to:**



Morgan Golin,
Manager, ProStart Programs
mgolin@nraef.org