SCHOOL CAFÉ
MENU SOFTWARE

MENU ENHANCEMENT NUTRITION MODULE

USER'S GUIDE

OTHER RESOURCES

In addition to the *User's Guide: SchoolCafé*, users may use the following resources to learn more about "SchoolCafé" in MENU Module.

PRIMERO EDGE VIDEO TRAINING LIBRARY

- School Café- Overview
- Transitioning to School Café Eligibility

Note: Users may find links to these videos on the MENU Module webpage found on SquareMeals.org webpage. Users who encounter issues accessing these videos should contact their internal IT department for possible access issues.

SETTING UP A SCHOOL CAFÉ ADMINISTRATIVE ACCOUNT

URL: www.schoolcafe.com

1. Go to www.schoolcafe.com. Select the state and type the district name. Click "Go to My District, then "Create a new account" on the following screen.

2. Complete the steps to register as a district employee (*I want to manage my own cafeteria account.)*

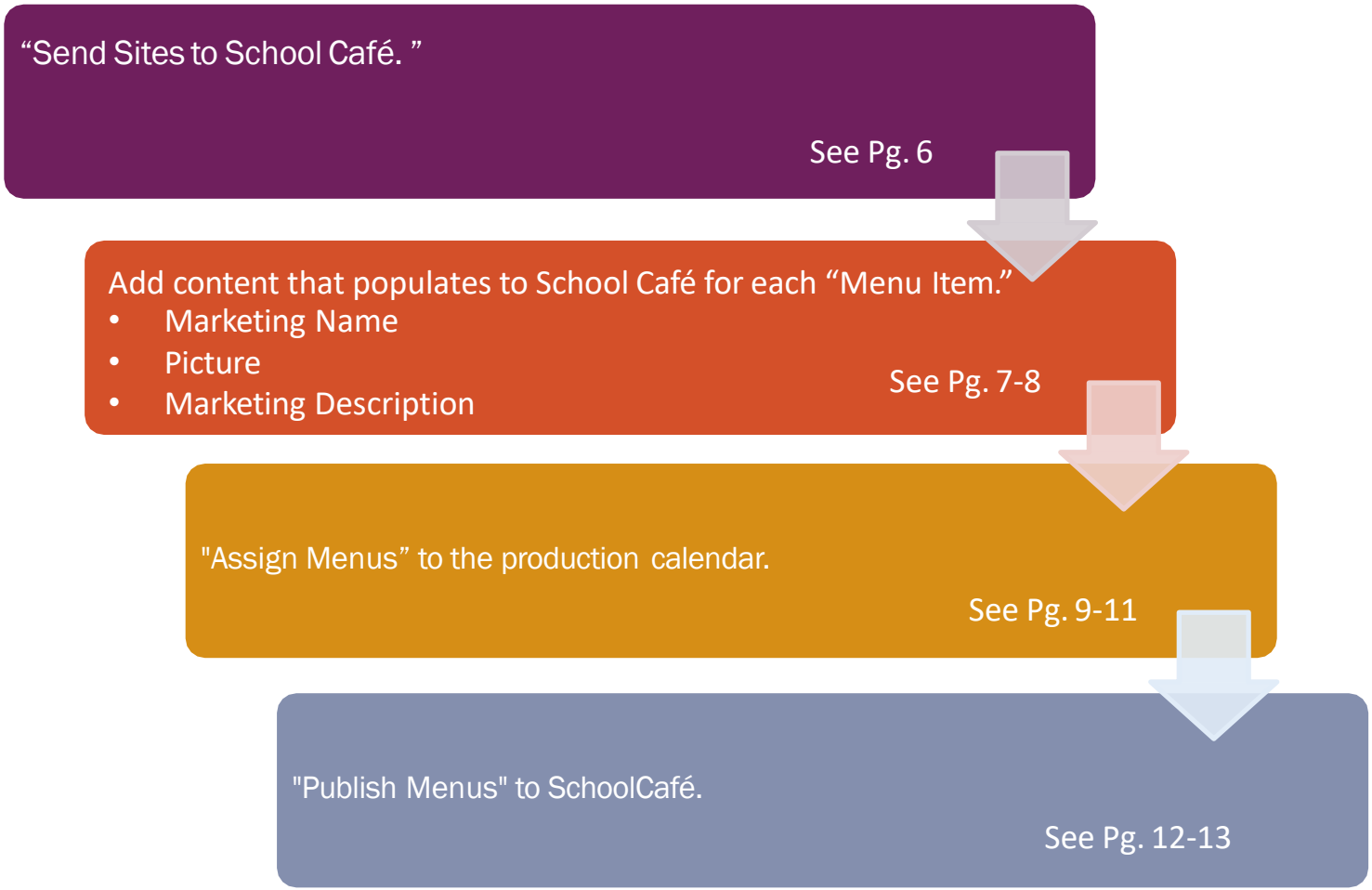
3. After registering as a district employee, e-mail your School Café username, email and phone number to support@schoolcafe.com and request that Cybersoft promote your School Café District Employee Account to a School Café Admin Account.

Cybersoft will use the provided information to convert the district employee account into an administrative account and notify the user after converting the account. This may take several days.

Tip: It is recommended that the district have at least one back-up administrator. Create additional SchoolCafé Admin Account(s) for your district by following the steps described above.

MENU MODULE & SCHOOLCAFE

For SchoolCafé to work, users need to ensure that they do the following in MENU Module:



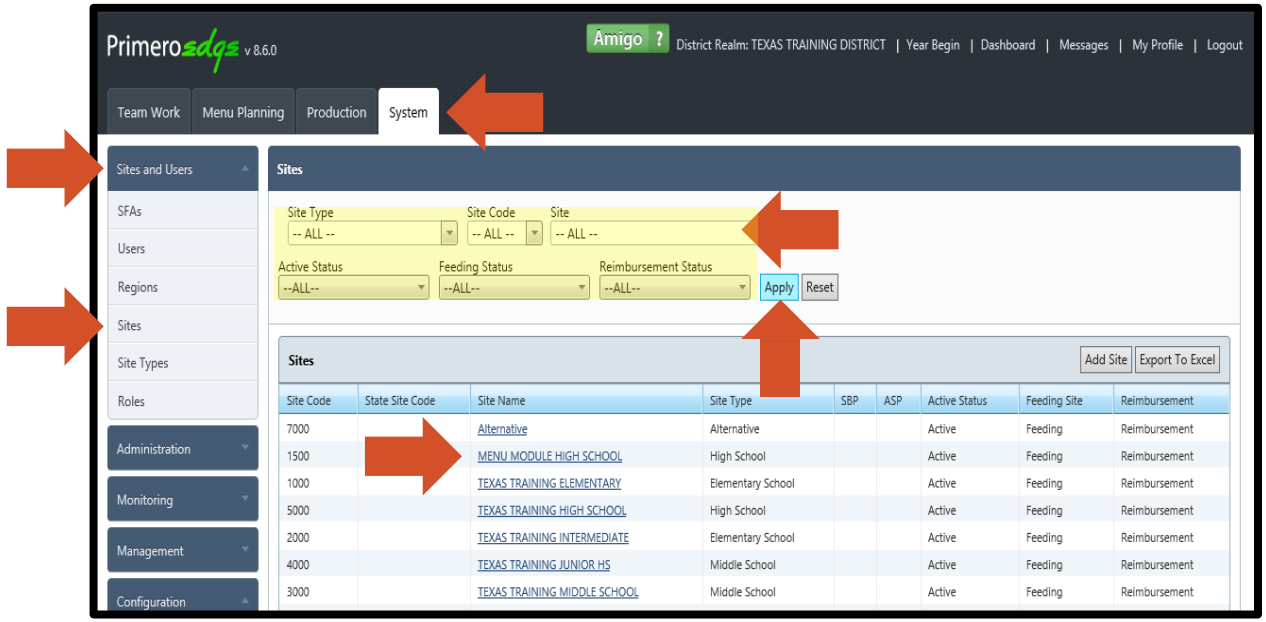
Send Sites to School Cafe

Open:
- "System" tab
- "Sites and Users" folder
- "Sites" subfolder.

Select information from any or all of the search boxes to narrow your site search results. Alternately, leave "All" as a default.

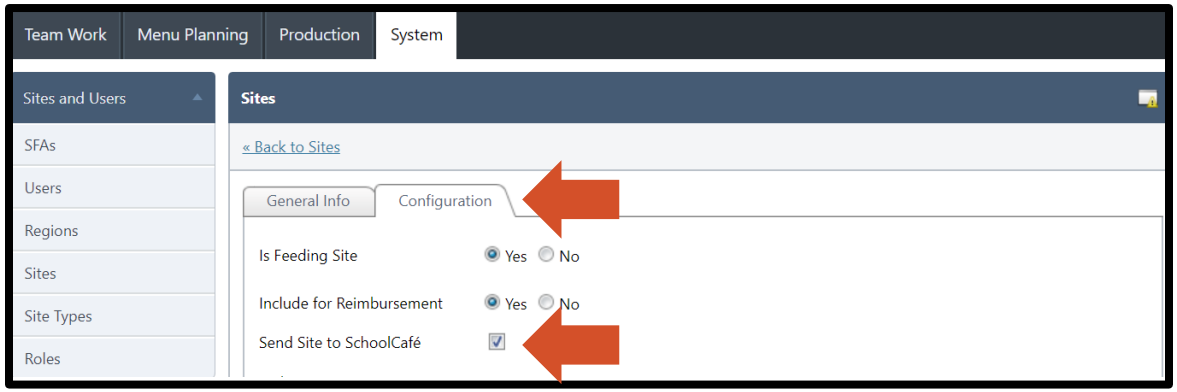
Click "Apply" to import a list of sites.

Select an individual site from the populated site list by clicking on the site name.

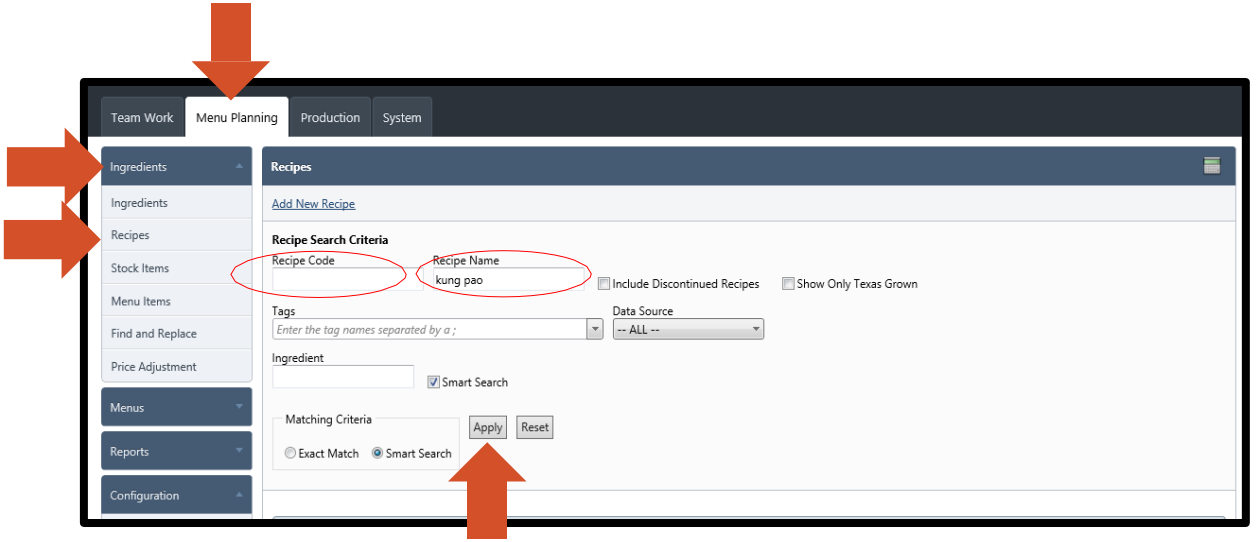


- Open the "Configuration" tab.
- Check "Send Site to School Café".

Repeat selection process for other district sites.



Add Content that populates to School Café for each "Menu Item"



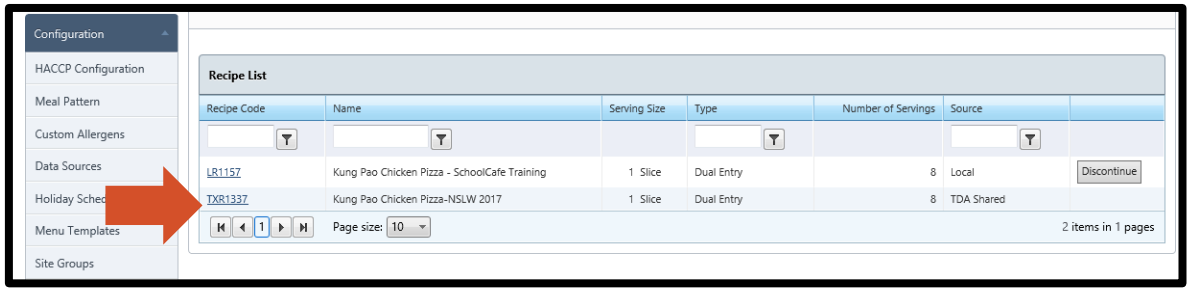
Open:

- "Menu Planning" tab
- "Ingredients" folder
- "Recipes" sub-folder

Find recipe files using Recipe Search Criteria:

Type the "Recipe Code" if that identifier is known, or type the "Recipe Name" or a portion of the name.

Click "Apply" to see a list of matches.



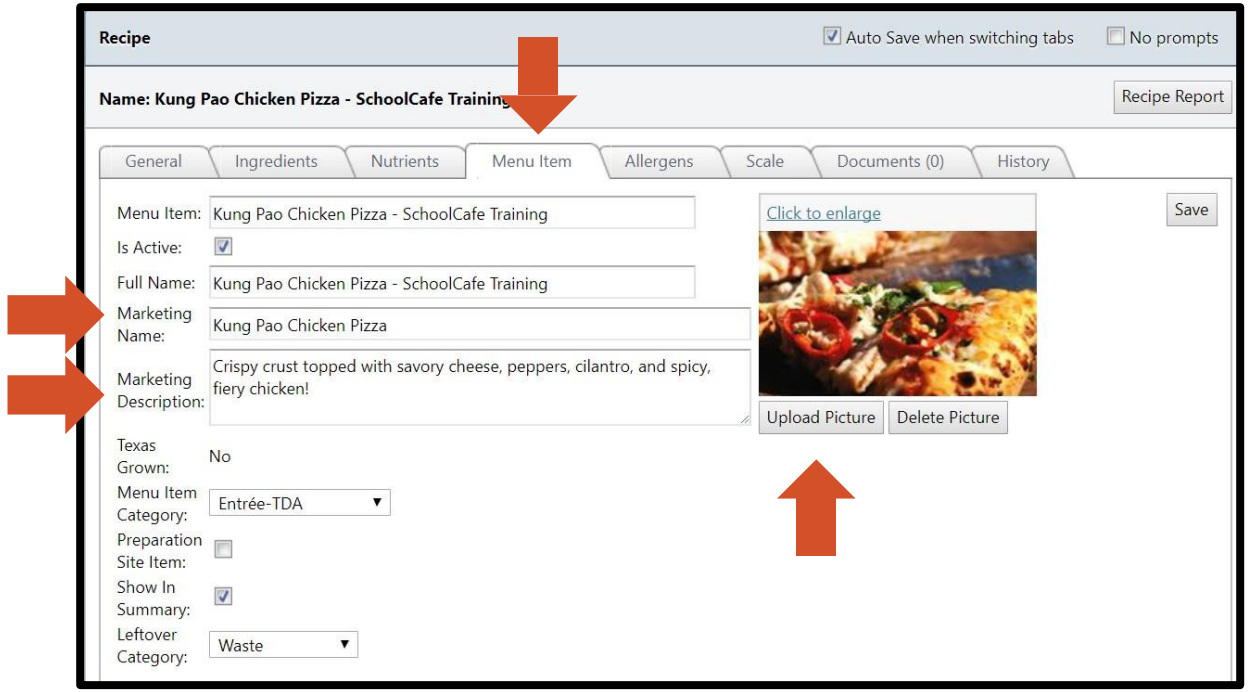
Select the individual recipe by clicking the "recipe code".

Note that menu items must be designated as local items in order to populate in School Café.

Open the "Menu Item" tab.

Add content that populates to School Café for each "Menu Item."

- Marketing Name
- Marketing Description
- Picture

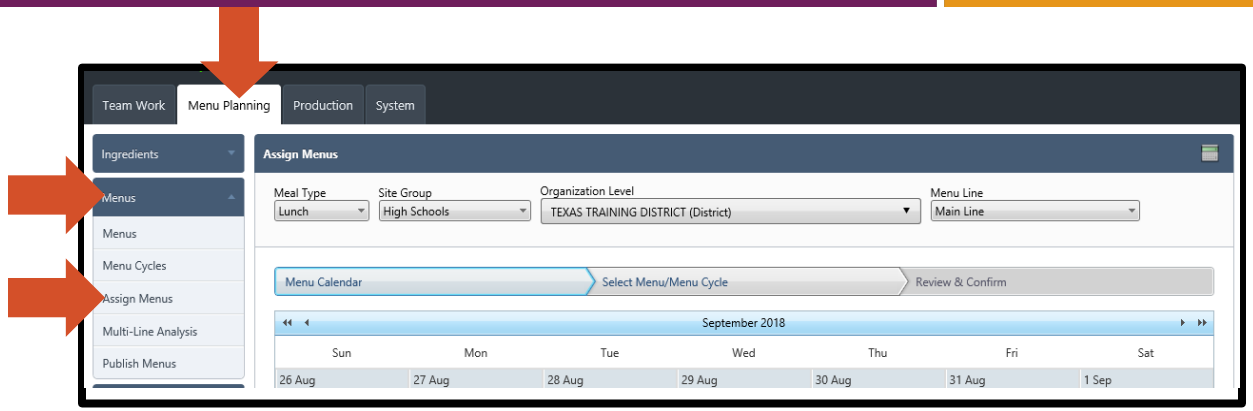


Repeat steps for additional menu items.

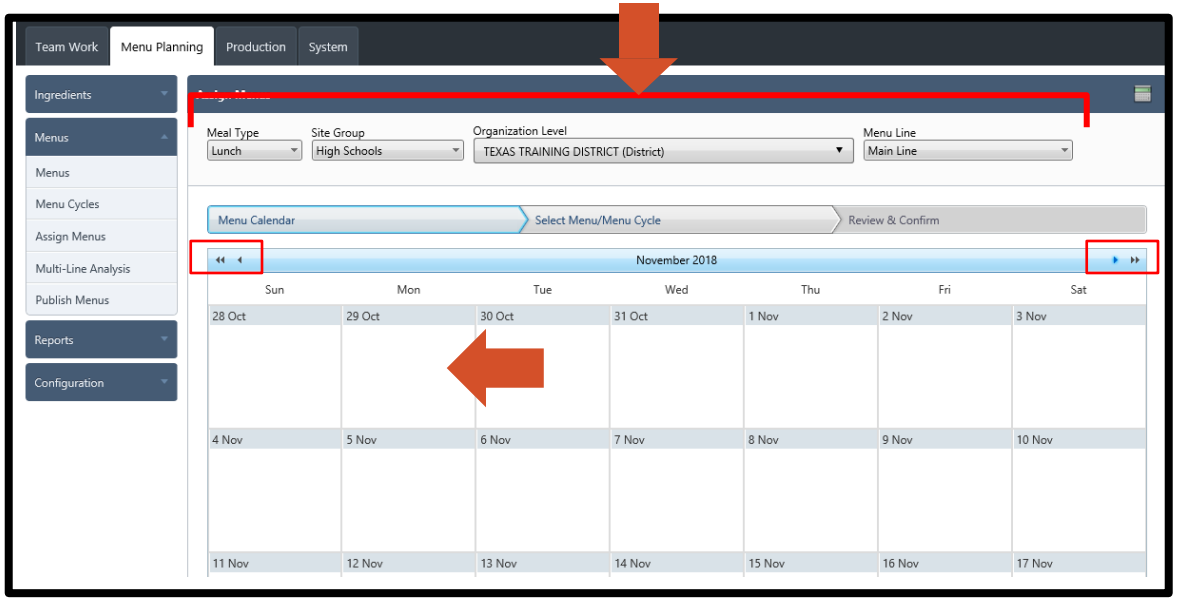
For additional information about this process, refer to MENU Module Training: **Module 5: Menu Items** p 3-6.

"Assign Menus" to the production calendar.

Open:
- "Menu Planning" tab
- "Menus" folder
- "Assign Menus" sub-folder



Starting on the left, select information from the drop-down menus to reflect assignment details such as when and where the menu will be assigned:
- Meal Type
- Site Group
- Organization Level
- Menu Line

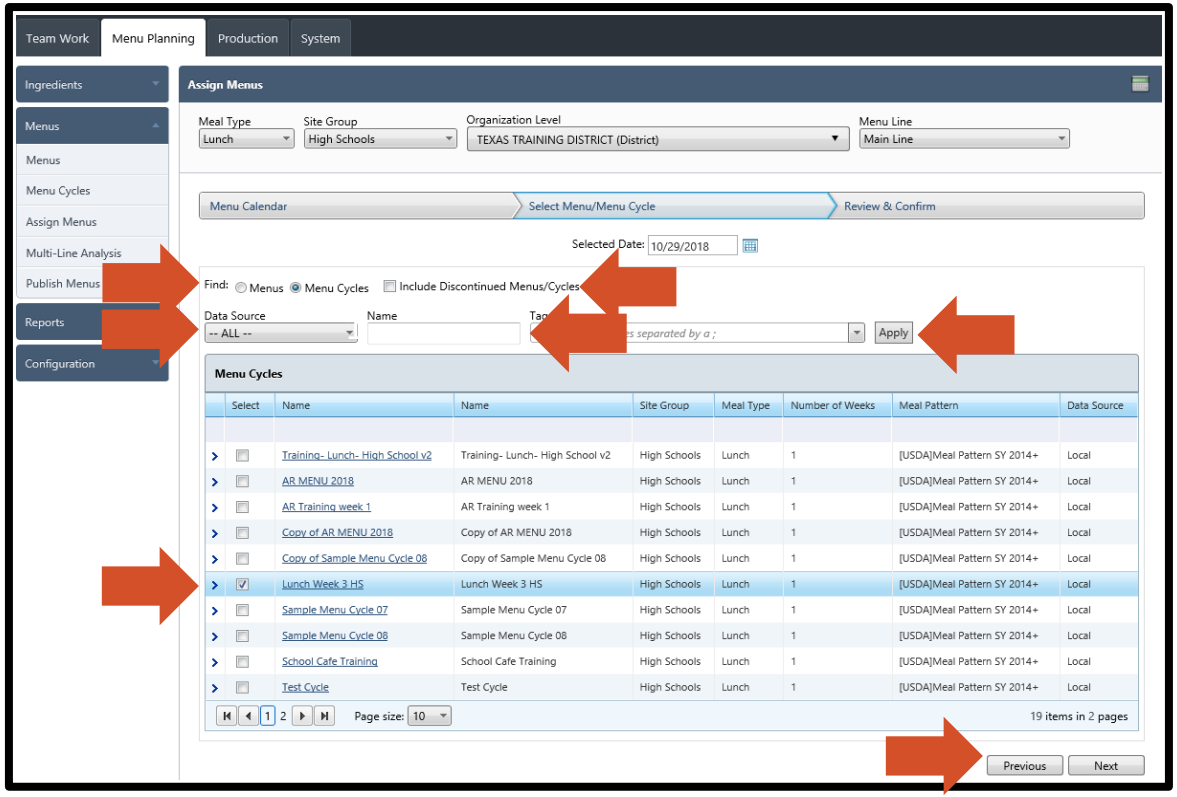


Click on desired date in the calendar to assign:
- The date for an individual menu, or
- The first day on which a menu cycle will start

By default, the Menu Calendar for the current month is shown. Use the calendar controls to move to a different month, if desired.

Create **menu search criteria** to find a menu for the selected date or date range..

- Select whether a single "menu" or "menu cycles" are desired.
- Limit or allow discontinued menus/cycles in the search using the checkbox "Include Discontinued Menus/Cycles".
- Select the data source for the search or type a portion of the menu name in the search box.



Click "Apply".

Select the desired menu or menu cycle from the list.

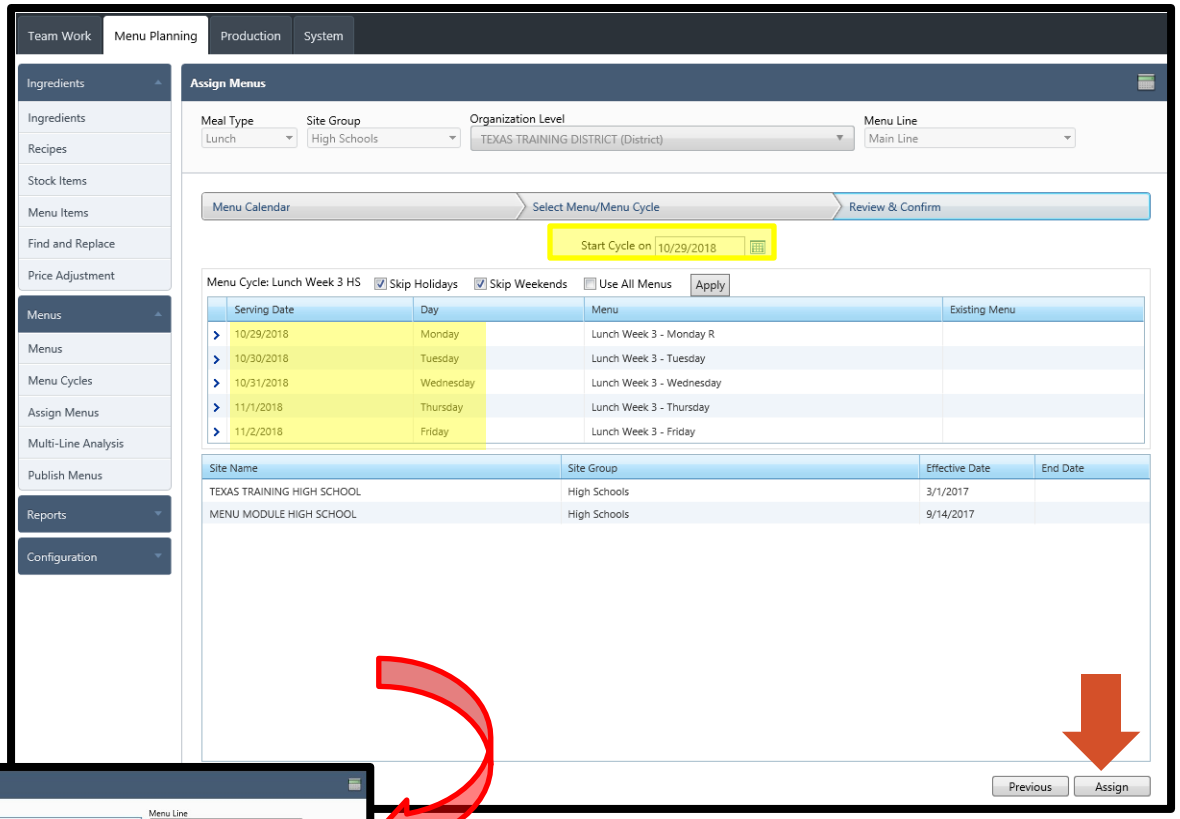
Click "Next".

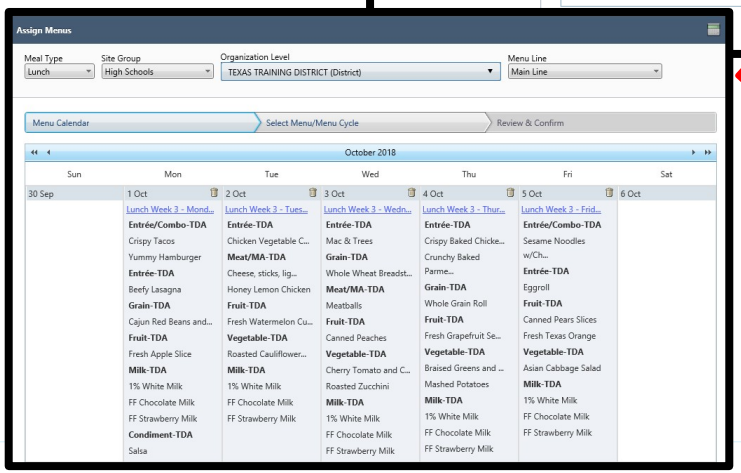
Review and Confirm the menu assignment.

- Starting date and /or span of menu/cycle (reflects holiday service dates)
- Days of menu cycle (weekdays vs. weekends)
- Site or site group

Click "Assign".

Note: Save time by assigning the same menu cycles to all similar site groups in a district by selecting the district organization level for a given site group.





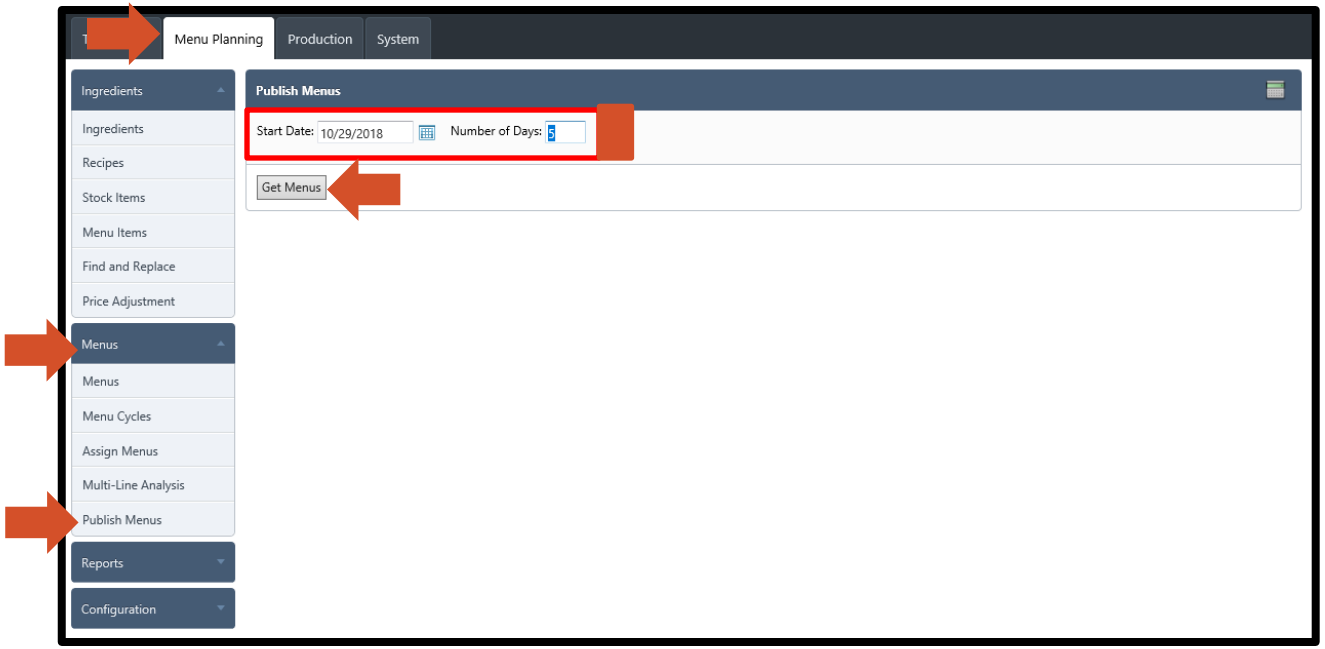
"PUBLISH MENUS" TO SCHOOL CAFÉ

Open:
- "Menu Planning" tab
- "Menus" folder
- "Publish Menus" subfolder

Select the "Start Date" and the "Number of Days" of the assigned menu to be published to School Café.

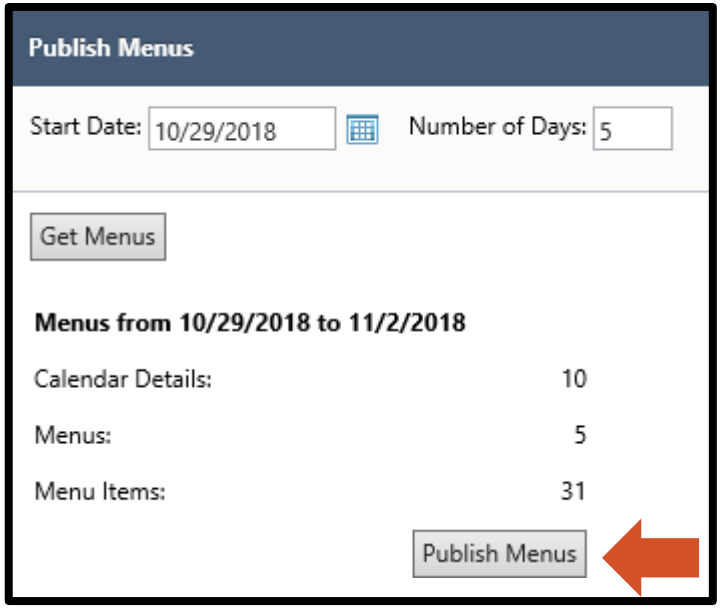
Click on the "Get Menus" button.

Be aware that by default, existing Menus for selected dates are over written.



Notice that the system pulls information about the menus and menu items available to publish during the selected timeframe.

6. Click on "the "Publish Menus" button to publish menus for that time period to SchoolCafé.



Note: Users will need to republish menus to SchoolCafé after making changes to menus.

Once menu information is enabled in MENU Module and published to School Café, students and parents can begin using the School Café app or website. Visit [www.schoolcafe.com.](http://www.schoolcafe.com)

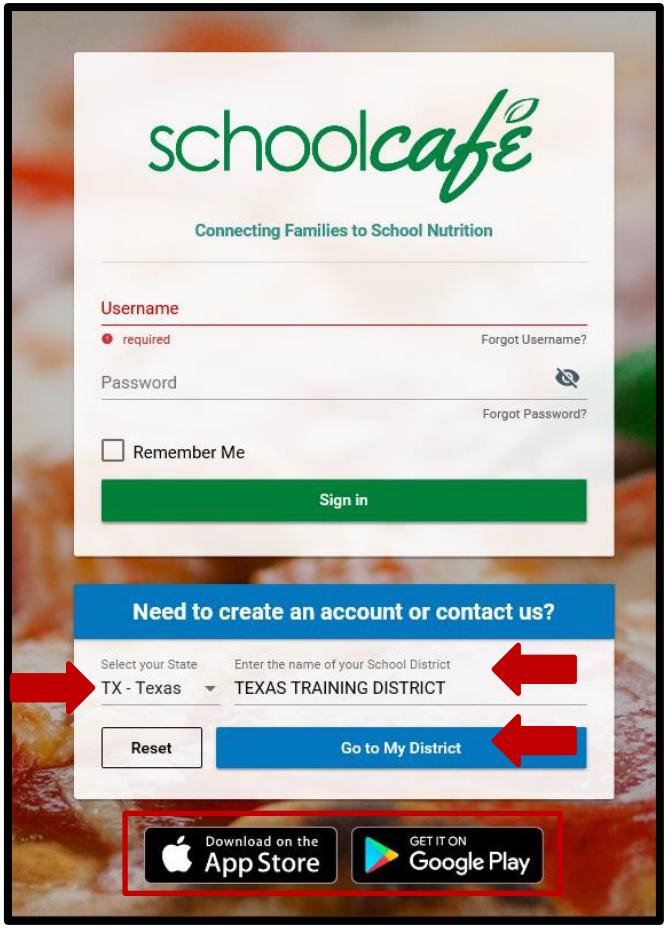
Create a new account by **selecting your state** from the dropdown menu.

Type the **name of your school district**.

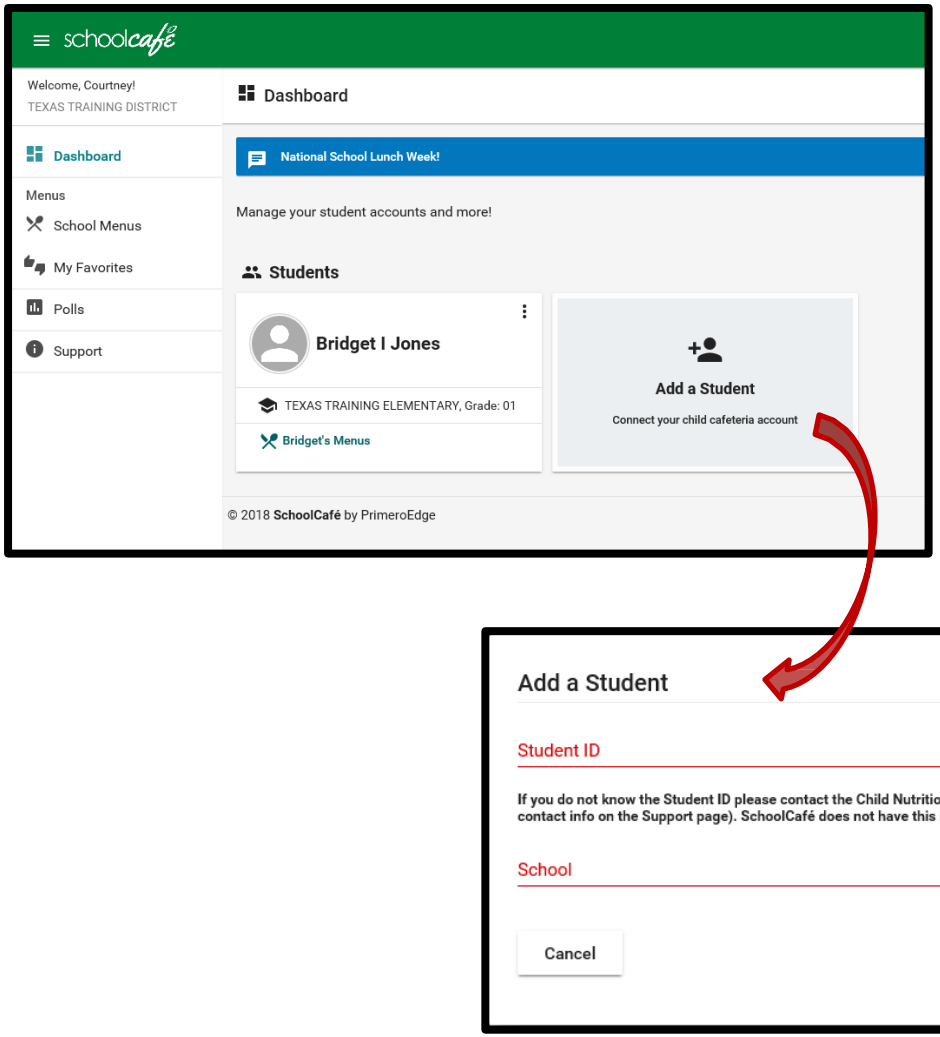
Click "**Go to My District".**

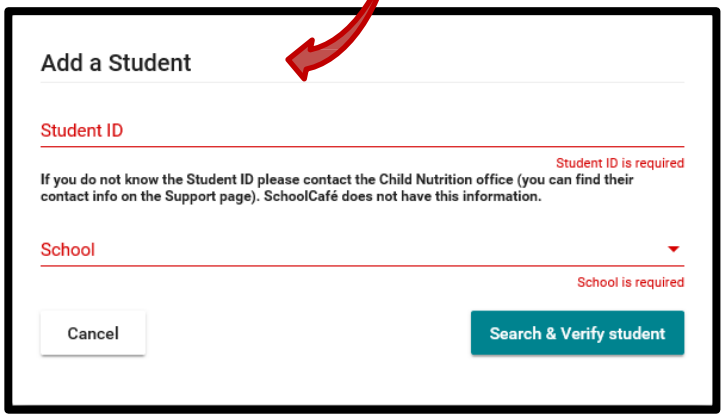
On the following screen, Click "**Sign in to your account**", "**Create a new account**" or "**View Menus (as a guest)**" and follow the prompts to get to your account or login as a guest.

For mobile device use, download the School Café app at an Apple or Android app store by clicking the appropriate link for your type of device.



STUDENT AND PARENT SCHOOL CAFÉ ACCOUNTS





Parents can connect all their children's accounts in the same district to the parent dashboard to view .

- Click "**Add a student**".
- Type the **student's ID**.
- Select the student's **school** from the dropdown menu.
- Click **Search & Verify student.**
- Repeat for additional students, as needed.

Parents and students possess the same functionality in SchoolCafé.

View menus

- Filter by date
- View week or day
- Choose school
- Choose grade level
- Choose meal (Breakfast, Lunch)
- Choose serving line
- Filter by allergens

View menu items

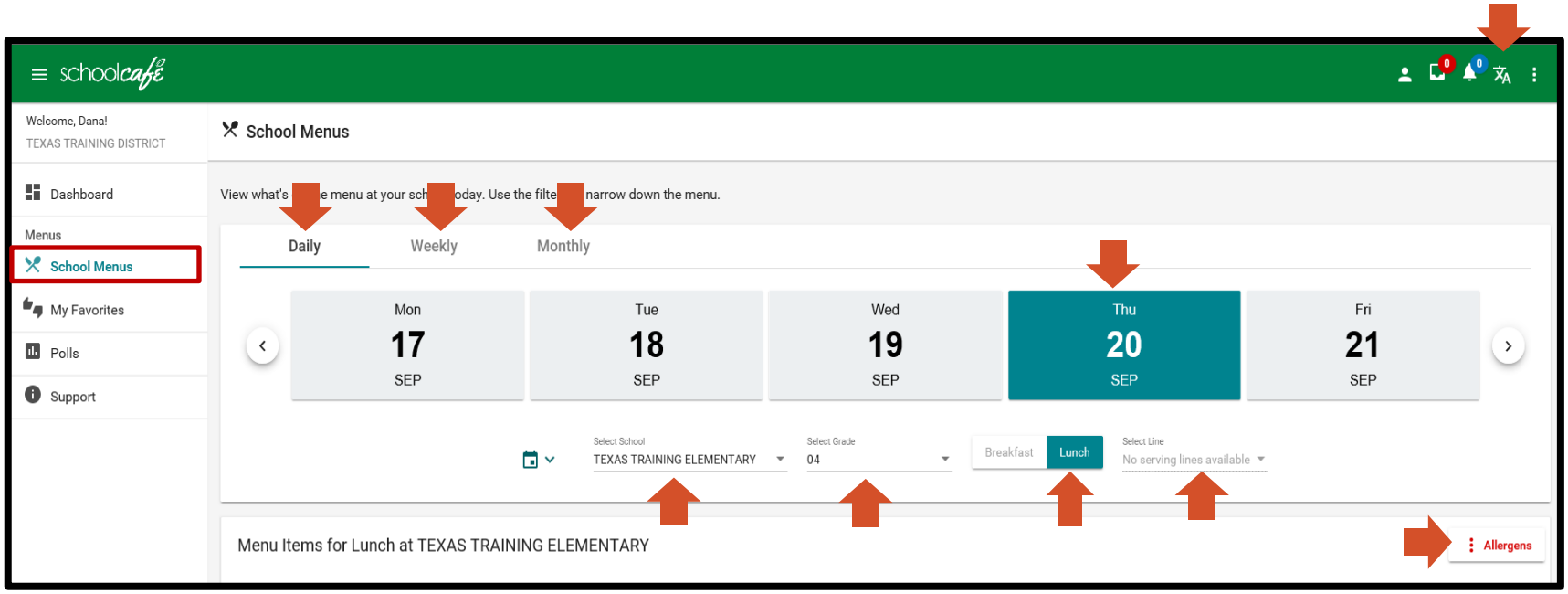
- View Calories, carbs, allergens, serving size, rating, menu item ingredients
- Rate menu item
- Make menu item a "favorite"
- Share menu item via Facebook and/or Twitter

Receive messages

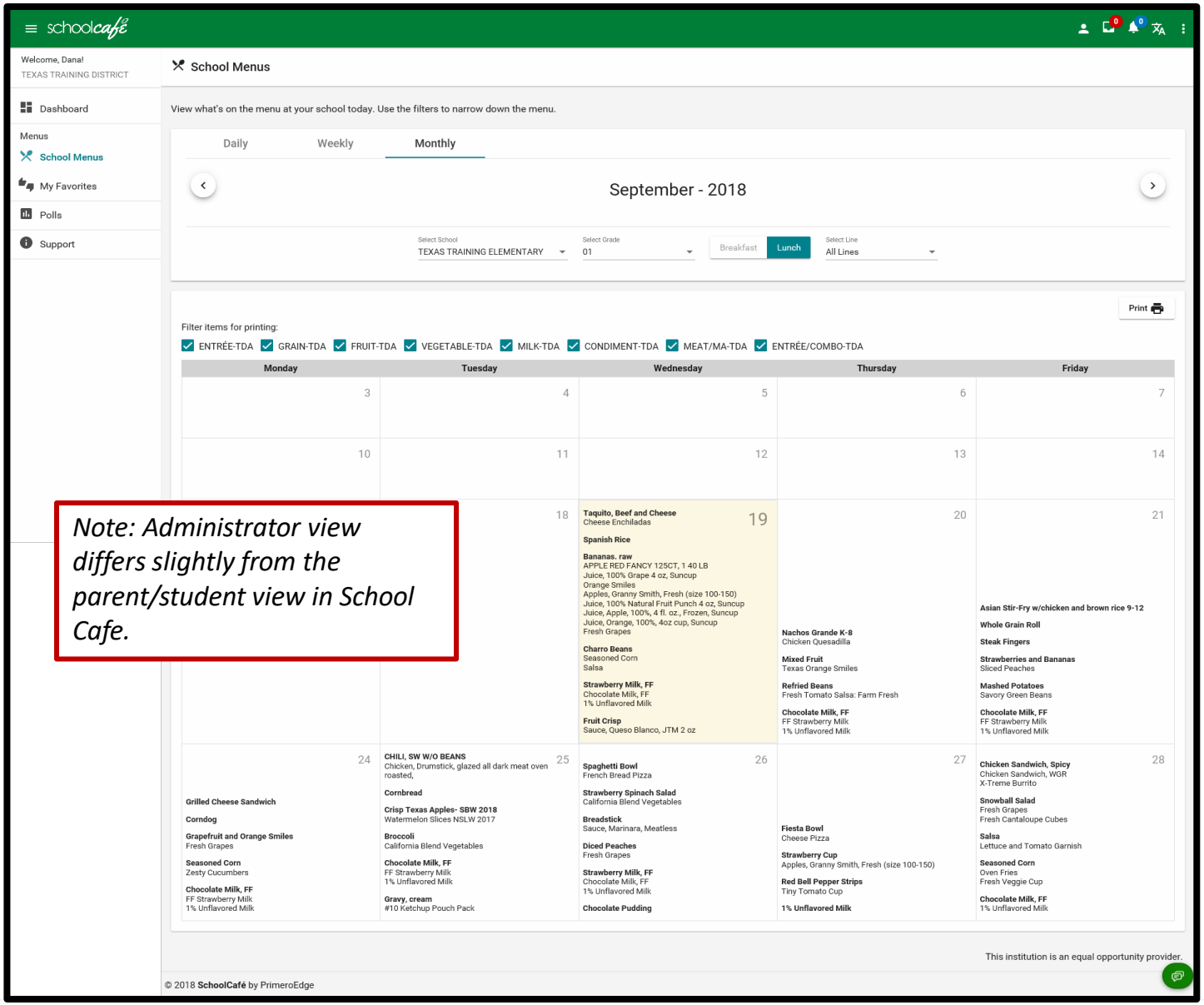
View/edit profile

STUDENT AND PARENTS: MENUS & NUTRITION

1. Select a language.
2. Select "Daily," "Weekly," or "Monthly" view.
3. Select a date.
4. Select a school and grade.
5. Select a meal (Breakfast, Lunch).
6. Select a serving line.
7. Optional: Filter by allergens.



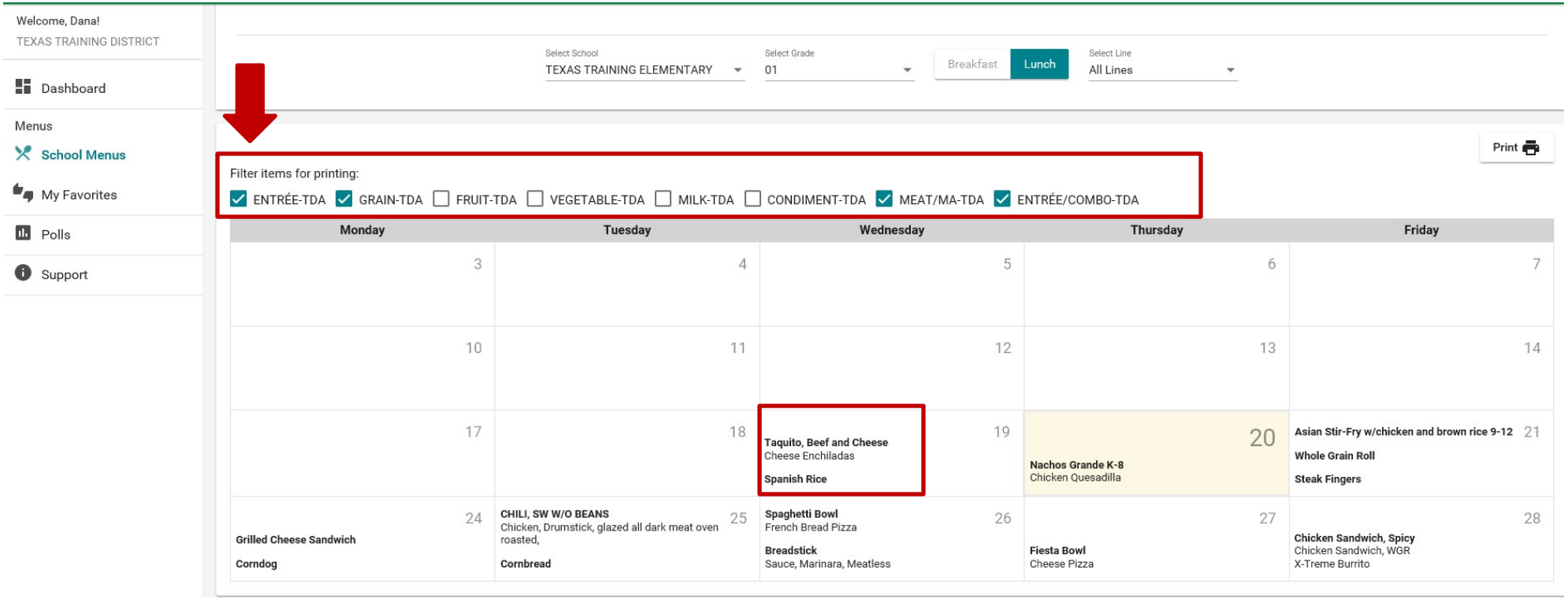
School Menus -MonthlyView



Note: Administrator view differs slightly from the parent/student view in School Cafe.

School Menus -MonthlyView

Filter menu lists by selecting which menu categories to include or exclude in the view. For example, selecting **Entrée, Entrée/Combo, Grains**, and **Meat/MA** produces a list of scheduled main entrees and grain components. The menu can also be filtered for **vegetables**, **fruits**, **milk ,** or **condiments**.



School Menus -WeeklyView

Items uploaded with pictures will display with thumbnail pictures beside the menu item name. Items without pictures will display the menu name.

School Menus

View what's on the menu at your school today. Use the filters to narrow down the menu.

Daily | Weekly | Monthly

Filter Menus

← Sep 24 2018 - Sep 28 2018 →

TEXAS TRAINING ELEMENTARY | Breakfast | Lunch | Main Line | Allergens

Menu Items for Lunch at TEXAS TRAINING ELEMENTARY — Print Friendly

Mon Sep-24	Tue Sep-25	Wed Sep-26	Thu Sep-27	Fri Sep-28
ENTRÉE/COMBO-TDA	ENTRÉE/COMBO-TDA	ENTRÉE/COMBO-TDA	ENTRÉE/COMBO-TDA	ENTRÉE/COMBO-TDA
Grilled Cheese Sandwich	A menu has not been published for this day.	Spaghetti Bowl	A menu has not been published for this day.	A menu has not been published for this day.
ENTRÉE-TDA	ENTRÉE-TDA	French Bread Pizza	ENTRÉE-TDA	ENTRÉE-TDA
Corndog	CHILI, SW W/O BEANS	ENTRÉE-TDA	Fiesta Bowl	Chicken Sandwich, Spicy
FRUIT-TDA	Chicken, Drumstick, glazed all dark meat oven roasted,	A menu has not been published for this day.	Cheese Pizza	X-Treme Burrito
Grapefruit and Orange Smiles	FRUIT-TDA	FRUIT-TDA	FRUIT-TDA	Chicken Sandwich, WGR
Fresh Grapes	Crisp Texas Apples- SBW 2018	Diced Peaches	Strawberry Cup	FRUIT-TDA
VEGETABLE-TDA	Watermelon Slices NSLW 2017	Fresh Grapes	Apples, Granny Smith, Fresh (size 100-150)	Snowball Salad
Seasoned Corn	VEGETABLE-TDA	VEGETABLE-TDA	VEGETABLE-TDA	Fresh Grapes
Zesty Cucumbers	Broccoli	Strawberry Spinach Salad	Red Bell Pepper Strips	Fresh Cantaloupe Cubes
MILK-TDA	California Blend Vegetables	California Blend Vegetables	Tiny Tomato Cup	VEGETABLE-TDA
Chocolate Milk, FF	MILK-TDA	MILK-TDA	MILK-TDA	Seasoned Corn
FF Strawberry Milk	Chocolate Milk, FF	Strawberry Milk, FF	1% Unflavored Milk	Oven Fries
1%	erry Milk	Chocolate Milk, FF	GRAIN-TDA	Fresh Veggie Cup
GRAIN	ored Milk	1% Unflavored Milk	A menu has not been published for this day.	MILK-TDA
A menu has not been published for this day.	GRAIN-TDA	GRAIN-TDA	CONDIMENT-TDA	Chocolate Milk, FF
CONDIMENT-TDA	Cornbread	Breadstick	A menu has not been published for this day.	1% Unflavored Milk
A menu has not been published for this day.	CONDIMENT-TDA	Sauce, Marinara, Meatless		GRAIN-TDA
	Gravy, cream	CONDIMENT-TDA		A menu has not been published for this day.
	#10 Ketchup Pouch Pack	Chocolate Pudding		CONDIMENT-TDA
				Salsa
				Lettuce and Tomato Garnish

This institution is an equal opportunity provid

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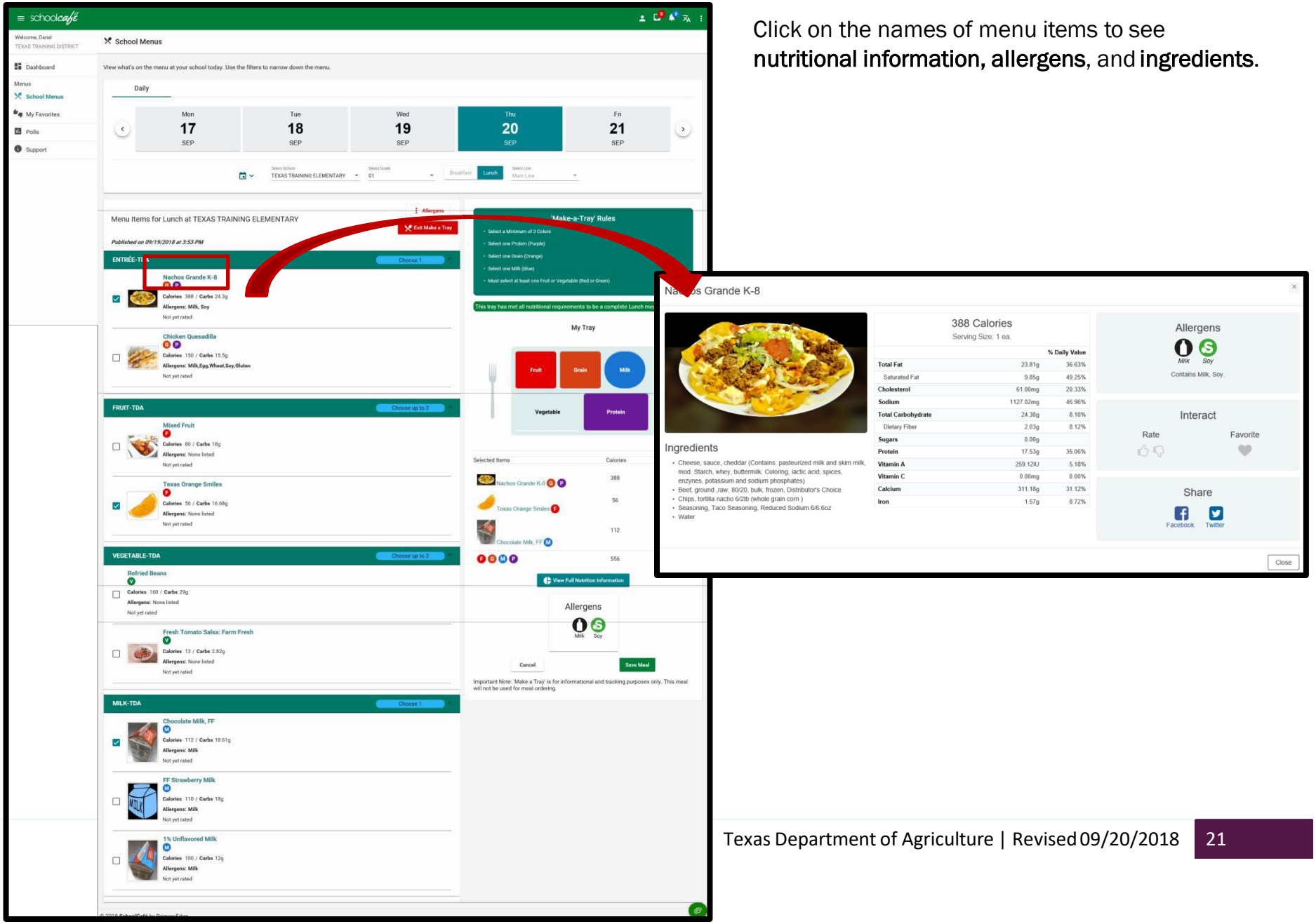
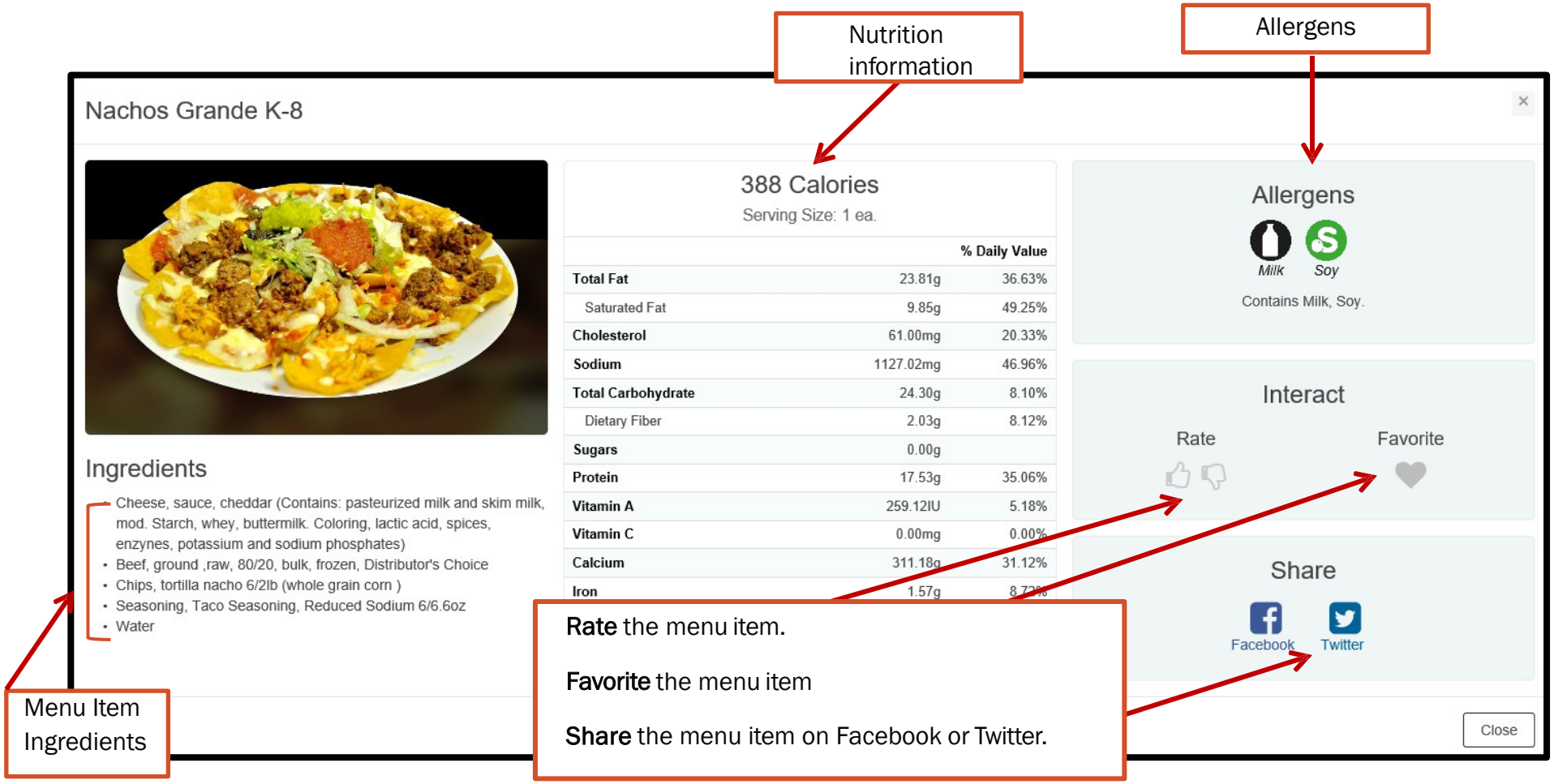
Menu Items are arranged by categories. Click individual menu items for nutritional information.

School Menus - Daily View:

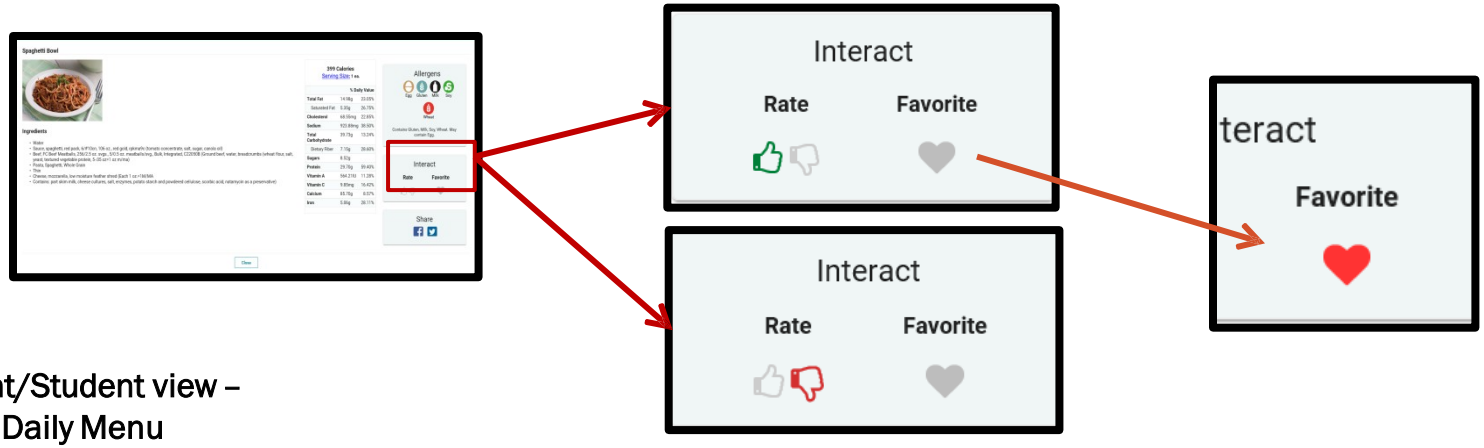


Click on the names of menu items to see **nutritional information, allergens**, and **ingredients**.

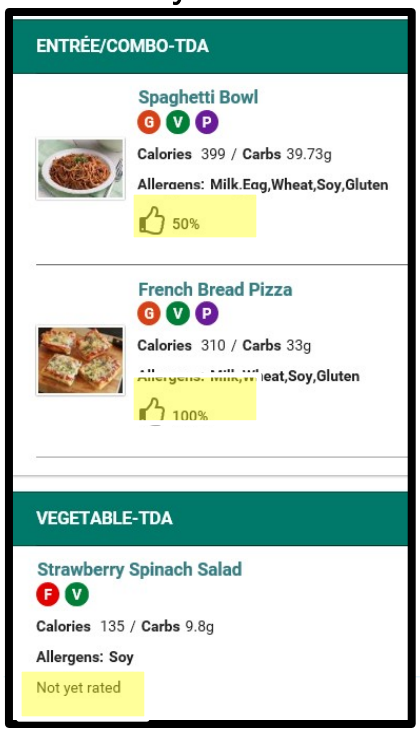
If users click on a menu item link from the "Weekly" or "Daily" view, the following information and actions are available:



Students can rate whether they like or dislike menu items. Cumulative results are displayed in the daily menu view for each item. Students may also indicate favorite menu items which will display under "My Favorites" on the dashboard.

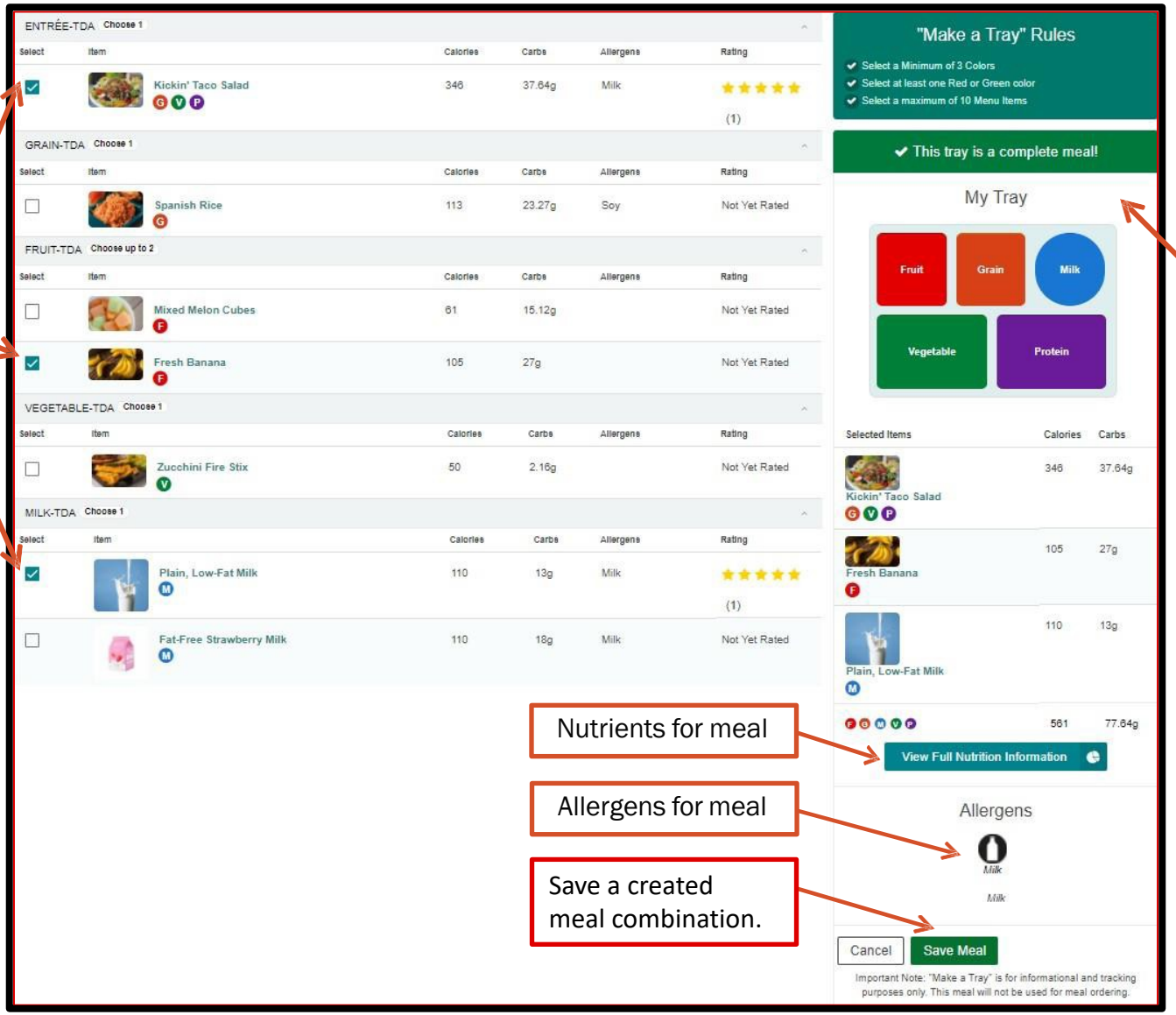


Parent/Student view – Daily Menu

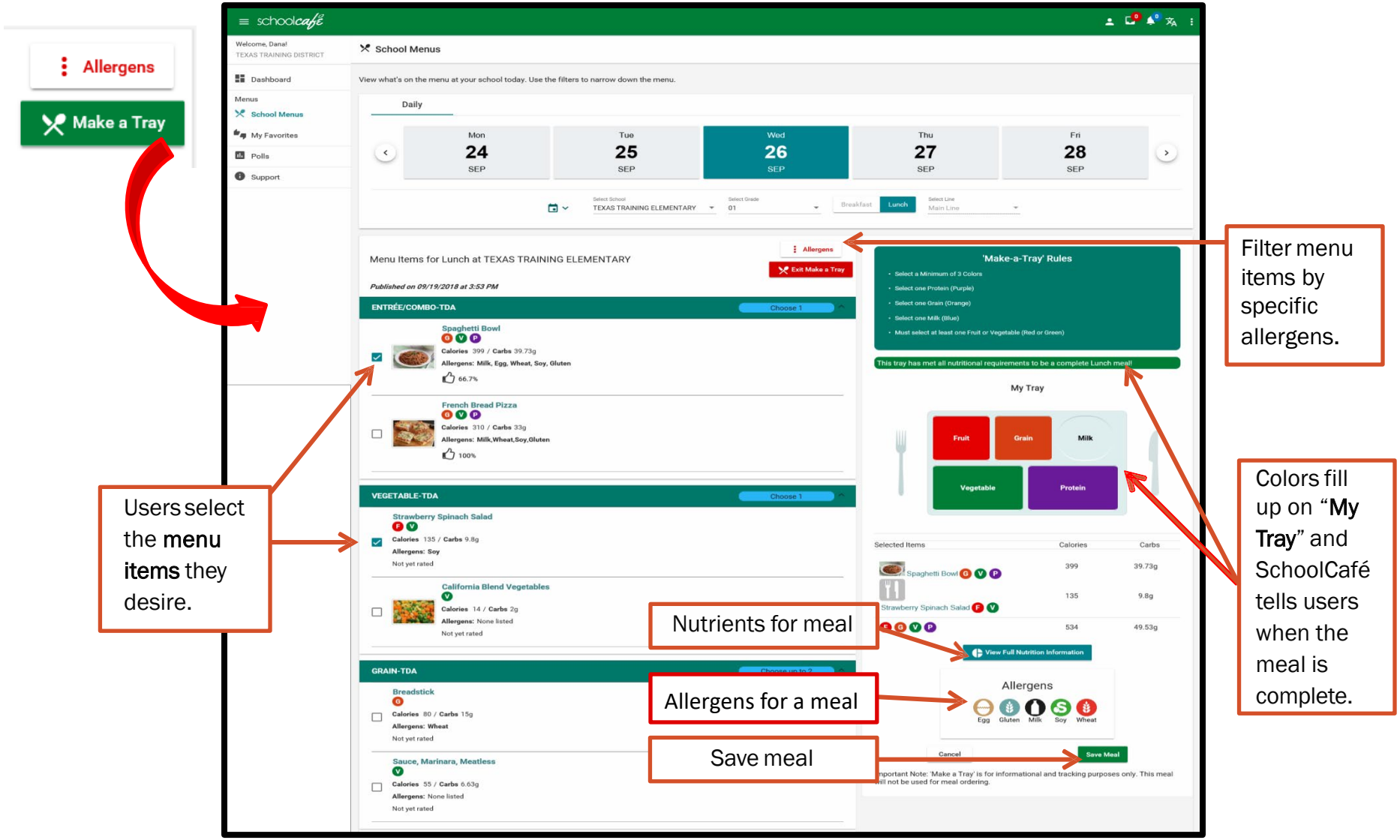


Administrator view – Daily Menu

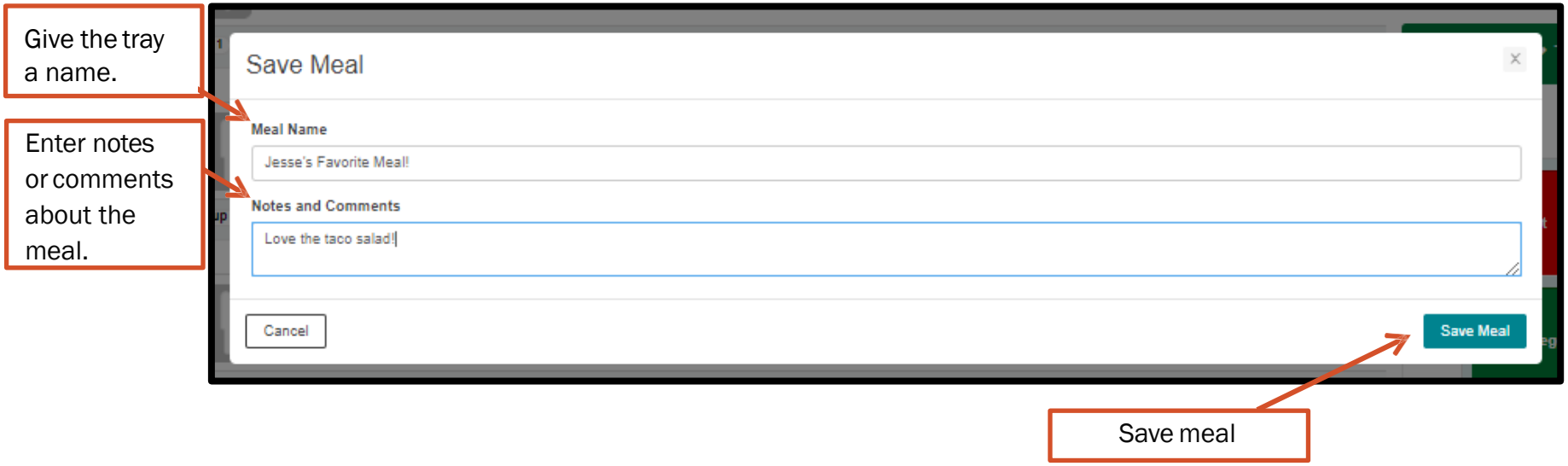
If users click on the "Make a Tray" button:



If users click on the "Make a Tray" button:



To save a particular meal selection, click the "Save Meal" button after building a tray.



Users may view saved meals in the "My Favorites" tab on the dashboard.

Note: When students or parents save or "favorite" a menu item or meal, they will receive a push notification (from the app) the morning that menu item or meal is served again.

Students and parents can view favorited trays to inform future lunch selections.

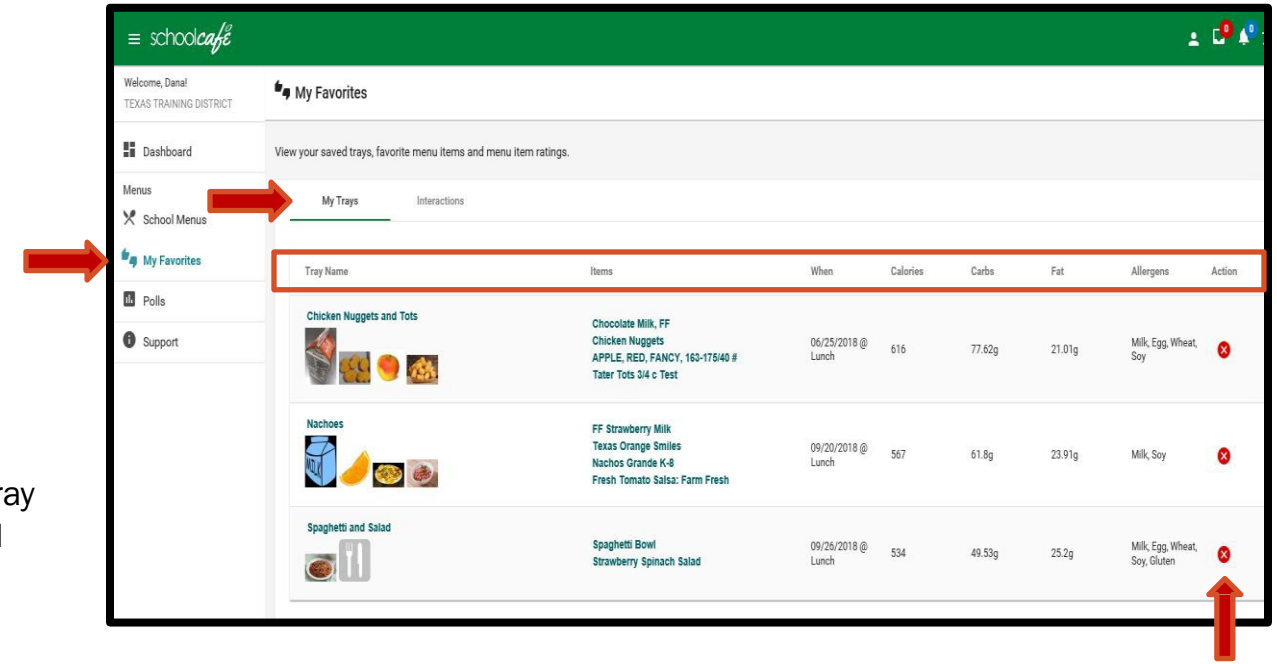
From the dashboard, click on "**My Favorites**".

Select the "**My Trays**" tab.

A list will display of the **name** given to the saved tray along with information about:

- What **items** were on the tray
- **When** the tray was served
- Total **calories**
- Total **carbs**
- Total **fat**
- Allergens

To remove a tray from the favorites list, click the red circle with an "x".



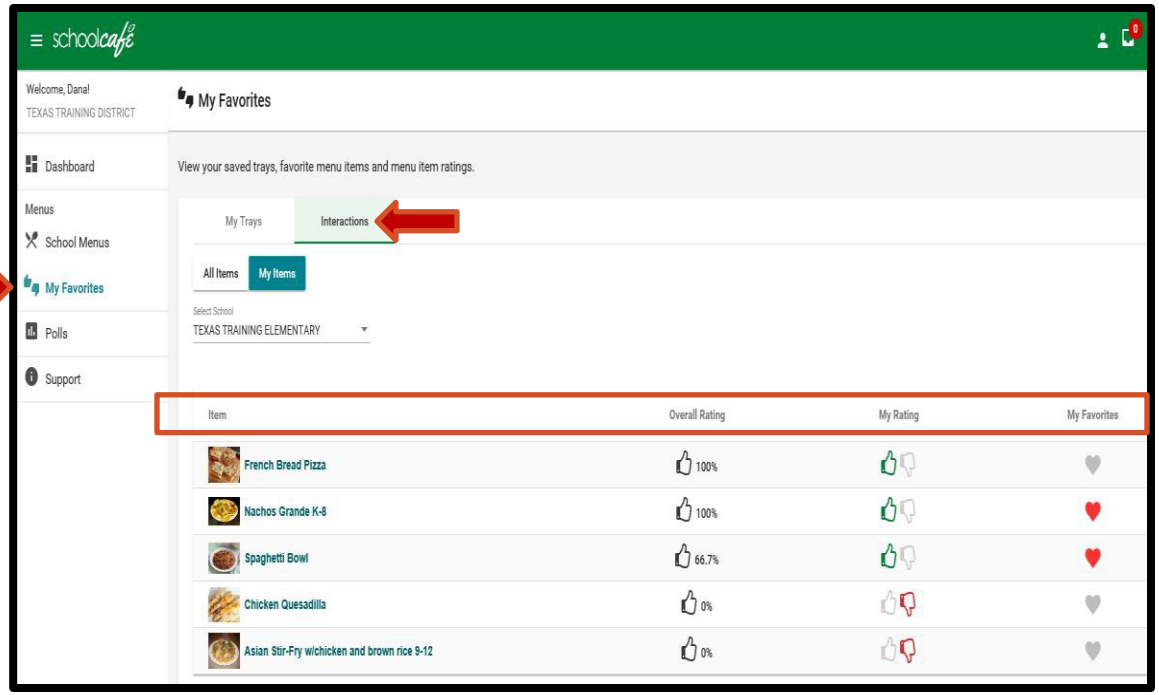
View personal interactions with menu items.

From the dashboard, click on "**My Favorites**".

Select the "**Interactions**" tab.

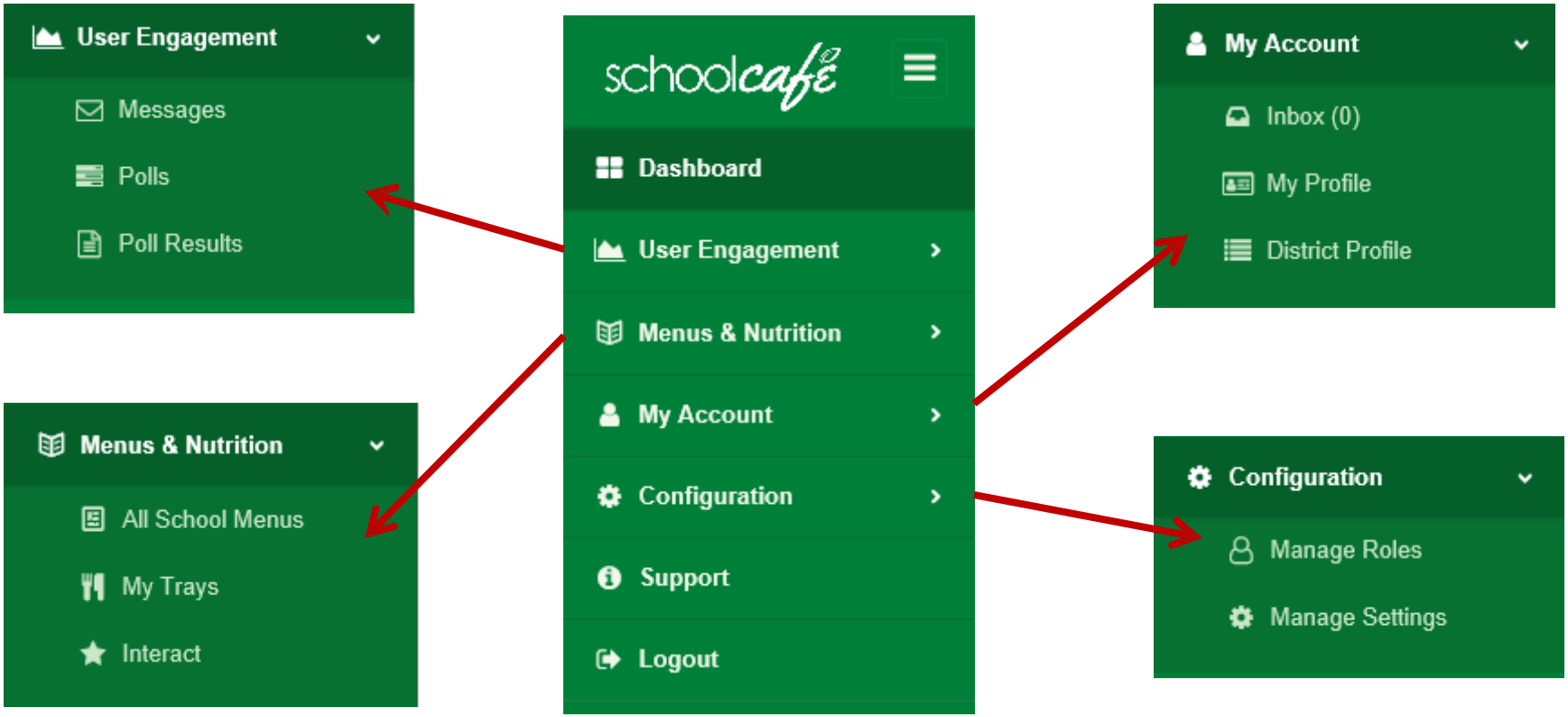
A list will display of the **menu items** with which a student has interacted.

Students can compare the overall rating of a menu item with their rating and also see favorited items.



DISTRICT ADMINISTRATOR SCHOOL CAFÉ ACCOUNTS DASHBOARD

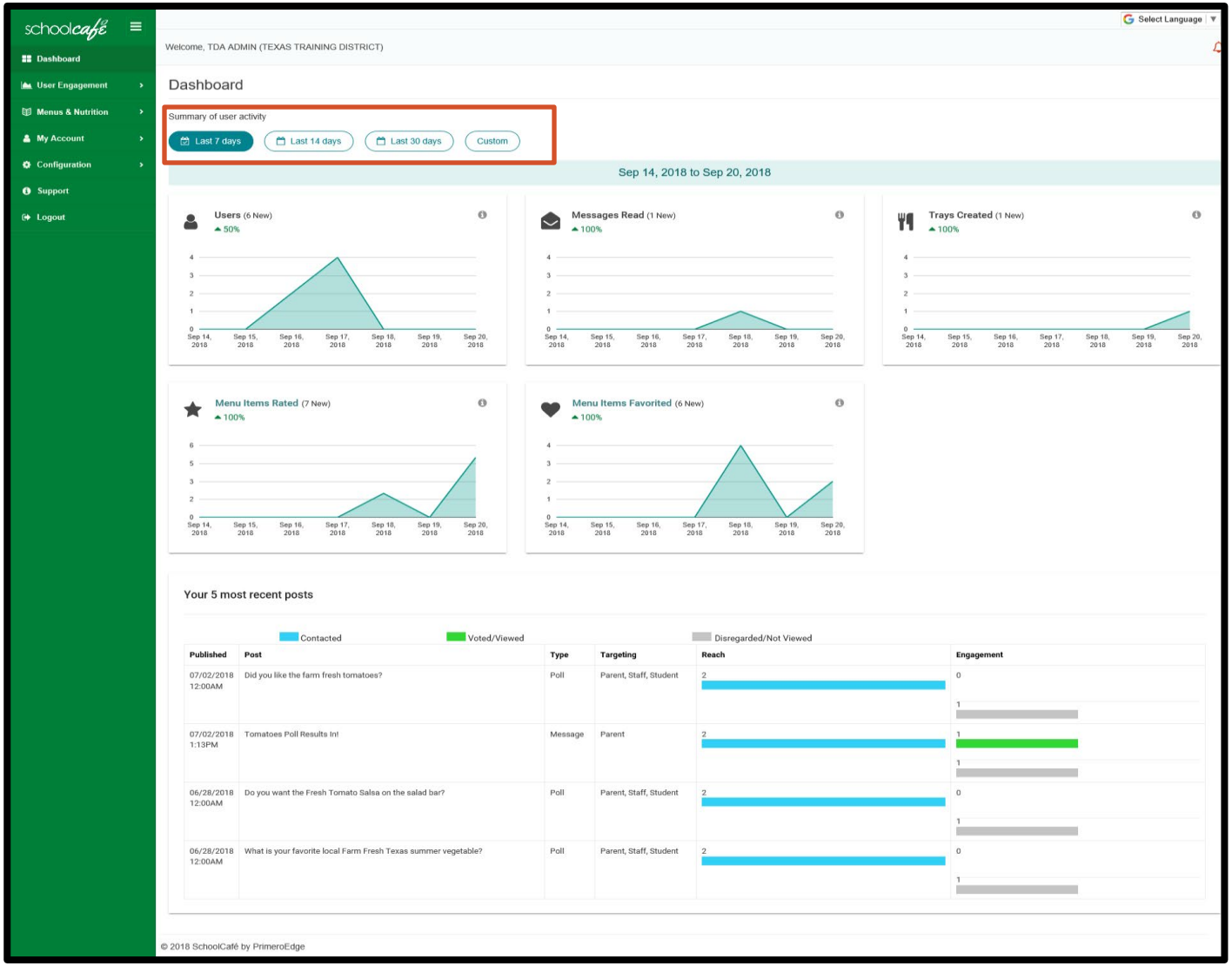
Districts may view "**Menus and Nutrition**" through their administrative account. In addition, districts may use "Messages" and "Polls" in "**User engagement"**, manage users and site settings in "**Configuration**", and manage their account in "**My Account**."



SCHOOL CAFÉ ADMINISTRATIVE ACCOUNTS – Dashboard Reports

The administrator dashboard provides data about user interactions, ratings, messaging information, and polls and poll results.

Data can be configured in time spans of 7 days, 14 days, 30 days or a custom date range.



Best Practices for Marketing to Parents and Students.

Take attractive photos of your menu items.
See page 32

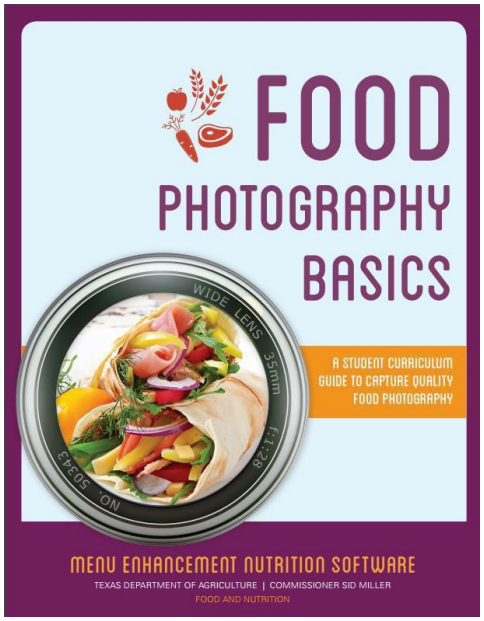
Give your menu items attractive names and descriptions.
See page 33

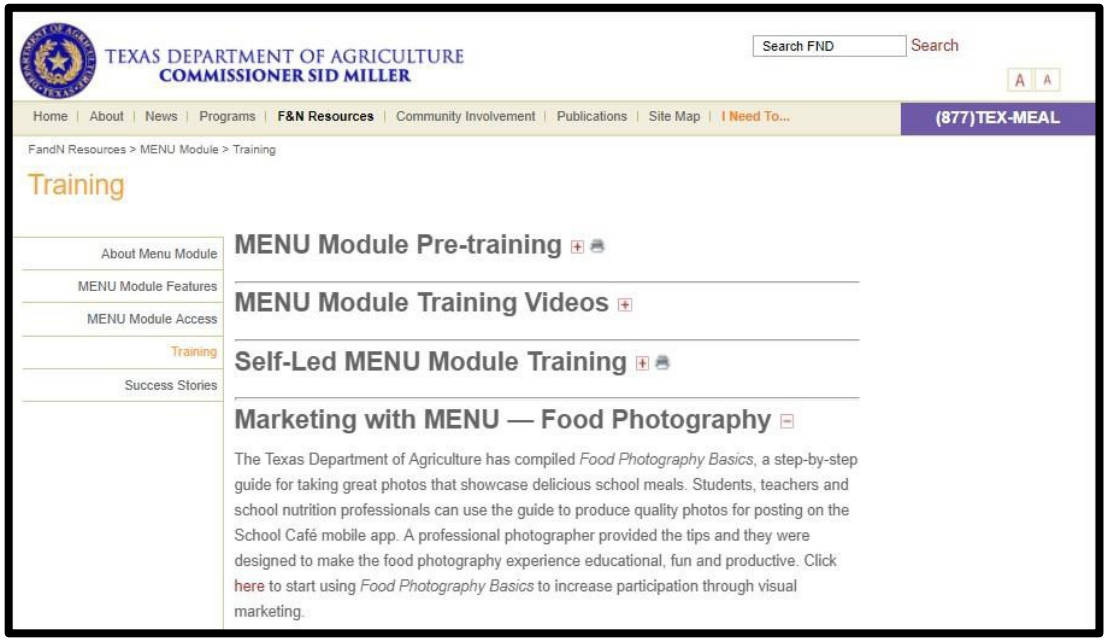
Notify parents and students about School Café and how to use it.
See page 34-35

Engage students and parents in School Café.
See page 36-40

Take attractive photos of your menu items.

Users may visit the MENU Module Training webpage on www.squaremeals.org to access the "Food Photography Basics" training. This training can help users take attractive photos of menu items that will help market menu items to parents and students through SchoolCafé.





Tip: In addition to the recommendations found in the "Food Photography Basics" curriculum, users should not use drawings to represent menu items and should make sure that images uploaded for menu items do not include text.

Tip: Keep in mind that anyone from the public can view menus on schoolcafe.com as a guest. Be careful about the photographs you publish to SchoolCafé and consider how the photographs represent your meal service to the public.

Give your menu items attractive names and descriptions.
Users should give menu items attractive names and descriptions to appeal to students and parents.

Tip: Names and descriptions should appeal to the senses (touch, taste, smell, and sight), highlight the positive attributes of the menu item, include catchy words, and share the message in less words.

EXAMPLES:

Name: Baked Chicken
Marketing Name: Shakin' Crispy Baked Chicken
Marketing Description: Succulent chicken flawlessly seasoned and baked to crispy perfection.

Name: Zucchini
Marketing Name: Zucchini Fire Stix
Marketing Description: Flavor-bursting Zucchini turned into spicy fingerfood!

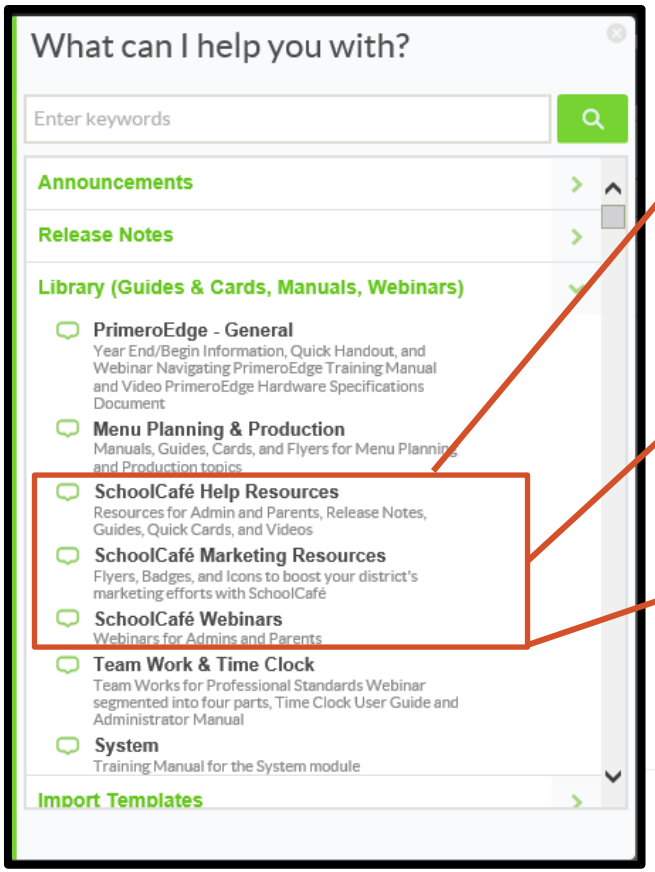
Name: Chicken Pizza
Marketing Name: Kung Pao Chicken Pizza
Marketing Description: Crispy crust topped with savory cheese, peppers, cilantro, and tongue-tingling fiery chicken!

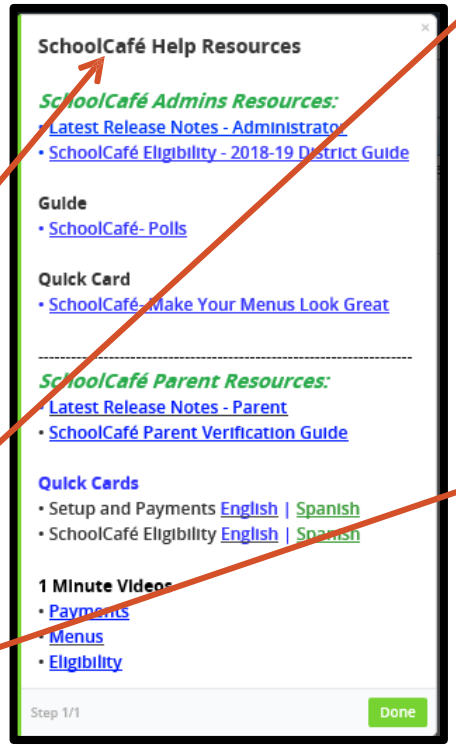
Name: Butternut Squash
Marketing Name: Cider-Glazed Squash
Marketing Description: Tender butternut squash coated with a delicately sweet glaze.

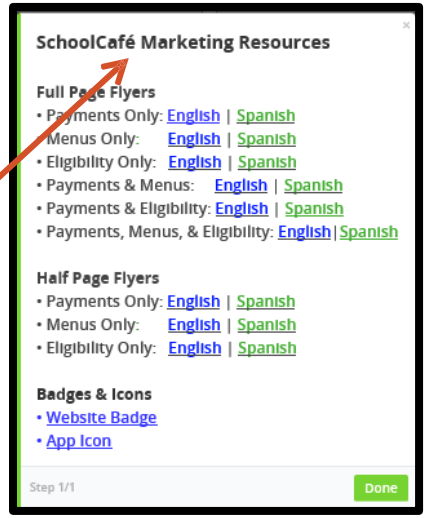
Notify parents and students aboutSchoolCafé.
Users may use the marketing materials available through Amigo to market SchoolCafe to parents and students.

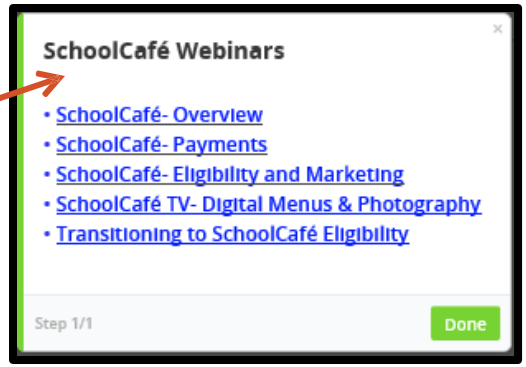
Marketing materials for parents and students on Amigo:

- **Quick Card:** Make Your Menus Look Great
- **Flyers:** Menus Only
- **Badge:** Website Badge
- **Icon:** App Icon



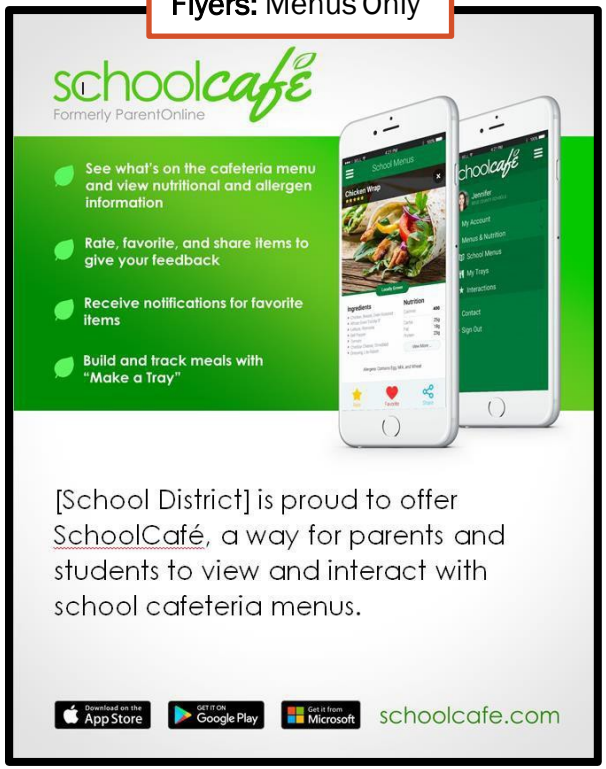






Sample Marketing materials for School Café.

Flyers: Menus Only



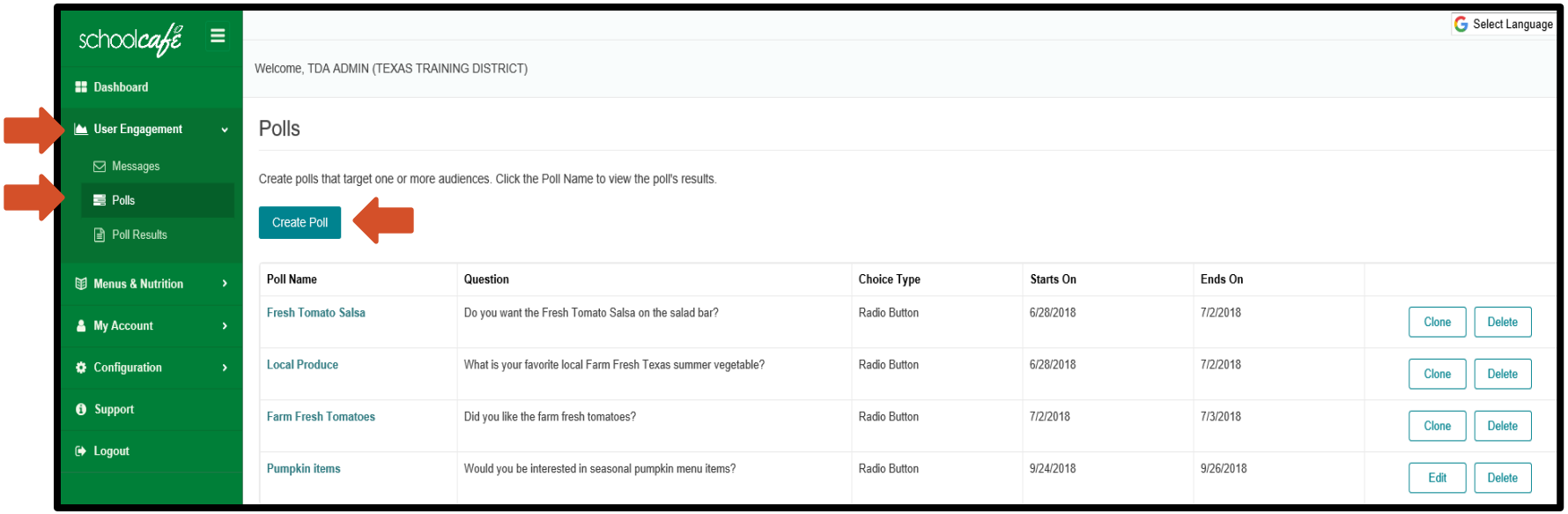
SchoolCafé App Icon

SchoolCafé Website Badge

Involve parents and students in SchoolCafé.

Users should make parent and student engagement in SchoolCafé part of their marketing strategy.

- Use polls to engage parents and students.



Click the "**User Engagement**" tab.

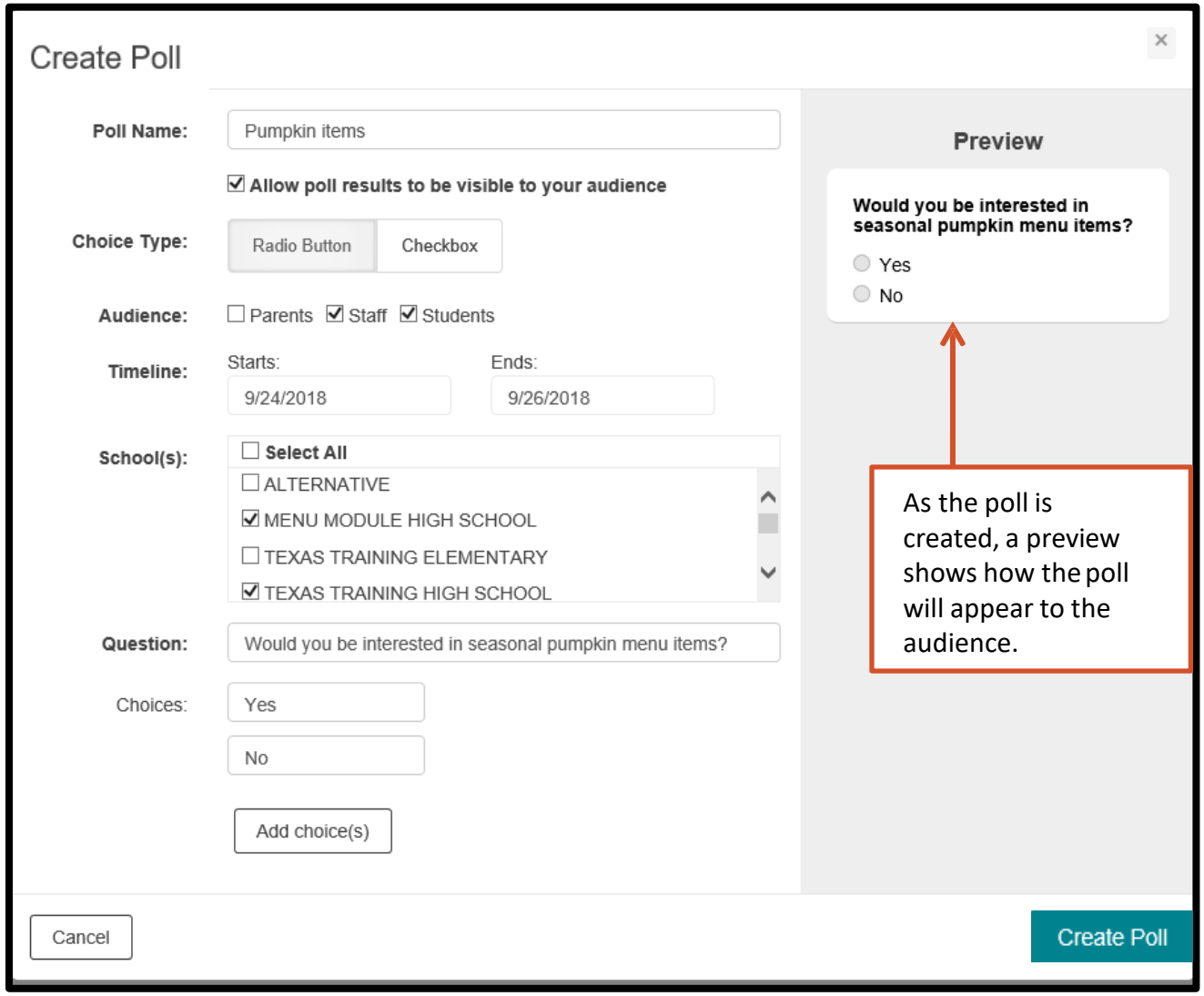
Open the "**Polls**" folder.

Click the "**Create Poll**" button.

Create polls to engage users.

1. Create a name for the poll.
2. Decide if the results will be visible to users or not.
3. Select style for responses.
4. Select your audience.
5. Select the day you want your poll to start and end.
6. Select which schools will receive the poll.
7. Type out your poll question.
8. Create possible poll responses. You may select yes/no items or text items. For example, you may poll students about which new dipping sauce students prefer for chicken strips. Students would respond by selecting one or more condiment choice.

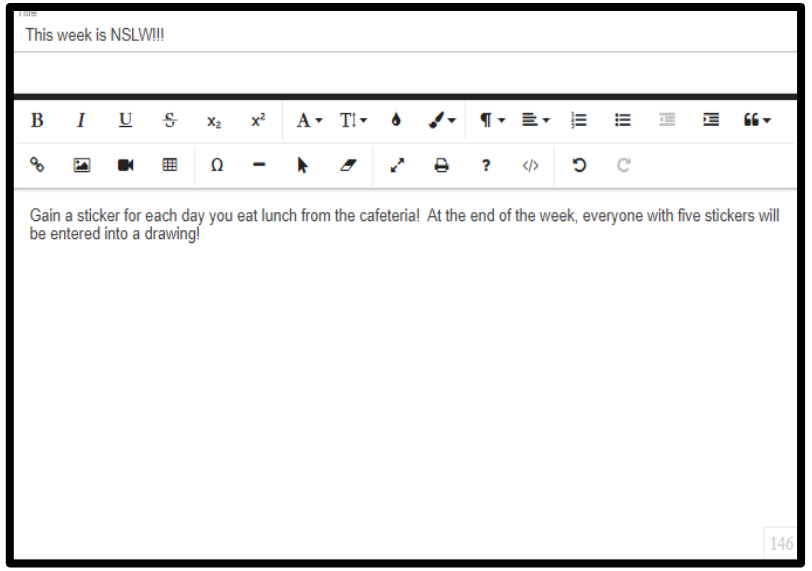
Polls become push alerts to the selected audience inthe School Café website and app.



Involving users in meal decisions will increase meal participation. Users appreciate their opinions and preferences being considered.

Communicate with parents and students in SchoolCafé.

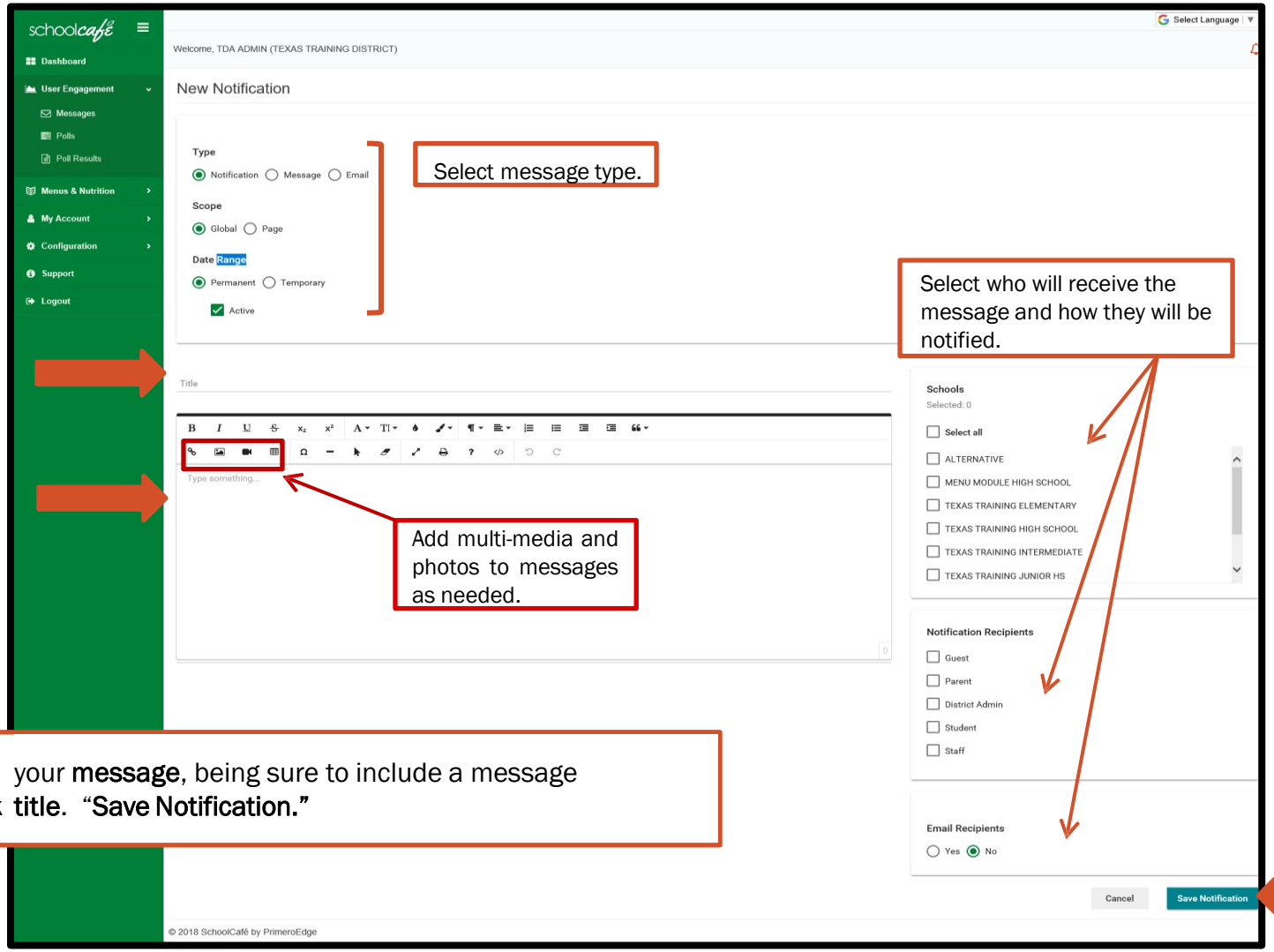
- Use messages to engage parents and students.



- Incentivize parents and students to sign up for a SchoolCafé account.
  - For example, tell student and parents that everyone who signs up for a SchoolCafé account will be entered into a drawing for a prize.
- Hold fun contests related to SchoolCafé.
  - For example, ask students to take creative pictures of their favorite menu item. Feature the winning photo on SchoolCafé for that menu item.
  - Ask students to create original recipes that meet regulatory guidelines. Include the winning recipe in an upcoming menu cycle.

Use messages to share poll results & contest winners.

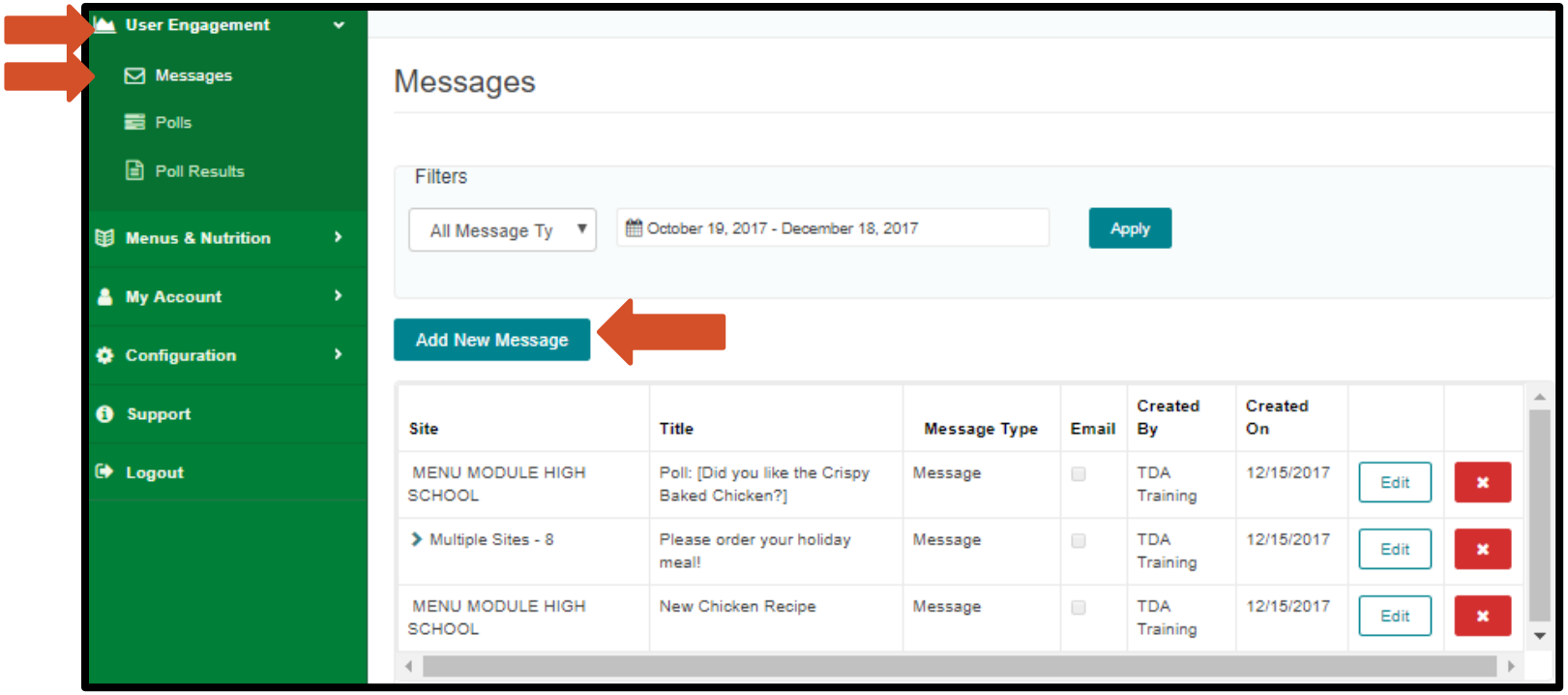
Create notifications, messages, and emails.



Type your **message**, being sure to include a message
Click **title**. "**Save Notification.**"

Get district staff to brainstorm other ways to use this feature to promote meal service in your district.

Send push alerts through the School Café website and app. Select all users or specific recipients and whether to send information through a notification, message and/or email. A history of previous messages is stored for review.



Inform users of special events or menus to build excitement and increase meal participation.

TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

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