

C6. GROUP 3—SFA DIRECTOR RECRUITMENT CONFIRMATION LETTER

This page has been left blank for double-sided copying.



<DATE>

<SFA Director Prefix> <SFA Director_FN> <SFA Director_LN>
<SFA Director_Title>
<MSTREE06>
<MCITY06>, <MSTATE06> <MZIP06>

Dear <SFA Director Prefix> <SFA Director_LN>:

Thank you for taking the time to discuss your SFA's participation in the School Nutrition and Meal Cost Study (SNMCS) with [RECRUITER NAME]. We are looking forward to working with your SFA on this important national study.

To confirm, the following schools will participate in the study:

<School1Name>
<School2Name>
<School3Name>
<School4Name>

These schools will be expected to participate in on-site data collection activities as well as to complete a menu survey during a "target week". We will work with you over the coming weeks to collect additional information necessary to plan the study. We will set a target week between January and June 2015, and confirm basic school food service characteristics and points-of-contact at each participating school.

The following data collection activities will take place during the target week:

Menu Survey. Food service managers will be asked to complete a web-based survey during the target week. The Menu Survey collects detailed information on the foods offered and served in reimbursable lunches, breakfasts, and afterschool snacks (if offered), and single day's offerings on a la carte items. Included with the Menu Survey will also be a brief questionnaire that asks about food service operations in each school. Online training tools will be available within the menu survey to instruct how to correctly complete it. A technical assistant will also be available by phone or email to answer questions and offer assistance. It is critical that the menu survey be completed as fully and accurately as possible and during the agreed-upon target week. We will provide a \$50 check for food service managers after they complete the Menu Survey, in recognition of their conscientious efforts and important contributions to the study.

Cafeteria Observations. Data collectors will observe one lunch and one breakfast period (if the school participates in the School Breakfast Program) in each sampled school to document characteristics of food service operations.

SFA Director, Business Manager, School Nutrition Manager and Principal Cost Interviews. Designated SFA directors, business managers, food service managers and principals will be asked to participate in an interview to provide information about the full cost of food service, including indirect and administrative costs.



MATHEMATICA
Policy Research

P.O. Box 2393
Princeton, NJ 08543-2393
Phone: 609-799-3535
Fax: 609-799-0005





Plate Waste Observations. Data collectors will estimate the proportion of foods wasted by students in order to assess the nutrient and food group composition of foods wasted, and to assess the relationship between plate waste and characteristics of students, school food environments, and school food service operations

Other data collection activities that will take place outside the target week include:

Competitive Foods Checklists. A staff member appointed by each school principal will be asked to complete a simple set of forms detailing the availability to students of vending machine items and other sources of food such as school stores.

SFA Director and Principal Surveys. Web-based surveys will be sent by email to you and each school principal. The surveys will contain questions needed to characterize district policies, food service operations, and the school environment.

[IF A BUSINESS MANAGER WAS IDENTIFIED IN THE RECRUITMENT INTERVIEW INCLUDE THIS PARAGRAPH] We sent a letter to the Business Manager describing their role in this study, as well as the SNMCS study overview.

We have included letters addressed to each principal and kitchen manager, along with copies of the study's introductory letter from USDA and the SNMCS study overview. These letters stress the importance of the study and describe the study's activities. We would greatly appreciate it if you could distribute these materials to the appropriate individuals and express your support for the study. Participation in the study by selected states, districts, and schools is required under Section 305 of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). Thank you in advance for your participation in the SNMCS and for your assistance coordinating with food service managers and principals. This important study of the school meals programs could not be completed without your support. We are looking forward to learning all that we can from you and your staff.

If you have any questions, please feel free to contact our project team at 855-###-####, or e-mail SNMCS@abtassoc.com.



Sincerely,

Maria Boyle
Project Director
Abt Associates

MATHEMATICA
Policy Research

P.O. Box 2393
Princeton, NJ 08543-2393
Phone: 609-799-3535
Fax: 609-799-0005



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average 15 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection.



<DATE>

<LEA BusMgr Prefix> <LEA BusMgr_FN> <LEA BusMgr_LN>
<LEA BusMgr_Title>
<MSTREE06>
<MCITY06>, <MSTATE06> <MZIP06>

Dear <LEA BusMgr Prefix> <LEA BusMgr_LN>:

Recently, your school food authority (SFA) was selected for the School Nutrition and Meal Cost Study (SNMCS) as part of your district's required participation in the study. Mathematica Policy Research and Abt Associates are conducting the SNMCS for the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA). The study will examine the food and nutrient content of school meals, as well as meal costs and revenues. The study comes at a critical time as child nutrition continues to be a pressing issue faced by educators and policymakers. The enclosed fact sheet provides an overview of the SNMCS.

The study will include several different data collection components in your SFA and school during the 2014–2015 school year. Principals, SFA Directors and food service managers have been notified of these activities and the study will coordinate directly them or their staff. Schools in your SFA will be expected to participate in on-site data collection activities as well as to complete a menu survey during a "target week." We will set a target week between January and June 2015, and send professionally trained field interviewers to conduct interviews and make observations.

We have already been in contact with the SFA Director <SFA Director_FN> <SFA Director_LN> who has identified you, as the Business Manager, as the person who is most knowledgeable about aspects of the study related to certain costs and revenues.

You, along with SFA directors, food service managers and principals will be asked to participate in cost interviews during the target week to provide information about the full cost of food service, including indirect and administrative costs.

Your participation in this study is extremely valuable and we appreciate the time and effort that you and other district staff will devote to the study.

Participation in the study by selected states, districts, and schools is required under Section 305 of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). If you have any questions, please feel free to contact our project team at 855-###-####, or e-mail SNMCS@abtassoc.com.



MATHEMATICA
Policy Research

P.O. Box 2393
Princeton, NJ 08543-2393
Phone: 609-799-3535
Fax: 609-799-0005



Sincerely,

Maria Boyle
Project Director (Abt Associates)
Abt Associates

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average 15 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection.