

YEAR PLAN
MSU *Mac Bread Bin Director*
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2016-2017
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OFFICE OF THE *Mac Bread Bin Director*
INTRODUCTION

This past year, Mac Bread Bin has greatly expanded its services. We've moved away from being "just a food bank", continuing that valuable service while also introducing advocacy components and additional services such as the FCC and Community Kitchen concept.

Although forward growth in a service as old as this one is incredibly important, this year the Bread Bin team wants to make sure that we are offering the best possible support to students and community within McMaster and Hamilton. To do this, we will be critically evaluating how we run our programs and strengthening where we are weak. Having a service review done will hopefully play into this ultimate goal.

Food banks for years have understood that we are a Band-Aid to a much larger problem. We are a last resort and not a final solution, but that doesn't mean we aren't important. But it is just as important to spread awareness. Governments pour endless funding into food banks instead of trying to get at root issues based in poverty because it's easier and it looks good. By advocating and trying to educate others, we can begin to have a campus-wide discussion about what we want here at McMaster. We can change our University to be more food secure.

We hope this year to balance logistic, tangible deliverables that put a band-aid on food insecurity at McMaster, with advocating on behalf of students with food security needs in the hopes of stimulating education and change in the underlying issues connected with student poverty and difficulty accessing food.

GOALS

Objective 1	Improve Good Food Box (GFB)
Description	Critically evaluate how we operate the Good Food Box (GFB) service, and make improvements both for partners and for administrative purposes.
Benefits	There must be a better way of running certain aspects of this service. Little problems such as difficulties ordering the GFB (being charged twice, blank white screen when trying to order, juxtaposition between number of orders and number of boxes, etc.) have caused a poor experience for some MBB partners. By improving small, but important, aspects about the way we run this service will make us more effective, and increase confidence in our ability to address partner concerns.
Difficulties	Some aspects of these services are not under Mac Bread Bin's direct control (Grace Lutheran Church does a lot of the logistical work on the GFB) which can make the implementation more difficult or will just take more time.
Long-term implications	Through these small changes and a well-kept record/transition report, the long-term implications hopefully imply that the next Bread Bin team and students using us will have a much better experience. It will hopefully be easy to continue this service with little upkeep, therefore allowing more time for advocacy and implementation of new exciting things.
How?	<p>There are many different sub-goals that will allow the GFB to improve, specifically:</p> <ul style="list-style-type: none"> ○ Introducing a subscription option for the GFB ○ Making sure that the system is cleared of annoying bugs and glitches ○ Increasing student engagement/promotion in general ○ Updating/Improving the Website <ul style="list-style-type: none"> ○ Have a changing page for incoming boxes outlining what's in it and recipes you can do with it (Perhaps including or doing our own version of Farmstand's cooking videos) ○ Create a list of recommendations and issues that need to be fixed for Pauline to work on them together ○ Improving convenience <ul style="list-style-type: none"> ○ Ask Grace Lutheran Church if we can know approximately what each box will have beforehand to promote to students. ○ Create a subscription process, making sure to add a way to remind people the week and day before

	<ul style="list-style-type: none"> ○ Potentially asking Grace Lutheran Church if we can order boxes every two weeks (if GFB becomes popular enough/students have an interest in this) ○ Confirm all dates for GFB and put on a master Mac Bread Bin calendar ○ Improving physical accessibility <ul style="list-style-type: none"> ○ By introducing the option to buy Good Food Boxes (or at least distribute them) at a table with Farmstand, removing the need for stairs and improving visibility. ○ By having an option for people who need help getting boxes to their cars/houses. Potentially partnering up with SWHAT. ○ Have an option for precut/prepared GFB's. Potential project for Community Kitchen.
Partners	My team, Pauline for system improvements, Grace Lutheran, feedback from students who use the service.

Objective 2	Improve Lockers of Love (LoL)
Description	Critically evaluate how we operate the Lockers of Love (LoL) service, and make improvements both for partners and for administrative purposes.
Benefits	Fixing problems such as having more accessible lockers for LoL, a more accurate and up to date inventory check system, improving the nutritional value of the food we offer, etc.
Difficulties	Change in this service could be difficult when partners have been using the same system for quite a long time, it will be important to think about how to make transitioning in this smooth.
Long-term implications	A more accessible/healthier/generally better service that can operate efficiently (less time consuming).
How?	<p>There are many different sub-goals that will allow the LoL service to improve and grow, specifically:</p> <ul style="list-style-type: none"> ○ Making use of the Farmstand fridge and/or our own fridge/freezer to incorporate healthier/fresh food into the lockers system <ul style="list-style-type: none"> ○ Long term, use Farmstand contacts/resources to order fresh local produce, draft a system policy, and add items that have the longevity to be able to be used in lockers to the online form ○ Creating a more effective inventory system and a regular way to replenish stores cost-effectively ○ Improving physical accessibility <ul style="list-style-type: none"> ○ Additional locker not in BSB (difficult to access with a physical disability), and including non-combination

	<ul style="list-style-type: none"> locks for ease of use <ul style="list-style-type: none"> o More diversity in the drop-off/pick-up locations (bringing our service to those who need it as opposed to requiring their physical movement) o Creating a standardized need application (both useful for partners so they don't need to continually re-apply online for the same order, and also for us on the administrative side so we can better prepare for inventory needs) o Upgrade/update the website and survey system <ul style="list-style-type: none"> o Create a report for Pauline detailing the ways in which the application process should be improved and work to make that happen (clearer notifications and order completions) o Critically evaluate what demographic information we ask for and figure out how to apply it meaningfully o Continually provide the opportunity for feedback
Partners	My team (mostly the Good Food Coordinator and Assistant Director), Pauline for system improvements

Objective 3	Improve Food Collective Center (FCC)
Description	Critically evaluate how we operate the Food Collective Center (FCC) service, and make improvements both for partners and for administrative purposes. Also, as it is very new, make sure to collect feedback/statistics throughout the year to properly identify how well this faction of our service is addressing food security needs on campus.
Benefits	Fixing problems such as pest related issues (especially since we are a service where our partners trust us to cultivating a clean/healthy/sterile environment for the food we provide), aesthetic, our inventory system, our order options, improving the nutritional value of the food we offer, and working towards being more accessible physically/culturally/etc.
Difficulties	Trying to use time wisely. Balancing the idea of making the FCC the best it can be while opening it as soon as possible
Long-term implications	A better, more efficient, nicer space for Mac Bread Bin partners where people can come for both material and emotional support. Hopefully by laying the groundwork and analysing how the space is used, long-term this will be a place where a supportive community can be formed.
How?	There are many different sub-goals that will allow the FCC to improve, specifically: <ul style="list-style-type: none"> o Improving physical accessibility <ul style="list-style-type: none"> o By implementing signage for the FCC itself such as a large temp Mac Bread Bin and Diversity sign/logo

	<p>under ‘Bridges’, more signage helping to lead people to the space itself, etc.</p> <ul style="list-style-type: none"> ○ Signs to indicate where the elevators are and trying to make them easier to utilize signage for the space and leading people to the space ○ Options for people with physical needs (the space has very small turning spaces that can be difficult to traverse with any kind of movement aid). Perhaps having a menu to choose from, finding other ways to accommodate, or potentially looking into different future spaces if needed. ○ Evaluate and potentially tweak what data we are collecting for this service, also make sure that anonymity is top priority ○ Clarifying target audience ○ Create a better way for organizing inventory physically in the FCC and online ○ Renovate the space <ul style="list-style-type: none"> ○ The Good Food Coordinator will assemble a list of supplies for the renos and budget that list to make sure that we fall within our resources, order and carry through ○ Improve ventilation in that room ○ Introduce a fridge/freezer into the FCC and begin integrating fresh food and/or frozen homemade meals (from the community kitchen) into the space
Partners	My team, Pauline for system improvements, feedback from students who use the service.

Objective 4	<u>Integrate Advocacy Campaigns</u>
Description	Use the Social/Political Advocacy Coordinators effectively in their roles, partner with other campus services/clubs and advocate on behalf of those with food security needs.
Benefits	The topic of ‘Food Security’ is still confusing for the general student. Hopefully through targeted campaigns throughout the year, Mac Bread Bin and our affiliates will be able to raise awareness on the issue and the causal factors. By increasing awareness and potentially lobbying to the University, we can hopefully make some change on a university-wide scale to make food more nutritious and financially/culturally/religiously/etc. all around accessible.

Difficulties	This is a new step for Bread Bin, with new positions which means a lot of ground work will need to be done. Having little to no Mac Bread Bin specific transitional materials may be a challenge. We will also be needing to organize volunteers better and more effectively than we have done in the past if we want to make sure that all aspects of our service are done well.
Long-term implications	Hopefully we will make McMaster a better place to live by making it a better place to eat. Potential projects such as working with our FSP (food service provider, Paradise Catering) towards a McMaster food system that buys more local, inclusive, nutritious food would be an incredible (and feasible) long-term goal for this aspect of our service. In short, long term Bread Bin would like to be the voice of students when it comes to food needs.
How?	<p>We already have brainstormed a number of campaigns, had meetings with Advocacy to nail down our respective responsibilities, and consulted with Meal Exchange on best courses of action for each campaign. The SPOCs will absolutely be keeping notes as well as collecting feedback for their roles and will have wonderful transition reports for their successors.</p> <p>Scheduled campaigns as they stand include:</p> <ul style="list-style-type: none"> ○ Local Food Fest ○ MacTalks ○ General Food Security Campaign (name pending) <p>Scheduled events include:</p> <ul style="list-style-type: none"> ○ Trick or Eat ○ Skill building workshops <p>Scheduled projects include:</p> <ul style="list-style-type: none"> ○ Community Outreach ○ Utilizing the 'Teaching and Community Garden' ○ Working with Paradise Catering and setting goals for McMaster's food system based on what students want ○ Working with Hospitality services on improving the Meal Plan and discussing what problems the meal plan might pose as it stands to first year students
Partners	Social/Political Advocacy Coordinators, Meal Exchange Contacts and Partners, MSU Advocacy, MSU Farmstand, Diversity Services, etc.

Objective 5	Better Transition and More Effective Year
Description	Quick Feedback Forms/Reports (end of every 2 months)
Benefits	By having a standardized peer review system within MBB, we will be able to correct course and make the most of our time as the 2016-17

	team. Zoe and I will be able to review each other, our staff can review us and their peers. We can use this time to brainstorm, review how we've been doing, and improve ourselves, each other and our service
Difficulties	Making sure that the form is succinct and still useful
Long-term implications	Hopefully this is something we can tweak (make the form better or have them once a term instead depending on how this year goes) and carry on doing it in later years. We have such a small time frame, doing the best we can to make the most of it is pretty important.
How?	Zoe and I will co-create the form using the PTM staff feedback form as a template and we can get our team to weigh in on it before September
Partners	MBB team,

Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>More local/fresh/accessible/inclusive food on campus</i>
Description	<ul style="list-style-type: none"> Working with the University to discuss what current student food issues are, how we believe we can improve the current state of the system, and offering a space for students to have a platform to have their voices heard
Benefits	<ul style="list-style-type: none"> Local, more nutritious food More accessible food options Reducing food insecurity on campus
Year 1	<ul style="list-style-type: none"> Work with contacts/materials from Meal Exchange and University Senate to lay ground work for beginning discussions and constructive meetings.

	<ul style="list-style-type: none"> • UA Commissioner works with Bread Bin to collect feedback from students on what issues are most important to students so that we can be responsibly representing their views and wishes. • Create educational campaign materials to engage students and begin a formal campus wide discussion (this issue has seemed to come up a lot especially in Presidential campaigns but generally written off as too difficult and never discussed at length; by allowing Bread Bin control over the narrative a more constructive conversation may be able to take place) • Work with Advocacy for reach and promotion
Year 2	<ul style="list-style-type: none"> • Likely/hopefully the University and Paradise Catering/Hospitality Services is receptive to the student need and Bread Bin works together with them to slowly begin implementing changes on campus. <ul style="list-style-type: none"> ◦ Changes such as having more vegetarian/vegan/kosher/halal/culturally diverse foods on campus, lowering prices to a more manageable cost for University students (especially with the 2017 removal of some financial barriers for low income households). • Collect feedback continually from students considering these changes and how they are being received, continuing the discussion and making sure to identify if there are any facets of student food life that have been neglected
Year 3	<ul style="list-style-type: none"> • Continual work with them to make the new system as accessible as possible, make suggestions and continue to evaluate/improve/converse on these issues. • Have the feedback forum become an annual thing at this point, continually working towards a 100% food secure campus, thereby decreasing need of food bank services on campus (might be a semi-flawed but interesting way to measure our impact).
Partners	<p>MBB, University, Advocacy and other campus partners, Meal Exchange</p>

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

1. GFB is logistically as perfect as can be
 - a. i.e.- the system we use doesn't have any bugs
 - b. promotional material is complete and ready for distribution
 - i. we also have a plan of attack on how to distribute and where
 - c. we have a subscription system
 - d. we have a volunteer plan
 - i. for recruitment, engagement and retention
2. Rebrand
3. Community Kitchen Coordinator plan of action
 - a. A better understanding of how this role will evolve
 - b. General year plan in place
4. FCC revamp is complete and that is up and running
5. Lockers of Love is more accessible (different locks for those who can't do combination, some lockers that are available where you don't need to go up/down stairs, etc.) and submit to Pauline a report of how the system could be improved upon.

List 5 things you would like to have completed during the fall term (1st)

1. MacTalks
2. Trick or Eat/Meal Exchange initiatives
3. 1st Spark/Mac Bread Bin Community Kitchen session
4. Groundwork for connecting and working with the University/Hospitality on implementing food security measures
5. Improve promotion (lots more social media traction)

List 5 things you would like to have completed during the winter term (2nd)

1. Donate a Meal/other Meal Exchange initiatives
2. Food Security Forum
3. An clear transition plan in place for all members of Mac Bread Bin
4. 2nd Spark session
5. Marquee event (feed the bus/ or mac mind crawl/maybe something new)

Master Summary

(calendar and checklist)

August	<ul style="list-style-type: none">• Edit and return staff year plans• Decide on rebrand next steps (i.e.- whether or not we need it as a service, should we undertake the task this year to be put in place for next year, try to get it done as soon as
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	<p>possible, etc.). Get a general game plan together for what this year will look like with regard to this project.</p> <ul style="list-style-type: none"> • Collect partner feedback on Lockers of Love • General pre-emptive Mac Talks planning • Consolidate a detailed master calendar and digitize it (for public and private use) • Administration things: Getting the key to the cabinets, key codes, e-mails sorted out, etc. • First Exec/General meeting and planning as a team
September	<ul style="list-style-type: none"> • Begin exec meetings weekly and individual meetings bi-weekly • Put together a volunteer plan/structure and make sure JD is up to date and useable • Fill all volunteer positions • Have an exec appreciation night sometime this month • Try to have a MUSC table promo-ing the incoming new features and the service itself (improve visibility in general) • Nail down and order any additional promotion supplies needed for the year (keeping in mind incoming rebrand) • Implement new features for Food Collective Center, Good Food Box, and Lockers of Love • Prep for Trick or Eat • Prep for MacTalks • Prep for/Execute Local Food Fest • Grand re-opening of FCC (late this month or beginning of next month)
October	<ul style="list-style-type: none"> • Trick or Eat (Meal Exchange campaign/event) • GFB subscription launch with new features • MacTalks event • Start planning for community outreach events • Begin discussions with the Teaching and Community Garden • Plan out food security campaign • Any last prep for Spark/Mac Bread Bin sessions planning • Reach out to Wooder about rebrand strategies for incoming year
November	<ul style="list-style-type: none"> • Have a community outreach event (run by Social/Political Advocacy Coordinators and their volunteers) • Spark/Bread Bin sessions

	<ul style="list-style-type: none"> • Begin planning for a general food security campaign • Begin planning for de-stresser events and campaigns raising awareness about healthy eating
December	<ul style="list-style-type: none"> • De-stressor event/campaign around exams • Potentially another community outreach event or general campaign (run by Social/Political Advocacy Coordinators and their volunteers) • Prep for Food Security Forum • Sort out spring/summer potential opportunities with community garden • Feedback on Term 1 and any new ideas or implementation strategies for Term 2 • Volunteer/Exec appreciation
January	<ul style="list-style-type: none"> • Planning for General Food Security campaign • Any other planning for Food Security Forum • Prep for 'Marquee' (i.e.- large scale event/campaign that should be able to be on par with feed the bus and/or Mac Mind Crawl) event/campaign
February	<ul style="list-style-type: none"> • Food Security Forum in tandem with the General Food Security campaign • Prep for 'Marquee' event/campaign • Talk with Paradise catering about Donate a Meal event to make sure it is still cleared to run and/or if there are any new changes to the meal plan policy we should know about related to this annual event
March	<ul style="list-style-type: none"> • Have a community outreach event (run by Social/Political Advocacy Coordinators and their volunteers) • 'Marquee' event • Prep for Donate a Meal (Meal exchange event/campaign)
April	<ul style="list-style-type: none"> • Donate a Meal (Meal exchange event/campaign) • Transition begins now, have one on one meetings supplementing the building report steadily being compiled throughout the year • Brainstorming for next year • Critically evaluate how new exec structure worked (pro's/con's) • Hiring (make sure JD's are all good) • Depending on how Winter exam event/campaign went, do

	an even better one
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