



# SMALL BATCH BIG CHANGE

## DETROIT FOOD ACADEMY

DukeEngage

Lee Adi & Ajay Menon



# Detroit Food Academy & Small Batch Detroit:

## An Overview



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### WHAT IS DETROIT FOOD ACADEMY?

Detroit Food Academy is a 501(c)(3) non-profit that works with local educators, chefs, and business owners to inspire young Detroiters (ages 13-24) through self-directed entrepreneurial experiences rooted in food. From cooking delicious healthy meals for friends and family to facilitating complex conversations with community, to developing artisan food projects, they grow as holistic leaders who are healthy, connected, and powerful to affect change in our communities and beyond.

### TIMELINE



### SUMMER PROGRAM

- Paid summer internship (students must apply)
- Mentorship opportunities available with local chefs and businesses
- Students perfect their school year food products and vend at Tuesday Eastern Market
- Students deepen food and business knowledge during six-week summer track
- Students learn how to make and achieve S.M.A.R.T goals

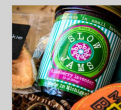


### WHAT IS SMALL BATCH DETROIT?

Small Batch Detroit is a culinary training and employment program within The Detroit Food Academy. Small Batch acts as a first paid job for our seniors in high school, serves as a training ground for our alumni interested in culinary arts, and all profits support the work of the organization!



MITTEN BITES



SLOW JAMS



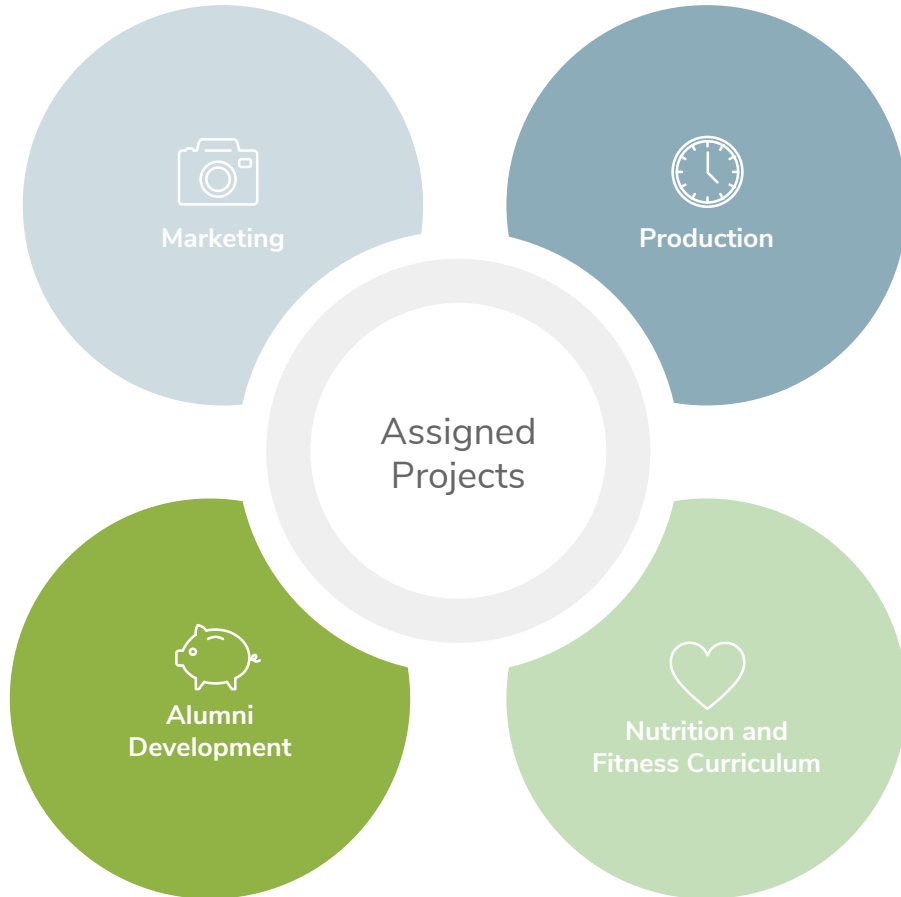
POP SHOP

### SMALL BATCH PRODUCTS

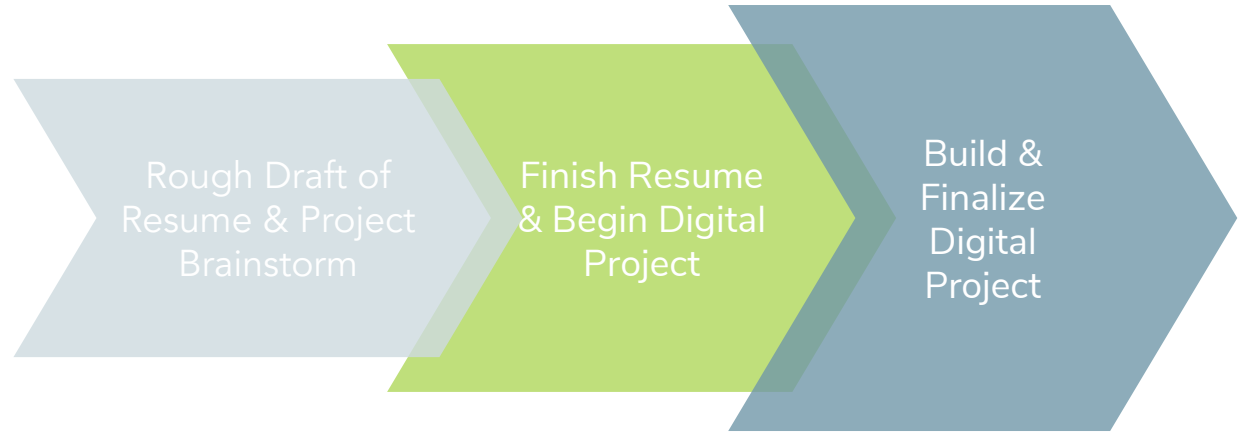
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# Tasks: Small Batch



# Tasks: Fellowship Program



"An outward facing project with the goal of students being able to come away with a digital piece for their career and future"



### Digital Media/Photos

We captured HQ pictures of Small Batch products and Small Batch fellows in their work environments. We also created digital content including infographics and material to enhance DFA's virtual presence.



### NRAEF Partnership

One of our initial projects was to create a presentation underscoring Small Batch's programming alignment with NRAEF standards to acquire funding and support from the organization.



### Social Media

We developed a social media calendar for the months of July and August on behalf of Small Batch. We created a schedule for Small Batch-related content and experimented with various marketing strategies.



### Marketing Suggestions Report

We compiled a report stating what marketing strategies worked, what failed, and what we suggest DFA continues to research following our departure.



SMALL BATCH DETROIT

## MARKETING SUGGESTIONS REPORT

Summer 2018

by Lee Adi & Ajay Menon



# Training Hours Breakdown

The goal was to compile data into an organized document and to simultaneously develop a method to track the hours worked by each employee in three main categories. Each category corresponds to a NRAEF standard, which will assist DFA in acquiring funding.

| KEY  |                              |                                  |                                      |                                      |
|--|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|
| **What does it fall under**  |                              |                                  |                                      |                                      |
| Task (as referred to in "Student Hours")   | Listed as (in this document) | Primary category                 | Secondary category                   | Tertiary category                    |
| Admin Work-DFA   | Admin Work-DFA               |                                  |                                      |                                      |
| Ann arbor demo   | In-store demos               | FOH                              | Branding/Marketing                   |                                      |
| DFA Office   |                              |                                  |                                      |                                      |
| DFA Program Facilitation   | DFA Program Facilitation     | Classroom Facilitation Work      |                                      |                                      |
| Eastern market   | Market stands                | FOH                              | Branding/Marketing                   |                                      |
| Eastern market stand   | Market stands                | FOH                              | Branding/Marketing                   |                                      |
| Green garage   | green garage                 | Product quality and cost control | Monitoring and controlling resources |                                      |
| Green garage office  | green garage                 | Product quality and cost control | Monitoring and controlling resources |                                      |
| Metro detroit demo   | In-store demos               | FOH                              | Branding/Marketing                   |                                      |
| Midtown detroit demo   | In-store demos               | FOH                              | Branding/Marketing                   |                                      |
| Midtown detroit wholefoods   | In-store demos               | FOH                              | Branding/Marketing                   |                                      |
| Mitten bite production   | Production                   | Back of house                    | Product quality and cost control     | Monitoring and controlling resources |
| Mitten bites table   | Market stands                | FOH                              | Branding/Marketing                   |                                      |
| Off-site delivery/markets  | Market stands                | FOH                              | Branding/Marketing                   |                                      |
| Peaches and greens   | peaches and greens           | Product quality and cost control | Monitoring and controlling resources |                                      |
| Pop shop production  | Production                   | Back of house                    | Product quality and cost control     | Monitoring and controlling resources |
| Slow jams production   | Production                   | Back of house                    | Product quality and cost control     | Monitoring and controlling resources |
| Slow jams table  | Market stands                | FOH                              | Branding/Marketing                   |                                      |
|  |                              |                                  | Indicates that it is not tracked     |                                      |
| Main Categories:   |                              |                                  |                                      |                                      |
| 1) Culinary work force (what we currently have documented)   |                              |                                  |                                      |                                      |
| 2) Leadership (public speaking, classroom facilitation work, training of interns and fellows, TV/media interviews) |                              |                                  |                                      |                                      |
| 3) Health  |                              |                                  |                                      |                                      |

| CULINARY WORK-FORCE   |              |            |           |                  |      |  |
|---|--------------|------------|-----------|------------------|------|--|
| MEASURE   | HOURS NEEDED | HRS WORKED | TOTAL HRS | MANAGER SIGN OFF | DATE |  |
| EMPLOYEE NAME: HASSAN AMALEKI   |              |            |           |                  |      |  |
| Level 1 - Certified Restaurant Professional   |              |            | 920       |                  |      |  |
| Front of House Knowledge/Service Culture:   | 330          |            | 434.02    | Daria            |      |  |
| Knowledge of the front of the house activities and positions in a restaurant and various aspects of quality service                                   |              |            |           |                  |      |  |
| In-Store demos  |              | 225.12     |           |                  |      |  |
| Market stands   |              | 208.9      |           |                  |      |  |
| Back of the House / Restaurant Kitchen Knowledge  | 300          |            | 0         |                  |      |  |
| Knowledge of back of the house activities and positions in a restaurant and various aspects of local service  |              |            |           |                  |      |  |
| Production  |              |            |           |                  |      |  |
| Product Quality and Cost Control  | 210          |            | 25.13     |                  |      |  |
| Providing the highest quality products and services while controlling costs   |              |            |           |                  |      |  |
| Green Garage  |              | 6.82       |           |                  |      |  |
| Peaches and Greens  |              | 18.31      |           |                  |      |  |
| Production (Secondary)  |              |            |           |                  |      |  |
| Branding and Marketing  | 156          |            | 583.74    |                  |      |  |
| Providing internal and external customers with a clear understanding of the goods and services offered by the operation                               |              |            |           |                  |      |  |
| In-Store Demos (Secondary)  |              | 583.74     |           |                  |      |  |
| Market stands (Secondary)   |              |            |           |                  |      |  |
| Food Safety and Sanitation  | 4            |            | 4         |                  |      |  |
| Displaying knowledge of the critical importance of food safety and the necessary steps to ensure food safety in a restaurant or foodservice operation |              |            |           |                  |      |  |
| Food Handler Certification  |              | 1          |           |                  |      |  |
| Manager Certification   |              | 1          |           |                  |      |  |
| CPR/First Aid AED   |              | 2          |           |                  |      |  |
| Complete Food Handlers Certification  | yes          |            |           |                  |      |  |
|   | 1000         |            | 1046.89   |                  |      |  |



# Curriculum Development: Financial Literacy

1. Numeracy
2. Budgeting and Saving
3. Tax and Insurance
4. Homeownership

# Curriculum Development: Nutrition & Fitness

1. My Plate
2. Healthy vs. Unhealthy Carbs
3. Healthy vs Unhealthy Fats
4. Sources of Protein
5. Fruits and Vegetables
6. Nutrition and Fitness





# 533

Past students entered in the DFA Masterlist from years 2011-2018.

Framework set for an internal Networking Directory with 26 current members.



# Alumni Development: Post-Small Batch Plans

## Post Small Batch Plan



Name: [REDACTED]

Anticipated End Date: 8/31/2019

Future Goals:

- [REDACTED] would like to buy property in the Southwest/Newcenter areas and use it as a dual living space and retail space for art.
- Ideally, his retail space could serve as an art gallery where people can rent space or work.

Our Resources:

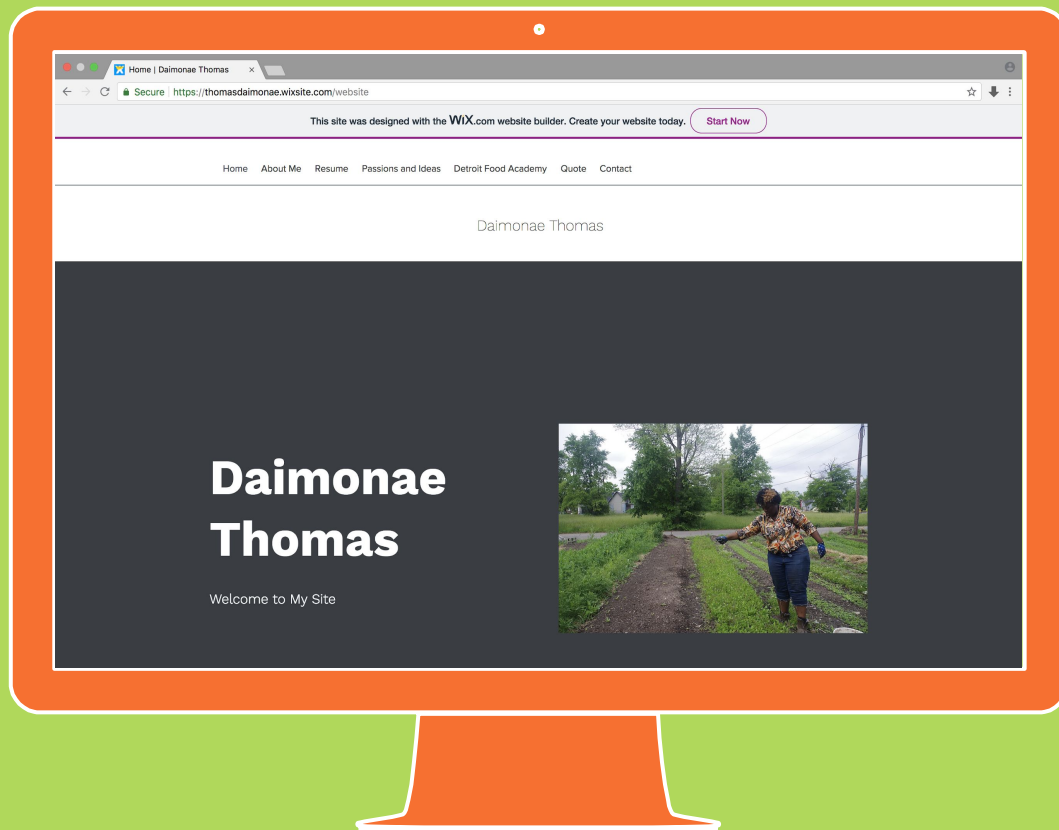
- Professional development
  - Update resume
  - Create LinkedIn page
- Apply for grants supporting art related projects

| FOUNDATION NAME                 | LINK TO APPLICATION   | DEADLINE                              | NOTES  |
|---------------------------------|---|---------------------------------------|--|
| Knights Foundation              | <a href="https://knightfoundation.org/apply">https://knightfoundation.org/apply</a>   | Rolling (apply whenever you're ready) | In Fluxx click "Submit a grant request" to complete the letter of inquiry where you will fill out a brief form summarizing your project and explaining why you are the one to carry it out.<br>If the Knights Foundation wants more information, they'll contact you with a Fluxx username and password. You'll then have to submit a full proposal.   |
| National Endowment for the Arts | <a href="https://www.arts.gov/grants-organizations/our-town/introduction">https://www.arts.gov/grants-organizations/our-town/introduction</a>   | AUGUST 9th 2018                       | Our Town is the National Endowment for the Arts' creative placemaking grants program. These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. You'll probably be applying for the place based grant.<br><br>You'll have to represent a 501(c)(3) non-profit to apply for this grant. Contact Jake and he'll connect you to local non-profits that will support you and let you use their names for the proposal! |
| Arts Project Minigrants         | <a href="https://www.culturesource.org/images/pdf/2019_Minigrant_Arts_Projects_Guidelines.pdf">https://www.culturesource.org/images/pdf/2019_Minigrant_Arts_Projects_Guidelines.pdf</a> | AUGUST 3rd 2018                       | The Arts Project Minigrants provides support for production, presentation and creation of art.<br>You'll have to represent a 501(c)(3) non-profit to apply for this grant. Contact Jake and he'll connect you to local non-profits that will support you and let you use their names for the proposal!   |

# The Fellowship: Digital Projects

We worked with each fellow individually to develop a digital project designed to highlight their unique skills, talents and interests.

The projects were comprised of two websites, two videos and a presentation.



# The Fellowship: Professional Development

Professional looking resumes and headshots for all fellows

Networking and interview-prep workshop



# The Fellowship Video Series





# Any Questions?

Special thanks to Katherine, Matt, Anna, Jake, Julie, Jen, and the rest of the DFA team for an incredible summer experience!