

DETROIT
FOOD
ACADEMY



S M A L L
BATCH
DETROIT

Duke Engage Detroit
Summer 2019

Hannah Rubin and John Bueno





What is DFA?

Detroit Food Academy is a non-profit that inspires youth to grow as leaders through the power of food entrepreneurship.

Small Batch Detroit is a hands-on program that serves as a first paid job for seniors in high school, a training ground for our alumni pursuing culinary arts careers, and generates revenue that supports Detroit Food Academy's mission through the sale Mitten Bites, Slow Jams, and Detroit Pop Shop.

DFA TIMELINE

HEALTHY. CONNECTED.
POWERFUL.PIPELINE.



After School Program

- Intro to cooking
- Basic Health and wellness
- Budgeting
- Build a business
- Ages 14-18

After School Advanced

- Expand cooking skills
- Popups/restaurant takeovers
- Relationships with local chefs
- Work opportunities

Small Batch Fellowship

- "First Job"
- Paid work hours and trainings
- 1 on 1 check ins
- Post high school plan development
- Advanced students

Small Batch Internship

- Post high school job (20-30 hrs)
- intentional training
- Wage increase
- Connect with local business and universities

Small Batch Mangement

- First major leadership role
- Kitchen or classroom faciliator
- vauable work certifications

TASK 1:

**PRODUCT/
BUSINESS
DEVELOPMENT**

TASK 2:

**FELLOWSHIP/
STUDENT
DEVELOPMENT**

WANT TO SUPPORT DETROIT FOOD ACADEMY?



There are many ways to support the work of DFA from hiring youth and alumni to purchasing our products. Check out the levels of engagement for ways to elevate our work in Detroit!

SUMMER MENTORSHIP

Employ DFA Students
and Alumni:

One day/week
mentorship site

Part time seasonal
work

Part time/full time long
term work

PURCHASE DFA PRODUCTS

Mitten Bites :
wholesale partnership
gift boxes

Slow Jams:
wholesale partnership
value added product

Pop Shop:
catering
special events

DFA SANDWICH FUND PARTNER

Signature Dish:
using slow jams or mitten bites to
create a dish on your menu

Proceeds to DFA:
Portion of sales from a food item go
towards DFA's culinary program

Proceeds to DFA student:
A portion of sales of a food item go
towards a specific student's college
fun

LEVELS OF ENGAGEMENT

www.detroitfoodacademy.org

1

"How to get involved with DFA" Guide

Created a "What is DFA" poster to display at markets after realizing that many people buying Small Batch products don't know the full story

Mapped out all of the levels of engagement for a community partner looking to support our mission

Created the “Detroit Food Academy Local Partner” poster that highlights and thanks all of the community partners that support DFA’s mission, either through employing one of our students or buying Small Batch products

Over 50 local partners in the community!

DETROIT FOOD ACADEMY LOCAL PARTNER

Detroit Food Academy is a non-profit that inspires youth to grow as leaders through the power of food entrepreneurship.

Through our year round programming, students develop their ideas from scratch to market, growing as leaders who are healthy, connected, and powerful to affect change within our community and beyond

**Thank you to Avalon for
supporting our mission and
inspiring young
entrepreneurs!**



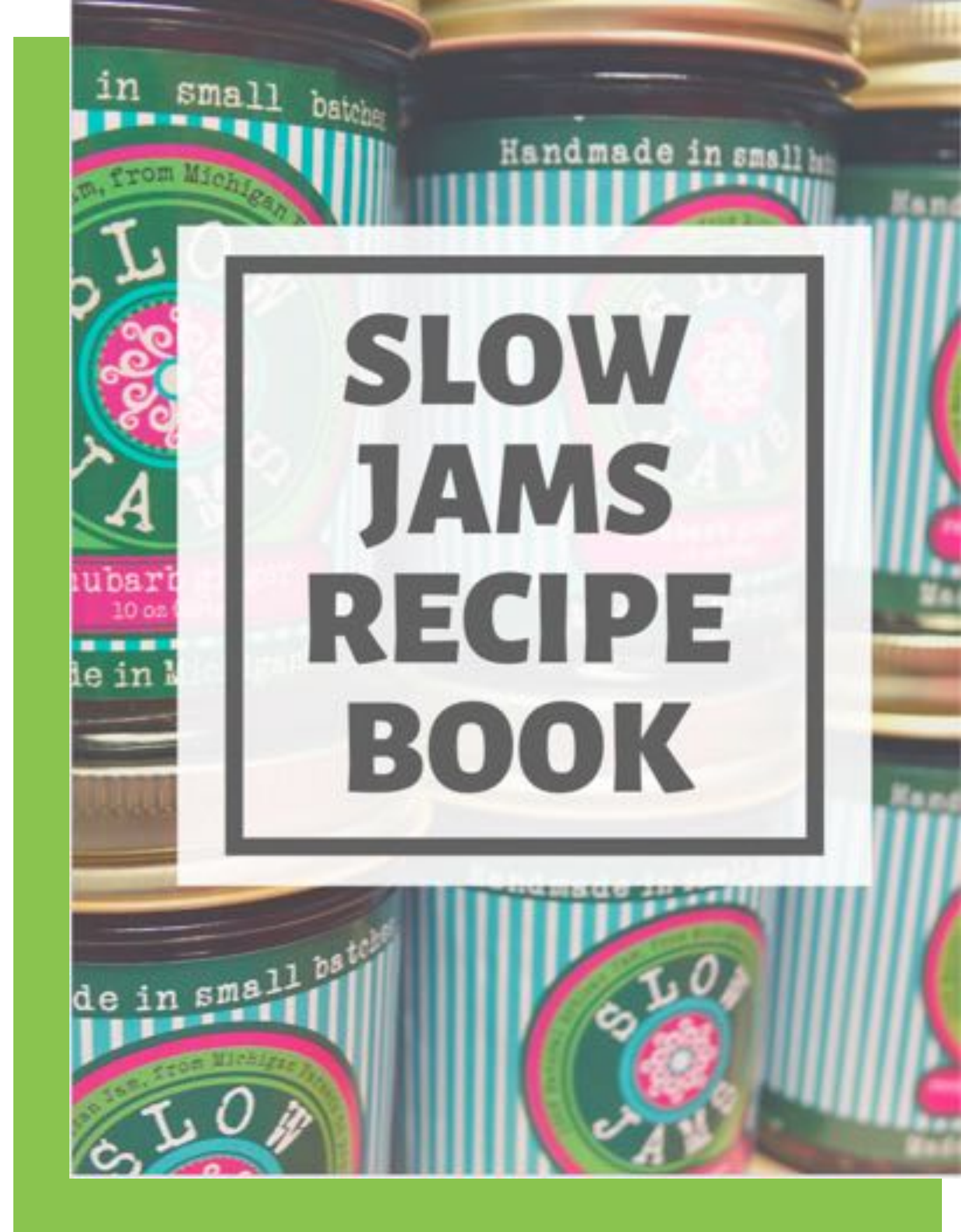
www.detroitfoodacademy.org

2

Maximize Production and Efficiency in the Kitchen

Created labels and work
charts

Organized all loose recipes to
create laminated recipe books
for all 3 Small Batch products:
Mitten Bites, Slow Jams, and
the Detroit Pop Shop



3

Social Media Development

Analytics

Started to track interactions, impressions, discovers, profile visits and followers to visual growth and recognize areas for improvement

Content

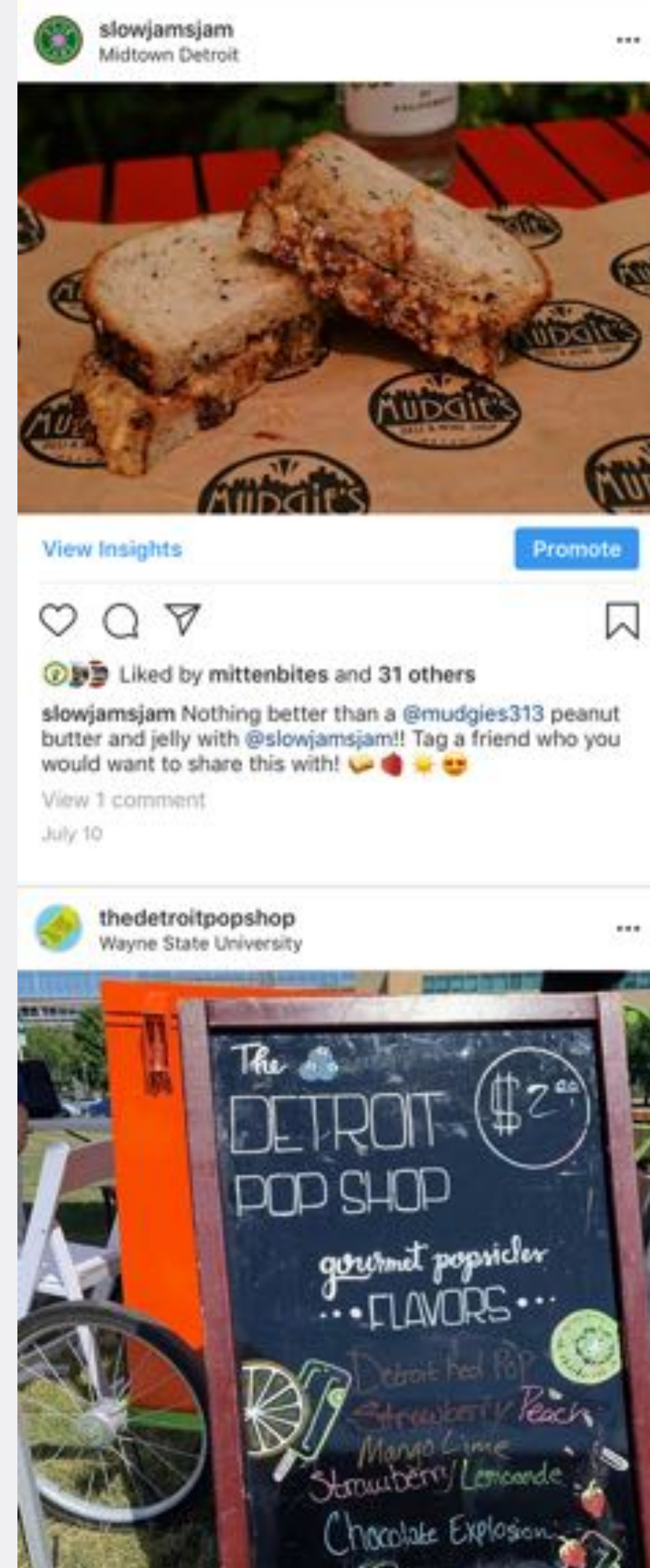
Took pictures and videos at markets, local partners, in the kitchen, generating content for social media and promotional materials

Giveaways

To promote engagement on social media, we created contests and giveaways, interacting with current and potential customers

Social Media Guide

Developed a Small Batch social media guide, enhanced the social media calendar, and created a "Small Batch Social Media Guide" to be used when we are gone





SLOW JAMS PRODUCTION VIDEO

@MITTENBITES

12	45	19
Total Interactions	Total Impressions	Total Discovers

Interactions
Number of actions people take when they engage with the account (profile visits, emails)

@SLOWJAMSJAM

15	15	5
Total Interactions	Total Impressions	Total Discovers

Discovers
Number of unique accounts that see the content

@THEDETROITPOPSHOP

20	16	10
Total Interactions	Total Impressions	Total Discovers

Impressions
Total number of times all posts have been seen

@MITTENBITES

12	45	19
Total Interactions	Total Impressions	Total Discovers

@SLOWJAMSJAM

15	15	5
Total Interactions	Total Impressions	Total Discovers

@THEDETROITPOPSHOP

20	16	10
Total Interactions	Total Impressions	Total Discovers

JUN 3-JUNE 9 2019

@MITTENBITES

91	1,448	917
Average Interactions	Average Impressions	Average Discovers

@SLOWJAMSJAM

52	936	475
Average Interactions	Average Impressions	Average Discovers

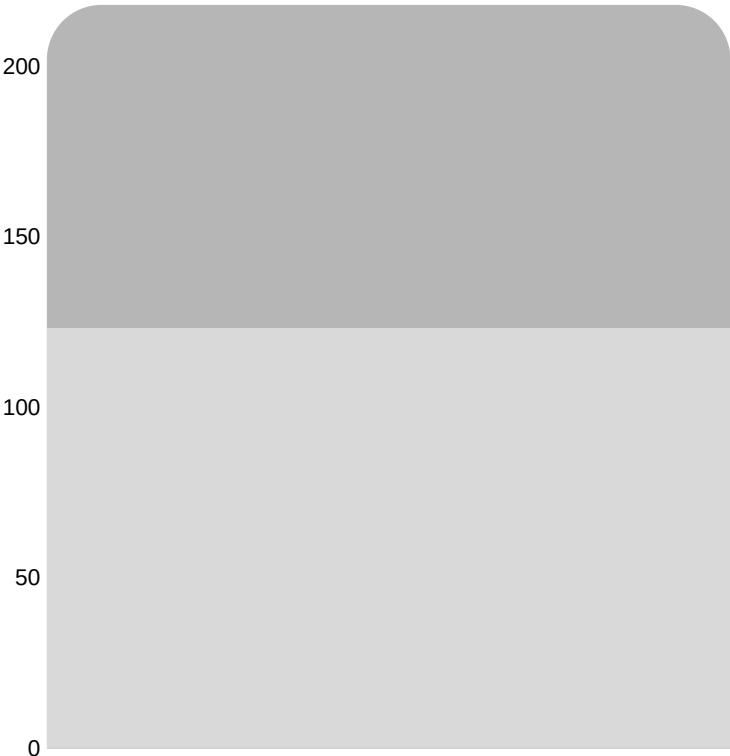
@THEDETROITPOPSHOP

65	2,173	60
Average Interactions	Average Impressions	Average Discovers

AVERAGE FROM JUNE 10-JULY 25

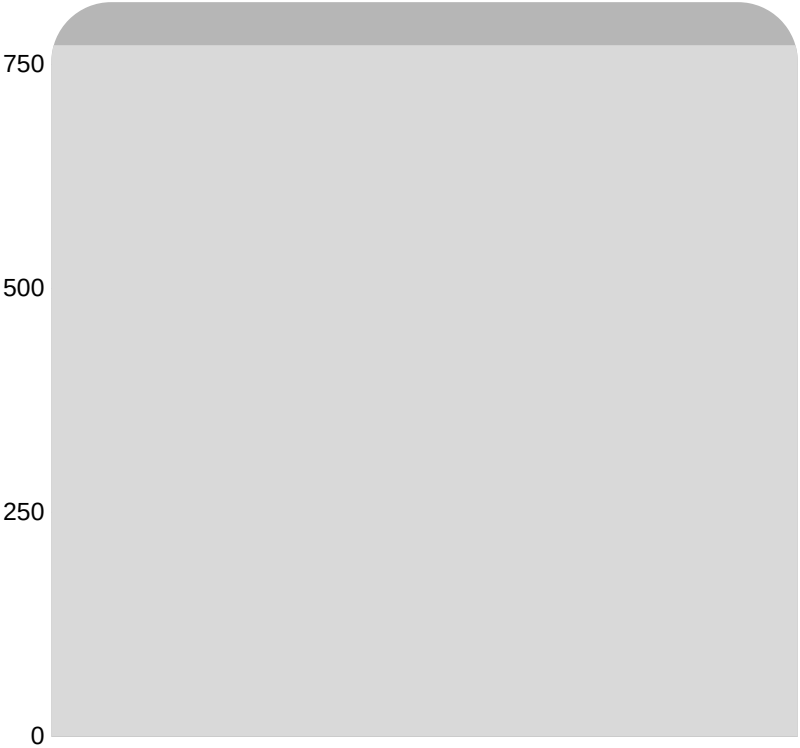
Average of **4,500%** increase in engagement over all platforms

218



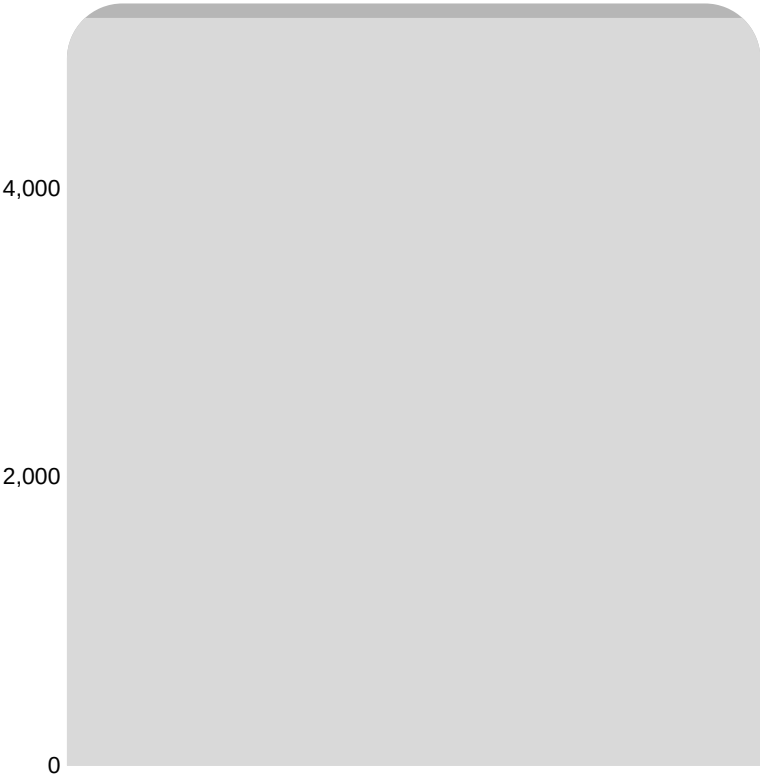
@MITTENBITES

819



@SLOWJAMSJAM

5,202



@THEDETROITPOPSHOP

NUMBER OF FOLLOWERS

Small Batch Fellowship

JUNE WORKSHOP: "THE PATH TO YOUR PROFESSION"

Created LinkedIn accounts, took professional headshots, discussed resumes and interview prep

JULY WORKSHOP: "LEADERSHIP AND MANAGEMENT"

Partnered with Mike from the Detroit Clothing Circle who measured the fellows for professional outfits, team building activities, discussed how to be perceived as a leader



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Objective: To obtain a part-time position that will allow me to utilize my skills and work experience.

Education

- **Western International High School** Detroit, MI *Graduated May 2018*
- **Rufus King High School** Milwaukee, WI *August 2014-May 2016*

Professional Experiences

Pizzaplex Detroit, MI *Prep cook, June 2019-Present*

- Wash dishes, manage sanitizer solution, restock all the pots, knives, and other utensils
- Weigh out ingredients, work with dough, cut cheeses, meats, and vegetables
- Restock inventory

Russell Street Deli Detroit, MI *Soup cook, June 2018 – March 2019*

- Ensured soup temperature was over 160 degrees, packaged, labeled, and delivered soups
- Counted, labeled, organized cups so they were easily accessible
- Accommodated visitors and managed customer needs
- Served various hot entrees, soups, and drinks to customers x

Mt. Everest Maintenance Detroit, MI *Landscaper, June 2016 – August 2016*

- Revamped local lawns by pulling weeds, cutting grass, and trimming bushes, in the heat
- Lifted large buckets filled with grass and mulch and laid it out in beds, and lifted concrete into wheelbarrows
- Strengthen lawn care skills and guaranteed customer satisfaction

Extracurricular Experiences

Detroit Food Academy Detroit, MI *September 2017- Present*

- *After school program:* Learned foundational cooking skills, knife safety, how to effectively create and brand a product.
- *Summer Leadership program:* Explored the various facets of the food system and Detroit
- *Fellowship:* Certified in ServSafe, knowledge on how to prevent cross-contamination, avoid time-temperature abuse, how to clean equipment correctly, and professional development skills

Cornell University- Introduction to Architecture Summer Program Ithaca, NY *June 2017- August 2017*

- Attended college classes for 2 months and learned the principles of architecture: scaling, drawing, designing various plan section views
- Completed three design projects and presented in front of 40 people including staff and faculty

Build On Detroit, MI *September 2017- May 2018*

- Organized community service activities, like facilitating groups to pick up trash and teaching special education students
- Volunteered at homeless shelters assisting food distribution, and cleaning retirement homes

Varsity Baseball Detroit, MI *January 2017-June 2017*

- Participated in team practices and workouts to develop athletic ability and applied them in competitive games across the city of Detroit

Additional Skills: Expert in Microsoft Office, with a focus on Excel, web and tech-savvy (require little to no training), plenty of experience working and talking to customers, acting, music production, experience with Logic Pro X

Individual Fellowship Projects



Resume



Three individual meetings



Two minute presentation to be given at the Green Garage in August



Fellowship Feedback

Created a template with questions to ask the supervisors

Coordinated meetings with each of the supervisors and traveled to each site to meet with them

Recorded and documented all supervisor's responses

Main Findings:



Improve initial communication between fellowship coordinator, fellow, and supervisor



Practice multitasking and working on multiple things in a kitchen at once



Having a basic foundation for kitchen skills and language

Thank you to Matt, Katherine,
Andrea, Jake, Julie, Jen and
the rest of the DFA team for an
unforgettable experience!

