

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Monthly Evaluation Survey Plan

As in previous years, the Michigan Legislature outlined desired reporting information for the 10 Cents Pilot in the 2018-2019 year: “increase in market opportunities and income generation” for food suppliers, and “the ability to which students can access a variety of healthy Michigan-grown foods through schools and increase their consumption of those foods.”¹

Funds and staff capacity were not available to conduct research studies on income generation for food suppliers and/or students’ consumption of local foods. **The Michigan State University Center for Regional Food Systems (CRFS) gathered feedback from participating school food service directors (FSDs) to point toward students’ access to healthy Michigan-grown foods through this program.** CRFS developed and administered a series of monthly electronic evaluation surveys through Qualtrics that were distributed through email by Michigan Department of Education staff to all participating FSDs. The survey questions were similar to those from previous pilot years to allow for comparison when possible.

Each monthly survey asked participating FSDs to report on the following for their 10 Cents activities:

- Michigan-grown foods served through the food service program for the first time,
- promotional and educational activities implemented to support Michigan-grown foods served,
- adult community members involved in these activities, and
- open responses for positive and negative impacts of participating in the program.

Special surveys conducted at the start of the year, mid-year, and year-end included the regular monthly survey questions plus some additional questions:

- The September baseline survey included questions

about food service budgets and spending for the previous school year and motivators, barriers, and logistical challenges for sourcing Michigan-grown vegetables, fruits and legumes/products.

- The December mid-year and May year-end surveys included questions about food service budgets and spending for the current school year and impacts and outcomes of participating in 10 Cents as well as feedback and open responses about the program.

Responses to the budget questions (total food service budget, total food budget, and spending by food categories, including local foods, for the previous and current year) were limited in some cases and unreliable in others, so they are not described or summarized in this report. Participating FSDs indicated that the budget questions take an extensive amount of time to complete. As FSDs do not need to calculate or report these budget numbers for any other reason, we recommend removing these budget questions from future evaluation surveys for the undue reporting burden they impose.

The following summaries present results collected through monthly electronic evaluation surveys, as well as the context around them, and some comparisons with results from previous years of 10 Cents evaluation surveys. Note that the *N* is given in a note below each table or figure where applicable, and it represents the sample of grantee responses collected and analyzed for each question.

A small number of surveys were not returned throughout the year, and the surveys were not always fully completed by each grantee so the *N* for results of survey questions do vary. Additionally, the Michigan Department of Education supplied student population data for participating 10 Cents schools/districts so that CRFS could also report additional information on students reached through 10 Cents grants.

¹ State of Michigan Public Act 265 of 2018. Available at <http://www.legislature.mi.gov/documents/2017-2018/publicact/htm/2018-PA-0265.htm>.