

GET YOUR CAREER
MOOOoving
IN THE
RIGHT DIRECTION



"Food Is Essential To Life; Therefore, Make it Good" -S. Truett Cathy

Chick-fil-A®

- 2000+ Restaurants in 43 states and Washington D.C.
- Annual revenues grossing more than SIX BILLION DOLLARS!!!!
- Over 1300 Stand Alone Locations
- Chain Includes:
 - Stand Alone Locations, Mall Locations, Dwarf House, Truett's Grill, and Truett's Luau
- Charities and Scholarships
 - Chick-fil-A Foundation, Winshape, Etc...



GOALS/OBJECTIVES



Mission Statement:

- *The Chick-fil-A Culinary Academy will provide every student the opportunity for personal growth through real world and educational experiences in a caring, safe, and diverse environment. ~Stretching each student beyond expectation through a rigorous and relevant curriculum, the Academy will prepare them for a seamless transition to Post Secondary Education and adult life.*
- Provide Students with high quality programming from a leader in the restaurant industry
- Teach students all facets of the Chick-fil-A model including:
 - Quality Customer Service
 - Second Mile Service
 - Focus on Food Quality
 - Promote Social Responsibility
- Provide Juniors & Seniors with live work experience in a local Chick-Fil-A as a culminating project
- Provide students with pertinent industry certifications (SERV SAFE, First Aid/CPR/AED)
- Have students achieve competent or advanced on their NOCTI exam
- Students compete in both FCCLA and CCAP competitions



GOALS/OBJECTIVES *Continued*



Customer Service "Second Mile Service"

- Greet Guests
- Take Orders
- Table Serving
- Host/Hostess
- Handle Complaints
- Cash Responsibilities

Culinary Excellence

- Safety
- Sanitation
- Food Storage
- Equipment Use
- Food Service Style
- Food Preparation
- Cleansing of Tools
- Recipes
- Nutrition

Business Management

- Staffing
- Purchasing
- Promotions
- Marketing
- POS Systems
- Safety
- Inspections
- Finance
- Cost Analysis

PROMOTING the PROGRAM

- Print Advertisements
- Webpage
- Global Connect
- Advertiser/Merchandiser
- Philadelphia Inquirer
- QR Codes
- Radio
- Billboard
- Mass Transit Ads
- Youtube
- Facebook
- Twitter
- Instagram
- Vine
- Mobile App
- T-Shirts/Apparel
- Morning Announcements at Sending Districts
- Open Houses
- Tours



OPEN HOUSE INVITATION

 /WESTERNMONTGOMERYCTC

 @WMTC_MEDIA

 @WESTMONTCOCTC



Open HOUSE

DECEMBER 7, 2016 5PM - 8PM

BE THE FIRST TO SET OUT ON A NEW ADVENTURE
AT THE

CHICK-FIL-A CULINARY ACADEMY

@ WESTERN MONTGOMERY CAREER & TECHNOLOGY CENTER



Join our culinary staff and **CHICK-FIL-A** resident chefs as we take your taste buds on a journey through our new program.

GALLERY of PRINT ADS



Choose Your Path...

Let one of our trained career counselors help you get started in the Chick-Fil-A Culinary Academy. It is our mission to place you on a path that leads to a successful and fulfilling position in the culinary industry.

Learn more about how you can be a part of the Chick-Fil-A Culinary Academy by calling 610.489.7272 or visit us at www.westerncenter.org



Lead by Example...

As a student in our Chick-Fil-A Culinary Academy, you will learn the skills necessary to become a decision-maker in a fast-paced culinary environment.

Learn more about how you can be a part of the Chick-Fil-A Culinary Academy by calling 610.489.7272 or visit us at www.westerncenter.org

CHICKEN SANDWICH



Hands-On Experience...

Our Students are trained by professional chefs and spend the majority of their final semester working in our restaurant to learn all phases of the culinary industry.

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ENROLLMENT

- Current programming consists of 45-50 students
- Maximum enrollment 60
- Ability to expand to adult education classes in the evening (source of revenue)
- Enrollment Goal:
 - Secondary Programs
 - 2017/18 School Year 10% Increase (4.5 students)
 - 2018/19 School Year 10% Increase (5 students)
 - 2019/20 School Year 10% Increase (5.5 students) REACH CAPACITY



BUILDING A SENSE OF COMMUNITY

- Providing Second Mile Service to the Community
- Adult Education Program
- Meeting Center for Local Businesses or Groups
 - Provide comfortable meeting space with high-end food
- Provide Food for Meals on Wheels
- Preschool Nutrition/Cooking Classes
- Food Recovery Program
- Scholarship Opportunities for Students
- Community Days
- Parent Child Cooking/Nutrition Classes
- Creation of a "Dining Club"
- Cooking Competitions/Cooking Showcases



HUNGRY FOR MORE??



VISIT AND APPLY AT

WWW.WESTERNCENTER.ORG

We Didn't Invent The Restaurant, Just The Restaurant Team Member!