GET YOUR CAREER MOOOOVING IN THE RIGHT DIRECTION

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

WESTERN CEN

Oulinary Academy EAT MOR CHIKIN

Cocce-Cicc. 2®

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

Qulinary

WESTER

- 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

 Customer

 Service

 "Second Mile

 Service"

GOALS/OBJECTIVES Continued

Oulinary

WESTERN CENTE

Åcademy

Customer Service "Second Mile Service"

Culinary Excellence

SANDWICH

Business Management

EAT MOR CHIKIN

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

Safety

CHICKEN

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

- 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

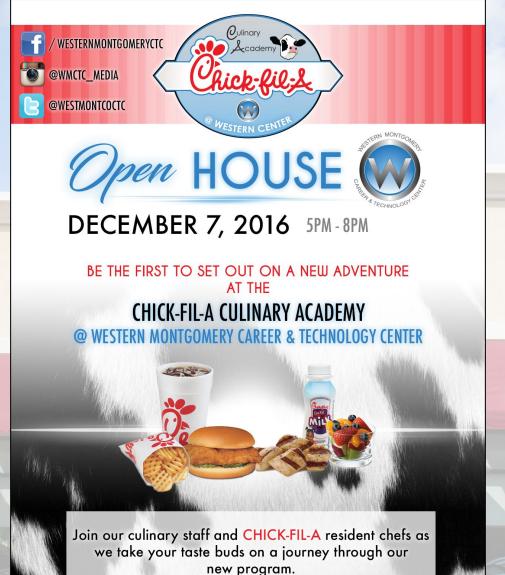
- Facebook
- Twitter
- Instagram
- Vine
- Mobile App
- T-Shirts/Apparel
- Morning Announcements at Sending Districts

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- Open Houses
- Tours



OPEN HOUSE INVITATION





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 fullfilling position in the culinary industry.

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



As a student in our Chick-Fil-A Culinary Academy, you will learn the skills necessary to become a 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



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.

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



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.

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!