

## Scope of Work: Intuit Food Truck Program

### Overview of Intuit's Partnership & Support for the DCSD CTAE Food Truck Program

The Intuit Education Team will work collaboratively with DeKalb County School District's CTAE Department, teachers, and students from the earliest planning stages through the full launch of the student-run food truck. This partnership ensures a streamlined, high-quality implementation aligned with Intuit's national guidelines and DCSD expectations.

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#### 1. Donation to DeKalb County School District

The Intuit Food Truck initiative is a **full donation to DCSD CTAE**, including:

- The student-run food truck
- All design and branding support
- Curriculum resources
- Intuit staff guidance and oversight
- Launch event support

There is **no cost to the district** for the program, the implementation support, or the services provided by the Intuit team. This initiative is intended as a meaningful investment into DCSD's Career, Technical, and Agricultural Education ecosystem, supporting entrepreneurship, design thinking, and real-world culinary experience for students.

#### 2. Start-to-Finish Implementation Support

Intuit uses a structured, end-to-end support model that guides the district, teachers, and students through each step, including:

- **Program Orientation & Onboarding**

Intuit will meet with teachers/students—both in person and virtually—to launch the program, review expectations, and introduce the required implementation steps. Teachers will also be trained by the Intuit team and the required Intuit learning modules.

#### 3. Required Intuit Modules

As part of the implementation process, teachers and students will complete Intuit's for education instructional modules, which are designed to guide each phase of the project. The modules are

## **Program Overview**

### **Food Truck Naming & Theme**

### **Graphic Design & Wrap Development**

### **Finance and Business Operations**

### **Additional Modules (as needed): \*\***

Focused on branding, entrepreneurship, design thinking, feedback cycles, and launch preparation.

Completion of these modules ensures:

- Students receive industry-aligned learning experiences
- Teachers have guided support at each milestone
- All deliverables meet the standards required by Intuit, DCSD Legal, CTAE leadership, and Communications

The modules must be completed **sequentially** as the program moves through naming, design, approval, and final launch.

## **4. Collaborative Design & Review Process**

Teachers and students will work with Intuit to produce all required deliverables.

### **Naming & Theme Development**

- Teachers and students generate name/theme concepts
- Intuit, DCSD Legal, CTAE Leadership, and Marketing/Communications review and approve the final selection

### **Graphic Design & Truck Wrap**

- Culinary + Graphic Design students create wrap concepts
- Intuit provides technical and creative feedback
- Final designs undergo brand and legal review
- Intuit approves and submits the wrap for vendor production

## **5. In-Person and Virtual Guidance Throughout**

To ensure accuracy and fidelity at every step, Intuit will support DCSD CTAE through:

- Scheduled in-person meetings
- Virtual check-ins and milestone reviews
- Feedback cycles aligned with module deadlines

- Collaboration with district leadership
- Step-by-step monitoring of progress

Intuit’s team remains actively engaged **from beginning to end**, ensuring the district stays aligned with all program guidelines and timelines.

## **6. Buildout, Handoff & Launch**

Intuit continues support through:

- Wrap production
- Final quality checks
- Official handoff of the food truck to DCSD
- Launch event celebration, supported by Intuit’s marketing and educational teams

## **Summary**

The Intuit Food Truck Program is a **completely donated initiative** that provides DCSD with a turnkey, structured, and fully supported learning experience. Through required modules, guided collaboration, and extensive in-person and virtual support, Intuit ensures the program:

- Meets all requirements from Intuit, DCSD Legal, CTAE, and Communications
- Provides high-quality, real-world learning for students
- Launches with a professionally executed design, brand, and wrap

This partnership represents a major opportunity for DeKalb students to gain hands-on experience in culinary arts, entrepreneurship, design thinking, and project leadership—with world-class support every step of the way.