

Green Joe's Mobile Coffee School: 3 Day Intensive

I. GENERAL INFORMATION

Instructor: Vincent LaVolpa

Location: Albuquerque

Term: TBA

Email: greenjoecoffee@gmail.com

II. COURSE DESCRIPTION

The 3 day Intensive provides an overview of opening and operations of a profitable mobile coffee business. Education can be implemented into an existing business or to build a business from the ground up. The education focuses on how to create solid business practices to develop a profitable business while maintaining quality control of coffee drinks. Students will develop barista skills, marketing strategy, operations calculations and demonstrate understanding in key areas of mobile coffee operations.

This class is appropriate for students with no experience in coffee or business.

Pre-requisites: None.

a. COURSE ESSENTIAL QUESTION

- o What practices can be put in place that when done habitually will create a profitable and sustainable business?

III. REQUIRED TEXTBOOKS/RESOURCES:

There is no required textbook for this course. All required readings and media will be provided throughout the course in Kajabi.

IV. COURSE LEARNING OBJECTIVES AND COURSE COMPETENCIES

a. COURSE LEARNING OBJECTIVES

Students will:

- Backup a trailer
- Hook up a trailer using the 5 points of safety
- Start a generator from cold
- Know the maintenance schedule for a generator
- Demonstrate knowledge of generator outlet usage
- Demonstrate knowledge of order of operations for opening procedures
- Draw a quality espresso shot
- Dial in the grinder
- Make an Americano

- Demonstrate the ability to steam milk to latte consistency
- Demonstrate the ability to steam milk to cappuccino consistency
- Make a Flat White
- Demonstrate Shut down procedures
- Demonstrate Flavor profile theory
- Create a syrup latte
- Create cold brew
- Demonstrate how to change nitro canisters on cold brew apparatus
- Demonstrate knowledge on how to create a menu
- Demonstrate proficiency in pour over coffee
- Demonstrate proficiency in large batch catering
- Create a hot chocolate
- Create a chai tea latte
- Create an iced latte
- Show proficiency in workflow with multiple drink orders
- Establish a business

COURSE LEARNING OBJECTIVES CONTINUED

- Establish calculations in Cost of Goods
- Establish calculations in Monthly expenses
- Establish calculations in start up cost
- Create a marketing campaign
- Recommended equipment for mobile coffee setting and why
- How to penetrate local market
- How to start a business
- How to create a brand name and brand awareness
- How to obtain contracts
- Understand the code and regulations associated with opening a coffee business
- Understand the permit process
- Getting a base concept of how plumbing and electric in a mobile setting work

c. COURSE FRAMEWORK

Assessments	Course Competencies	Course Learning Objectives
Back Up Trailer	Be able to hitch a trailer using the 5 points of safety and back up without hitting cones.	Learn hitch safety. Learn muscle mechanics of reversing a vehicle.
Espresso Machine Proficiency	Display competency on espresso machines.	Dial in espresso grinder. Draw a proper espresso shot. Learn espresso tools
Steaming Milk	Steam milk to latte consistency. Steam milk to cappuccino consistency.	Learn milk temperatures. Learn quality assurance. Demonstrate milk steaming techniques.
Syrup Lattes	Create syrup lattes to recipes: caramel macchiato, mocha, chai tea latte.	Demonstrate understanding of flavor profiles. Understanding milk alternative flavors. Understand flavoring teas. 1
Crafting a Menu	Establish a menu with prices.	Understand popular drinks. Understand drink pricing. Understand formatting the menu.
Cold Brew	Establish a ratio for cold brew ready to drink and cold brew lattes.	Set cold brew and filter via cloth method and strainer method.
Coffee Brewing	Create a pour over 20 ounce coffee in six minutes. Operate the airpot coffee brewer.	Understand steps of brewing coffee and different apparatus of coffee brewing: Pourover, Drip Coffee, French Press.

Catering	Create large batch cold brew, hot chocolate and iced lattes.	Understand and demonstrate how to brew large batch beverages for both hot and cold drinks.
Workflow Efficiency	Understand and model efficiency techniques. Understand bottlenecks in workflow.	Demonstrate proficiency with multiple drinks per order.
Expense Calculations	Demonstrate understanding of calculations for expenses.	Calculate cost of goods for coffee, syrup latte, frappuccino and cold brew. Calculate monthly expenses. Calculate start up cost.
Marketing	Demonstrate understanding of SLO. Demonstrate how to contact event coordinators. Understand social media proficiency.	Create a complete marketing campaign for digital and paper platforms.

V. COURSE REQUIREMENTS

a. COURSE ASSIGNMENTS

For each assignment below there is a brief description and assessment criteria. **All online assignments must be submitted using email.**

Online Assignments - Online assignments are accessed through the Kajabi website. In each assignment there are learning objectives in which the student must watch videos that are assigned and also read prescribed written articles. Assignments are accessed at the top of the page.

When answering questions in the online assignment:

- o Be as detailed as possible.
- o If there are questions, email me immediately.
- o Be mindful, this is for your business. The more you take your time and create quality work, the better off your business will be.

On Ramp Consultation - The On Ramp Consultation is an hour long consultation to provide me with an understanding of your vision and your resources. Please come to the consultation with your local county health regulations. We will discuss:

- Your vision with your mobile coffee business
- Your resources include start-up capital, outside sources of income, friends and family with skilled professions, local businesses who can act as allies.
- Your local code and regulations and possible show stoppers.

Workbook: A spiral notebook will be provided in which the information needed to pass in person assessments will be conveyed. Each chapter outlines the necessary information to study, the grading rubric and further recommended reading material. Topics include:

- Hitching the trailer
- Operating a Generator
- Opening Procedure Checklist
- Quality Assurance Markers
- Recipe Guide
- Recipe Worksheet
- Menu Best Practices Worksheet
- Troubleshooting Checklist
- Methods for Workflow Proficiency

In Person Proficiency – For the Course Framework, students will be assessed using the attach grading rubric. Students will be graded as (NE) No Evidence, (NP) Nearing Proficiency, (P) Proficient, (M) Mastery. Students that are (NE) or (NP), must retake the assessment until demonstrating (P) Proficiency in the subject. **In order to receive certification, students must demonstrate proficiency in all assessments.**

VI. ATTENDANCE POLICY

- a. The 3 day Immersive is a live in person course with an online portion.
- b. Online portions should be completed before the In-Person portion.

Please read the Refund and Rescheduling Policy carefully before registering. **There are no exceptions.**

1. Refund: Partial refunds will be made if two criteria are made: 1. At least 30 days written notice prior to class. 2. Another student can attend in your slot. If both requisites are met, then 50% of your deposit will be returned. If either of those requisites are not met, then the deposit will not be returned.
2. Rescheduling: Rescheduling requires 30 days written notice prior to the start of class. If less than 30 days, then the deposit will not be returned. Each rescheduled registration is subject to 15% of the registration price per person. You may only reschedule one time.

3. **Substitutions:** You may allow someone to attend in your place if you notify Green Joe Coffee School at least 10 days in advance.
4. **No Shows:** If you are registered and have made a deposit and you or any substitution does not attend the class, registration is forfeit and no refund is provided.

VIII. OTHER CLASS POLICIES

- c. **Instructor Communication Policy:** Response Time: The instructor typically responds to email within 24 hours on weekdays and 48 hours or less on weekends.
- d. **Assignment Feedback:** The instructor will provide written feedback on assignments within 5 days of the assignment submission.
- e. **Announcements:** The instructor will post Announcements on Kajabi.

II. CORE VALUES

- **Professionalism:** We advocate that our students, many currently working in the field, must be recognized as professionals and in turn will validate such recognition by understanding and upholding the moral, ethical and behavioral guidelines for their chosen profession.
- **Diversity:** We respect the diversity that students bring to the classroom and as such model inclusive teaching and learning practices in which students' diverse needs are not only met but also celebrated as integral to meaningful learning experiences.
- **Multicultural Perspectives:** We embrace the various cultural perspectives that shape the diverse communities in which we live and thus emphasize knowledge of how multicultural perspectives shape the context of our interactions with community and our construction of meaning, and skills for working in multicultural environments.
- **Collaboration:** We believe in the value of collaboration with colleagues, students, families, and communities and build skills needed to engage in effective and authentic collaborative relationships.

Green Joe Mobile Coffee School

Evaluation and Feedback Form

Student Name:		Date:	
Reviewer Name:		Email:	

Scoring Instructions

Use the following scale on the right to provide a level of competency for each evidence area in the rubric below. Place a check mark on the competency level for each area and add additional comments in the "Glows & Grows" columns.

Desired skills & Knowledge	(NE)	(NP)	(P)	(M)

Level of Mastery	Description
No Evidence (NE)	No evidence of student competence. This was not demonstrated or completed
Nearing Proficiency (NP)	Little evidence of student competence. Reviewer observed minimal skill and a lot of room for growth. Your prescriptive "growth" comments will support you in understanding how to develop proficiency in this/these skills
Proficiency (P)	Some evidence of student competence. Reviewer observed MOST of the skills, but still recommends this as an area for growth. Your prescriptive "growth" comments will support you in understanding how to master this/these skills
Mastery (M)	Significant evidence of student competence. Reviewer observed all of the skills. Student met or went above and beyond most or all of the criteria as defined by the demonstrations of competence.

Guiding Questions:

1. *What makes a successful coffee truck?*
2. *How can I be proactive and not reactive?*

Glows: <i>What did the student do really well?</i>	Grows: <i>What suggestions do you have?</i>	Areas of Evidence to Demonstrate Competence <i>What are you observing?</i>	(NE)	(NP)	(P)	(M)

		<p><u>Trailer Hook Up</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 5 points of safety <input type="checkbox"/> Using mirrors to back up <input type="checkbox"/> Cone test 			
		<p><u>Trailer Set Up</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Filling gas, <input type="checkbox"/> Oil change, <input type="checkbox"/> Choke, <input type="checkbox"/> High/low altitude, <input type="checkbox"/> Outlets 			
		<p><u>Dialing in Espresso</u></p> <p>The student is able to draw a 2oz shot in 30 secs from a pour grind</p>			
		<p><u>Syrup Lattes</u></p> <p>The student is able to develop flavor profiles, make chai tea lattes and make modern syrup drinks</p>			
		<p><u>Catering</u></p> <p>Student is able to develop price quotes and articulate equipment needed for large batch of the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hot Chocolate <input type="checkbox"/> Coffee <input type="checkbox"/> Iced Latte <input type="checkbox"/> Chai Tea 			
		<p><u>Frothing technique and ratios</u></p> <p>Student is able to steam milk for the following drinks:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lattes <input type="checkbox"/> Cappuccinos <input type="checkbox"/> Flat Whites <input type="checkbox"/> Macchiatos 			
		<p><u>Coffee Brewing</u></p> <p>Student is able to demonstrate the following techniques:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pour over- pre-wet filter & technique <input type="checkbox"/> Effectively using a French Press <input type="checkbox"/> Coffee Machine- coffee to water ratio 			

		<p><u>Shut Down Procedures</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Espresso Machine Maintenance <input type="checkbox"/> Equipment care <ul style="list-style-type: none"> <input type="checkbox"/> Portfilter <input type="checkbox"/> Espresso Machine <input type="checkbox"/> Wands <input type="checkbox"/> Grinder 				
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Homework Prior To Class
<ul style="list-style-type: none"> ● Opening a Business: Worksheet Assignment <ul style="list-style-type: none"> ○ State vs Federal ● Permits: Worksheet Assignment <ul style="list-style-type: none"> ○ Health, Fire, Commissary ● Taxes 101: Worksheet (tax deductions, filing forms) <ul style="list-style-type: none"> ○ Bookkeeping ○ Paying yourself ● Calculations: Spreadsheet that student turns in <ul style="list-style-type: none"> ○ Cost of Goods ○ Monthly Expenses ○ Start Up Cost ○ Personal Bills ● Marketing: Research project with prompts <ul style="list-style-type: none"> ○ Potential Clients ○ Events ○ Social Media ○ Sample Contracts ● Locations and Routes: Worksheet

	Day 1	Day 2	Day 3
6am	<ul style="list-style-type: none"> ● Trailer Hook Up ● Backing in <p><i>Uhaul trailer with cones</i></p> <p><i>Learning stations</i></p> <ul style="list-style-type: none"> ● <i>5 points of hook up</i> ● <i>Using mirrors</i> ● <i>Cone test</i> 	<ul style="list-style-type: none"> ● Trailer Hook Up ● Backing in 	<ul style="list-style-type: none"> ● Trailer Hook Up ● Backing in
7am	<p>Setting up:</p> <ul style="list-style-type: none"> ● Generator <ul style="list-style-type: none"> ○ <i>Filling Gas</i> ○ <i>Changing Oil</i> ○ <i>Choke</i> 	<p>Setting up</p> <ul style="list-style-type: none"> ● Generator ● Opening Procedures <ul style="list-style-type: none"> ○ <i>Using Checklist</i> 	<p>Setting Up</p> <ul style="list-style-type: none"> ● Generator ● Opening Procedures

	<ul style="list-style-type: none"> ○ <i>Hi/Low Altitude</i> ○ <i>Outlets</i> ● Opening Procedures 		
8am	<p>Dialing In Espresso</p> <ul style="list-style-type: none"> ● Espresso vs Grinder ● Espresso Tools and Tricks ● Americanos ● Workspace <p><i>Test out: Draw a 2oz shot in 30 secs from a poor grind setting</i></p>	<p>Syrup Lattes</p> <ul style="list-style-type: none"> ● Modern Syrup Drinks ● Chai Tea Lattes <ul style="list-style-type: none"> ○ 3 Ways <p>Set Cold Brew Lattes (8 am)</p> <p><i>Dominant vs subtle flavors</i> <i>Flavor Profiling</i></p>	<p>Catering Large Batch</p> <p><i>Video on price quotes</i> <i>Equipment needed</i></p> <ul style="list-style-type: none"> ● Hot Chocolate ● Coffee ● Iced Latte ● Chai Tea <p>Iced Lattes</p> <ul style="list-style-type: none"> ● Espresso ● Cold Brew <p><i>Sneak peek event</i></p>
12 Lunch (Provided)	<p>Lecture: Troubleshooting Equipment Issues-</p> <ul style="list-style-type: none"> ● <i>Start with the source</i> ● <i>Rule outs</i> ● <i>Change the angle change the tool</i> ● <i>keystone equipment</i> ● <i>Plan for the unexpected</i> 	<p>Lecture: Crafting a Menu</p> <ul style="list-style-type: none"> ● <i>Target demographic</i> ● <i>Competitive pricing</i> ● <i>Value ladder</i> ● <i>Formatting</i> 	<p>Lecture: Workflow</p> <ul style="list-style-type: none"> ● <i>Show stoppers/bottle necks</i> ● <i>Steaming milk</i> ● <i>Customer interaction</i> ● <i>The art of small talk</i> ● <i>Questions to ask for drink suggestions</i>
1pm	<p>Steaming Milk:</p> <ul style="list-style-type: none"> ● Lattes ● Cappuccinos ● Flat Whites ● Macchiatos <p><i>Test Out: Frothing technique and ratios</i></p> <p>Set Cold Brew (1pm) cold brew process</p>	<p>Coffee Brewing</p> <ul style="list-style-type: none"> ● Pourover ● French Press ● Coffee Machine <p><i>Test outs:</i> <i>Brew in 5 minutes, measure coffee to water, pre wet filter.</i></p>	<p>Drink Marathon</p> <ul style="list-style-type: none"> ● Dialing in ● Extra Work ● Workflow <p><i>Drink races and competitions</i></p>
4pm	<p>Shut Down</p> <ul style="list-style-type: none"> ● Espresso Machine Maintenance ● Shut down procedures <ul style="list-style-type: none"> ○ Portfilter ○ Esp Mach 	<p>Shut Down</p> <ul style="list-style-type: none"> ● Espresso Machine Maintenance ● Shut down procedures <ul style="list-style-type: none"> ○ Portfilter 	<p>Shut Down</p> <ul style="list-style-type: none"> ● Espresso Machine Maintenance ● Shut down procedures <ul style="list-style-type: none"> ○ Portfilter

	<ul style="list-style-type: none">○ Wands○ Grinder <p><i>Proper cleaning procedures</i></p> <p><i>Set up for day two</i></p> <p><i>Cash count</i></p> <p><i>Inventory</i></p>	<ul style="list-style-type: none">○ Esp Mach○ Wands○ Grinder	<ul style="list-style-type: none">○ Esp Mach○ Wands○ Grinder
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