Healthy Food Choices in Schools CoP

10th Meeting Minutes
June 11th 2014, 1:00 pm EST

Recording Link:
https://cornell.webex.com/cornell/ldr.php?RCID=e51fe9e729e6c774cc7bc9447d8c9792

CoP Report/Update

- Google Analytics Highlights: Audience & Traffic Overviews available here: http://create.extension.org/node/96318. Specific highlights include:
  - Over 1200 visits to the CoP pages from Jan 1 to June 10, 2014
  - Top ways that people come to the site are: From a Google search, from a Facebook link and though the link on foodpsychology.cornell.edu
  - Top performing content of the past 2 months:
    1. 85 Views: Simple Tricks to Reduce Waste and Increase Veggie & Fruit Consumption in the Lunchroom (Webinar)—David Just
    2. 82 Views: The Consequences of Banning Chocolate Milk from School- Article by Drew Hanks
    3. 39 Views: The Money Question: How is the School Cafeteria Funded? Article by Kathy Burrill

- Webinar Evaluations
  - Chef Patrick's Pals, Nutrition and Culinary Program Webinar (May 15th) – Patrick Sandoval-- 35 attendees
    - Most attendees learned about the webinars though an email invitation
    - Most attendees indicated interest in “school food initiatives”
  - Simple Tricks to Reduce Waste and Increase Veggie & Fruit Consumption in the Lunchroom—David Just-- 109 attendees
    - Best attended webinar so far!
    - Majority also attended because of an email invite or through a friend or colleague
    - Submitted comments about why people joined: interested in state level implementation, helping serving staff & teachers, NFSMI, utilize findings for grant application
    - Attendees indicated increased knowledge & confidence on the subject after attending the webinar

- Recruitment:
  - To recruit new members Sandra and Katie did a presentation at the 2014 Smarter Lunchrooms Symposium on May 18th in Ithaca, NY. So far three new members have joined as a result of those efforts with a couple more pending. Amanda Root recruited her colleague April Neujean and Keiko Gotto joined as a result of her proposal of collaboration with the CoP for the extension component for her NIFA seed grant application.
  - New CoP members are:
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Keiko Goto</td>
<td>Professor and Graduate Coordinator, Department of Nutrition and Food Sciences &amp; Assistant Director of Research and Evaluation, Center for Nutrition and Activity Promotion</td>
<td>California State University, Chico</td>
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<tr>
<td>April Lynne Neujean</td>
<td>National Program Educator</td>
<td>CCE of Jefferson County</td>
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<tr>
<td>Beth Krause</td>
<td>RD, Food Service Director</td>
<td>Fairport Central Schools</td>
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<tr>
<td>Cindy VanDruff</td>
<td>Food Service Director</td>
<td>Upper Moreland SD</td>
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<tr>
<td>Amy Nadelen</td>
<td>Founder &amp; Nutrition Health Educator</td>
<td>Tribe Wellness</td>
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**Content Group Leaders and/or Co-Leaders’ Report**

- **Individual Group Progress Report**
  - Zena Edwards on Encouraging Kids to Eat Healthy Food content group: 8 content items are in the works. The next group meeting is on Friday June 20th. There is a core group of about 5 members that participate regularly. Zena is looking for ways to stay more connected with her group now that Katie is sending most of the emails. She is trying to add “community building” to the agenda in group meetings. She did a presentation on the value of testimonials in the last group meeting. Possible recruitment opportunities: Spokane Regional Health District rural school district (Food Service Directors and/or Health District workers) and WSU Dietetics program faculty and students.
  - Adam Brumberg on the Business of School Food content group: One item in the works and 8 items identified for the next couple of months. The next group meeting is on June 12th at 11am EST. This group also has a core group of about 5 regular meeting participants. Members will be developing content that is less time sensitive for the summer months. Adam will be at the SNA conference in July and will work on recruiting new members at that event.
  - Kate Hoy on Additional School Food Initiatives content group: Group meetings are not well attended and it has been difficult to incentivize people to attend. 5 content items are in review and 6 topics have been identified for next month. Having one member that is dedicated to review is really helpful in getting content reviewed quickly. An Ask and Expert link and links to webinars have been added to the smarterlunchrooms.org site to try and add traffic. Kate also had an idea for a mini meeting at SNA for any members that are attending to get together.
  - Tisa Hill on Develop Healthy Eating Dialogues content group: Participation has been low for a variety of reasons. A couple of new members joined and one member left the group. It has been difficult to find a time that works for the majority of the members. Next meeting is on the 12th of June at 1pm. 8 content items are in review and 4 have been identified for next month.

- **New Group Structure Implementation & Outcome**
  - Katie has reached out to each member of each group via email and phone and was able to communicate with almost every member. She found that there are 55 active members (those that come to meetings and/or develop content). She continues to keep the spreadsheets in Google Docs which are accessible by group leaders & co-leaders. 14 articles have been uploaded in the past 2 months, 8 are ready to be uploaded, 16 are in review, 19 are pending submission.
Audience Survey Overview

- **Objective:** to collect information about the CoP webpage audience including, who they are, how well we are meeting their needs and what topics they would like for the CoP to develop. The survey needs to be IRB approved before it can be posted. It will be linked on the CoP home page.
- **PDF of survey available here:** [http://create.extension.org/sites/default/files/Audience%20Survey%20Draft.pdf](http://create.extension.org/sites/default/files/Audience%20Survey%20Draft.pdf)
- **Feedback:**
  - Mandatory questions should be scattered throughout so that people don’t drop out
  - First questions should not be fill in the blank – either put them later or add a drop down list for people to choose from
  - Extension educator/agent needs to be added to the question about who participants are.
  - “Other” needs to be added to the social media question list.
- **This is intended as an on-going survey. Sandra and Katie will report the findings of this survey at future leadership meetings. If new survey ideas are generated in the future we can add a new one or change this survey and resubmit it for approval.**

CoP Potential Logos

- **See logos here:** [http://create.extension.org/sites/default/files/2%20CoP%20Logos%206.5.14.pdf](http://create.extension.org/sites/default/files/2%20CoP%20Logos%206.5.14.pdf)
- **Purpose:** to brand CoP documents, promotional materials and social media platforms. These 2 logos were selected from the sketches shown at the last meeting.
- The voting was tied so Sandra and Katie selected the rectangular logo and asked the illustrator to make the orange “o” black.

Upcoming Events/Projects

- **June 18th 1pm ET Webinar: How to Measure Lunchroom Successes- Kate Hoy**
- **June 28 - July 1, 2014 SNEB Conference (Kate Hoy & Brian Wansink) – CoP promotional materials will be distributed**
- **July 13-16, 2014 SNA Conference (Kate Hoy & Adam Brumberg) – CoP promotion materials will be distributed**
- **July 23rd 12pm ET Webinar: Using the Power of Persuasion to Influence Student Choices—Zena Edwards—please help promote this**
- **June- Ask an Expert Promotion email blast and business cards for promotion at conferences. Please let Katie know if you have access to any relevant websites where we can embed the AaE widget.**
- **Training Videos:** short videos to add value to membership and to help individuals with reporting
  - Training videos “Logging in to Create” and “Using People.extension.org to Network” are available here: [http://create.extension.org/node/99465](http://create.extension.org/node/99465)
  - Future trainings include: Navigating data.extension.org, Using Ask an Expert, and Adjusting Settings. Other ideas for future topics are welcome!
- **Options for CEUs for Webinar attendees (Katie & Sandra) – CEUs are another way to add value to our offerings. CEUs can be applied for archived webinars from SNA and AND (Kate can submit to AND). SNA has a fee for one year. Katie will look into SNA further to see if we need a quiz and what the fees are.**
- **LinkedIn Group:** For those who have a LinkedIn Profile, there is a group created for the CoP so that you can add it to your profile: [https://www.linkedin.com/groups/Healthy-Food-Choices-in-School-5061232](https://www.linkedin.com/groups/Healthy-Food-Choices-in-School-5061232)