Meeting Purpose & Agenda - Sandra Cuellar
The purpose of this meeting is to follow up on what’s been going on in the CoP and in each content group and to give a report of what Sandra and Katie have been working on based on what they proposed to do in last meeting. We will also discuss upcoming dates and events.

We have experienced a lot of change in the leadership in the content groups and have a few new people stepping into leadership roles:

Alisha Gaines, PhD is brand new to the CoP and has stepped into Tisa’s role as leader of the Develop Healthy Eating Dialogues content group. She is a Postdoctoral Associate in the Cornell College of Human Ecology, Division of Nutritional Sciences.

Marietta Orlowski, PhD, who has been a member of the CoP since summer of 2013 and is an Associate Professor in the Department of Community Health and Health Promotion and Education Director of the Master of Public Health Program at Wright State University in OH, will be taking on the leadership role of the Encourage Kids to Eat Healthy Foods content group to replace Zena Edwards starting in January 2015. Between now and January Katie Baildon will be leading the group.

Katie Greene, MPH is brand new to the CoP and will be stepping into Kate Hoy’s role as leader of the Additional School Food Initiatives content group in January 2015. She is a research support specialist in the Cornell Food and Brand Lab and Project Manager of the AFRI Smarter Lunchrooms research project. Between now and January Kate Hoy will continue leading the group.

CoP Report/Update – Katie Baildon

- Highlights from Google Analytics and data.extension.org: (Full report here: [http://create.extension.org/sites/default/files/Reporting%20Info_0.pdf](http://create.extension.org/sites/default/files/Reporting%20Info_0.pdf))
  - Total Views and Visitors:
    - The resource area has received 2,487 visits this year.
    - 1,927 unique visitors have visited at least one CoP page this year.
  - Acquisition:
    - 65% Direct/None
    - 14% Google Organic Search
- 3% Food and Brand Lab homepage
- Average Visitor Behavior
  - The average visitor to our resource area views 4 pages and stays for 4 minutes total. The average visitor to eXtension views 1.5 pages and stays for 1 minute total.
  - About half of the visitors view more than one CoP page per visit. About 20% of visitors to eXtension visit more than one page per visit.
- Top Performing Articles (August 2013 to date)
  - 1477 visits- 3 Ways Nutrition Influences Student Learning Potential and School Performance- David Just
  - 324 visits- Big Idea: Non-Monetary Incentives can be used to improve food choices in after-school programs in grades 1-8- Anya Samek
  - 306 visits- Slice It Up: Serving Pre-Cut Fruit can Increase Fruit Consumption- Sarina Kumar & Katie Baildon
- Top Performing Articles (Since Last August 2014)
  - 142 visits- Exploring the Movement to Healthy School Meals Through Farm to School- Matt Benson (webinar)
  - 86 visits- New Developments for School Food Suppliers to Encourage Healthy Eating: Behavioral Economics- Janani Thapa & Conrad Lyford
  - 53 visits- Hello, My name is…. Super Broccoli- Marietta Orlowski
  - 48 visits- Stuck on Fruits and Veggies: Putting Classroom Nutrition Lessons Into Practice- Ginny Hinton (webinar)
- Webinar Evaluations- There have been three webinars since our last meeting (August 18th, 2014). For all three the feedback was positive with respect to confidence and knowledge gained through the webinar. Most people attended the webinars as a result of an email which would either come directly from the Healthy Food Choices in Schools email blast or from CoP members who help us forward the announcements on.

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Speaker(s)</th>
<th>Attendees</th>
<th>Survey Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/21 @2pm</td>
<td>Exploring the Movement to Healthy School Meals Through Farm to School</td>
<td>Matt Benson, USDA FNS</td>
<td>88</td>
<td>7</td>
</tr>
<tr>
<td>9/16 @4pm</td>
<td>Healthy Children, Healthy Families: Parents Making a Difference!</td>
<td>Tisa Hill, Cornell University</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>10/1 @3pm</td>
<td>Stuck on Fruits and Veggies: Putting Classroom Nutrition Lessons Into Practice</td>
<td>Ginny Hinton, UF/IFAS Extension</td>
<td>38</td>
<td>11</td>
</tr>
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- Recruitment: The CoP has seven new members since last meeting (August 18th, 2014)

Additional School Food Initiatives (total group members=23)

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katie Greene, MPH</td>
<td>Research Support Specialist, Cornell Food and Brand Lab and Project Manager, AFRI Smarter Lunchrooms</td>
</tr>
</tbody>
</table>

Develop Healthy Eating Dialogues (total group members= 16)

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Alisha Gaines, PhD</td>
<td>Postdoctoral Association- Cornell University Division of Nutritional Sciences</td>
</tr>
<tr>
<td>Isobel Contento, PhD</td>
<td>Professor of Nutrition Education and Coordinator of Program in Nutrition, Columbia University Teachers College - Program in Nutrition</td>
</tr>
<tr>
<td>Pam Koch, PhD</td>
<td>Executive Director of Laurie M Tisch Center for Food, Columbia University Teachers College - Program in Nutrition</td>
</tr>
</tbody>
</table>
Heewon Gray, PhD  
Adjunct Assistant Professor of Nutrition Education, Columbia University Teachers College - Program in Nutrition

Encourage Kids to Eat Healthy Foods (total group members=21)

Paula Quatromoni, PhD  
Associate Professor of Nutrition & Epidemiology, Boston University- Sargent College of Healthy and Rehabilitation Services

The Business of School Food (total group members=14)

Stephanie Joyce  
National Nutrition Advisor for Alliance for a Healthier Generation

Sandra made a note on recruitment that keeping new fresh members is important because, as is the nature of volunteer work, those who are most motivated to create content and are excited about contributing are often those who are new to the project. As leaders, please continue to emphasize recruitment in your group meetings and also help recruit new members yourselves so that we can keep the CoP lively and vibrant.

Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report (Kate, Adam, Alisha, Katie B)
  - Adam Brumberg – The Business of School Food—this past couple of months have been slow for this group with only one content item uploaded. However there are three articles in review and 8 items pending submission between now and the end of the year. This group had its regular group meeting in September and October and the next meeting will be on the 13th of November at 11am EST. Meeting attendance has been light but those who show up are providing content. Adam hopes that this group will be able to contribute several webinars to the calendar for 2015. This group is still looking for a co-leader and Adam is going to open that up to the whole group at the next meeting. Adam and Carol Chong will be presenting a webinar this Thursday at 2pm EST (details in Upcoming Events section).
  - Katie Baildon—Encouraging Kids to Eat Healthy Foods—There have been two articles uploaded since the last leadership meeting, there are four in review and 6 items will be developed between now and the end of the year. Because attendance in the September and October meetings was low the group created a content ideas list via email and circulated it to members to get commitments from them. This has worked well. The last group meeting took place just before this leadership meeting and the next one will be on December 1st. This group has also identified two webinar topics so far for the 2015 calendar.
  - Alisha Gaines- Develop Healthy Eating Dialogues- This group has been quite productive and has published 13 content items since the last leadership meeting (August 18th, 2014). There is one item pending submission but nothing in review right now. The group had a meeting in October but not in September. Meetings have not been well attended. The group is excited to have the team from Columbia Teachers College as new members and are going to work with them to ramp up some content. The next group meeting is November 13th at 1pm EST. In the meantime the group has been discussing recruitment during conference season and continued solicitation of new content from group members.
  - Kate Hoy- Additional School Food Initiatives—this group has published 2 new content items since the last leadership meeting (August 18th, 2014). Three items are pending submission and one item is in review. The group had a meeting in September and October and the next meeting is November 11th. Participation in group meetings is also low in this group but those who come are engaged and write content. Kate sent an email with a list of ideas asking members to sign up
to develop one of those ideas and has had one commitment so far. Kate has been pushing webinars because many of this group’s members are from other organizations so webinars seem to be easier for these members to generate from their own work. So far, two webinar ideas have been decided on for 2015.

Update on Items from Last Meeting - Katie Baildon

- Promotional Activities
  - Katie and Sandra developed and sent a promotional email to a list of individuals that have taken the Creating Smarter Lunchrooms Course in the last 2 years. The email went out on Monday Oct. 20th
    - It was sent to 1233 recipients – (92% were delivered)
    - 27% Opened it (industry average is 15%)
    - 165 total clicked links (144 of whom clicked CoP homepage link)
    - Katie and Sandra will also use this list to promote webinars in hopes that it will bump up webinar participation.
  - In the summer Katie sent a poll to members asking what conferences they regularly attend or were planning to attend. With the results Katie has been contacting members to see if they are interested in helping to promote the CoP by handing out materials or inserting a CoP slide in their presentation. So far the following people have helped with promotions at conferences:

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Beth Shephard</td>
<td>National Association of Family and Consumer Sciences Annual Conference</td>
<td>September</td>
</tr>
<tr>
<td>Paula Quatromoni</td>
<td>Food and Nutrition Conference Expo (AND)</td>
<td>September</td>
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</tbody>
</table>
  - Beth and Paula both reported that most of the materials they took were picked up and Paula has some people she plans to follow up with.
  - A few more conferences are happening this month and three members have agreed to distribute materials. The National Food Safety Education Conference in December will be attended by at least one member and Katie will contact her to see if she would like to help promote there.

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<thead>
<tr>
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<tbody>
<tr>
<td>Stephen Cook</td>
<td>Obesity Society, Obesity Week</td>
<td>November</td>
</tr>
<tr>
<td>Diane Bales</td>
<td>National Association for the Education of Young Children</td>
<td>November</td>
</tr>
<tr>
<td>Alisha Gaines</td>
<td>American Public Health Association</td>
<td>November</td>
</tr>
<tr>
<td>TBD</td>
<td>National Food Safety Education Conference</td>
<td>December</td>
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</tbody>
</table>
  - If you or any of your group members will be attending any conferences and would like to help with CoP promotion please let Katie Baildon know and she can get you the materials that you need. A list of example promo and recruitment materials can be found here: http://create.extension.org/node/96795

- Education
  - Continuing Education Units (CEUs) for Archived Webinars Update
    - The 2 CEUs that we applied for (for the first 6 recorded webinars) have been approved. Each recording is about 20 minutes long and one hour of education equals one CEU so the idea is that visitors can watch 3 videos for one CEU or all 6 for the 2 CEUs currently approved.
    - Katie is putting final touches on the course with help of eXtension with the goal of having it ready by end of the year.
Mailing List link on CoP Homepage Update

- 7 people have subscribed since adding the “join our mailing list” link to the CoP homepage on August 7th, 2014. The list will be used to promote webinars and other CoP activities.

New Training Video: Setting Up Ask and Expert Profile is available here: http://create.extension.org/node/99465

Audience Survey Update: The survey was activated on August 7th, 2014 and we have no responses to date. Katie Greene had the idea to make the link orange to make it stand out. She also had the idea of adding the link to the featured articles area. We invite you to help us brainstorm about other possible ways to encourage people to fill it out.

Upcoming Events, Dates, and Activities - Sandra Cuellar

<table>
<thead>
<tr>
<th>Upcoming Webinars</th>
<th>Dates</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Carol Chong, Alliance for a Healthier Generation and Adam Brumberg, Smarter Lunchroom Movement</td>
<td>November 6th at 2pm EST</td>
<td>Maximizing Marketing Potential for School Meal Programs (<a href="https://learn.extension.org/events/1800">https://learn.extension.org/events/1800</a>)</td>
</tr>
<tr>
<td>Brian Wansink, Smarter Lunchrooms Movement</td>
<td>December 10th at 2pm EST</td>
<td>Introducing the New Smarter Lunchrooms Scorecard for Assessing Lunchroom Successes</td>
</tr>
</tbody>
</table>

- 2015 Webinar Calendar – please make this a topic in your next group meetings and encourage members to sign up to present a webinar. Alisha, Marietta and Kate have come up with a few ideas for 2015 webinars.
- Course for CEUs anticipated to be available by the end of the year.
- Sandra and Katie are continuing to explore the possibilities of social media promotion and are looking into what opportunities may be available with LinkedIn.
- The next 2 training videos are: November (AaE How to Answer Questions) and December (Updating User Settings). Katie will introduce these in group meetings. The current videos are available here and are created to help members learn the features of eXtension: http://create.extension.org/node/99465
- Katie and Sandra will follow up on the great ideas from this meeting’s participants to improve audience survey participation, email signup and participation in webinar evaluations:
  - Adam: to encourage survey participation those who fill it out can enter a raffle to receive Smarter Lunchroom loot
  - Kate Hoy: add a couple of the survey questions to each webinar evaluation.
  - Katie Greene: make a personalized certificate of completion for those who fill out the webinar evaluations—some organizations will recognize webinar attendance as professional development even if CEUs are not earned.
  - Alisha: create a link for email entry rather than asking people to put it in the chat box.
  - Katie Greene: webinar participants could also be asked to direct message the webinar hosts with their name and email so that it’s a bit more private.
  - Alisha: for the audience survey is there a way to insert a pop up box? Katie Baildon needs to double check on this.
  - Adam: ask for webinar participants to fill out the survey in addition to the webinar evaluation.
  - Thanks for your ideas!
- Given that we are running into the holiday season we will be having the next meeting in Mid-January. We will send a doodle poll to see your availability for mid-January in December.