Meeting Purpose & Agenda—The Purpose is to get updated on what is going on with the CoP from the Administrative Team (Katie Baildon and Sandra Cuellar) as well as from each content group. The Administrative Team proposed the idea to each group leadership team (leader & co-leader) that we hold this meeting quarterly rather than bi-monthly—each team agreed, so our next meeting will in in 3 months (April).

CoP Report/Update

- Google Analytics Highlights (separate doc)
- Webinar Evaluations
  - Carol Chong & Adam Brumberg: Maximizing Marketing Potential for School Meal Programs
    - 104 Attendees
    - 29 Evaluation Responses
    - Most learned from email invitation
    - Interests: In marketing school meal program and in SLM
    - Learned & Confidence gained positive
    - Criticism: Request for an outline so that notes are easier & too much info too fast
  - Kate Hoy: Introducing the New Smarter Lunchrooms Scorecard for Assessing Lunchroom Successes
    - 117 Attendees
    - 27 Evaluation Responses
    - Most learned from email invite
    - Interests: SLM
    - Learned & Confidence gained: very positive “a lot more”
  - Kate Hoy: The Smarter Lunchrooms Scorecard App – LunchScore
    - 87 Attendees
    - Evaluation results for next meeting
- Recruitment
New Member: Christi Demitz MSW, Extension Educator with the Health & Nutrition Institute at Michigan State University Extension – she is in the Develop Healthy Eating Dialogues content group

10 BEN Center 2014 grant recipients are being recruited to become active members by Adam and will hopefully join in the upcoming months and contribute information based on their research. The 2015 grant recipients are required to join the CoP so we will have more members from that effort too.

Sandra asked leaders to keep in mind the importance of recruitment and to remind group members to help with recruitment (colleagues, friends, conferences etc.).

Content Group Leaders and/or Co-Leaders’ Report

- **Adam Brumberg—Business of School Food:** The last meeting took place on January 9th. 4 content items from this group have been uploaded since the last leadership meeting (November 3rd) and another article is ready to be uploaded and two are in review. The group has a core of about 6-8 people that are active and develop content. This group generated several (5) webinar ideas as well. This group also still needs a co-leader and Adam is working on recruiting one from within the group’s membership.

- **Katie Green—Additional School Food Initiatives:** The last meeting took place on January 13th. Two content items from this group were uploaded in December and none in January but they have two commitments for February and two for March. This group developed 2 webinars in the past two months. The group also has a list of content ideas that have not been committed to by an individual yet. Upon a request from a member in the last group meeting, Katie is going to review the existing content from this group to identify any gaps in content and create some focused topic areas for the group members to pursue.

- **Alisha Gaines—Develop Healthy Eating Dialogues:** About 14 articles were posted in the last half of 2014—it’s a small but productive group. In December one article authored by Mary Lee Bourbeau was uploaded. She also authored a second article that is currently in review. The group has two articles planned for February and two planned for March. The last group meeting was the 13th and 9 people attended including new member, Christi Demitz and the newly involved members of a Columbia Teachers College research team: Isobel Contento and Pam Koch. The group continues to develop the content ideas list and Alisha is hoping to generate more excitement around developing the ideas into content in 2015. Alisha is also conducting a webinar this June: Hunger Free Students: Opportunities for Schools Beyond the Cafeteria.

- **Marietta Orlowski—Encourage Kids to Eat Healthy Foods:** Marietta has taken over leadership of this group starting January 2015 and has been a member of the CoP since almost the beginning. The last group meeting was on January 12th and participation was poor so Marietta sent a follow up email asking members if the timing of the meeting was still ok and any ideas that they have for effective communication within the group. She is waiting for feedback and will send a follow up message. Since the last leadership meeting (November 3rd) 4 articles from this group have been uploaded and two more are ready for upload, one is in review, and four are being written for the next couple of months.
Update on Items from Last Meeting

- **2015 Webinar Calendar**

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Topic/Title</th>
<th>Date</th>
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<tbody>
<tr>
<td>Erin Sharp</td>
<td>Smarter Lunchrooms Technical Assistance Manual</td>
<td>February 5th at 1pm EST</td>
</tr>
<tr>
<td>Marietta Orlowski</td>
<td>Building a Public Health Partnership to Assist with your School Nutrition Program</td>
<td>February</td>
</tr>
<tr>
<td>Stephanie Joyce</td>
<td>Getting Your Wellness Policy Ahead of the Curve</td>
<td>March</td>
</tr>
<tr>
<td>Kate Hoy</td>
<td>Smarter Lunchrooms Starter Kit</td>
<td>March</td>
</tr>
<tr>
<td>Stephanie Joyce and Jill Turley</td>
<td>Get Smart with the Smart Foods Planner!</td>
<td>April 29th at 1pm EST</td>
</tr>
<tr>
<td>Carol Chong and Christiana Conell</td>
<td>Local Food Procurement in Schools</td>
<td>May</td>
</tr>
<tr>
<td>Alisha Gaines</td>
<td>Hunger Free Students: Opportunities for Schools Beyond the Cafeteria</td>
<td>June</td>
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<tr>
<td>Kate Hoy with Presenters from AND</td>
<td>Professional Standards Resources</td>
<td>July</td>
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<tr>
<td>Carol and TBD</td>
<td>Breakfast and Lunch as Part of the School Day</td>
<td>August</td>
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<tr>
<td>Drew Hanks</td>
<td>School Cafeteria Tray Waste and Potential Solutions</td>
<td>September</td>
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<tr>
<td>Dip Biswas</td>
<td>Ambient Scent Study Review</td>
<td>November</td>
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- We have almost identified one webinar per month but Sandra asked group leaders to continue to encourage group members to identify webinar topics that they would like to present because the CoP has the capability to do more than one webinar per month and to date, webinars have been very well attended and proven to be a great way to get our messages across.

- **Courses for CEU’s** – Each month’s webinars are recorded and Sandra and Katie have been developing courses with three recordings per course and a corresponding comprehension question for each recorded video. The courses are hosted at campus.extension.org. The courses are free and when “students” complete the course they receive a certificate of completion and SNA members can receive one CEU per course as well. We have created 2 courses to date with recordings from the first 6 webinars. The courses are almost ready to be opened to the public. Katie is working with eXtension staff members to put the final touches on the courses and work out glitches. Once the courses are publicly posted, leaders and co-leaders will be notified by email.

- **Social media promotion for 2015**
  - 40$ per month has been set aside for advertising on Facebook and LinkedIn. Sandra and Katie are going to test out the following promotion options to see what works best for the CoP:
    - Facebook ad - cost per click
    - Facebook boosted posts – cost per engagement (click, share, like, comment)
    - LinkedIn ad - cost per click
    - LinkedIn sponsored posts - cost per click
They will explore these options to see what works best for this CoP and will have a report for you at the next meeting.

- Training Videos
  - Katie develops these short videos that are intended to create value to members by introduce members to the many tool and features offered by eXtension to both the public and members. If possible, group leaders can show or mention these videos in group meetings. The training videos created so far can be viewed here: http://create.extension.org/node/99465
  - The next three training videos for CoP group members will be:
    - February: Updating User Settings
    - March: Locating Specific Content from the CoP Homepage
    - April: Locating Topics of Interest and Experts on the CoP Homepage

- Audience Survey Update: in the last meeting we brainstormed about how to increase the response rate for the CoP audience survey. Katie and Sandra implemented the following ideas proposed:
  - Added feature image announcement: http://www.extension.org/healthy_food_choices_in_schools
  - Added a request to webinar evaluations for those entering to also fill out the audience survey.
  - Results: since the changes were implemented, six people have filled out the survey, 3 of whom completed the entire questionnaire. Highlights:
    - All respondents were from different states and reported different involvement in school meal programs
    - The main place they look for information is online
    - The popular content reportedly used is: articles on Encouraging Kids to Eat Healthy Food and on The Business of School Food
    - The fact that only half of the people completed the questionnaire seems to indicate that the survey is too long. Katie and Sandra will look into ways to make it shorter without losing key questions
    - We hope more people will fill out the survey between now and the next leadership meeting and to be able to present a more complete and reliable report then.

- Webinar Email Collection Change – a link for webinar attendees was added to the first CoP slide in CoP webinars so that attendees don’t have to enter their email in the public chat box. The idea was to make email collection more private. This method was used on Tuesday and we only received 3 new email addresses. Katie Greene suggested asking attendees to message the host directly which would keep the collection private but not require attendees to leave the webinar page.
Upcoming Events, Dates, and Activities

- Upcoming Conferences (through the end of April): Last year Katie sent a form to members to collect information about who is attending conferences that may offer opportunities for CoP promotion. The list below shows who will be attending conferences though April:

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPI/Lifestyle- American Heart Association</td>
<td>March 3-6th 2015- Baltimore</td>
<td>Paula Quatromoni</td>
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<tr>
<td>Experimental Biology Meeting</td>
<td>March 28-April 1st 2015- Boston</td>
<td>Keiko Goto</td>
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<tr>
<td>National 4-H Conference</td>
<td>April 6-11th, 2015 DC</td>
<td>Vanessa Spero-Swingle</td>
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- Maureen Hosty (co-leader of the Additional School Food Initiatives content group) suggested asking Extension agents/educators if they are attending any local or state conference or events in which they could promote and recruit new members. Katie will send an email to each Extension member with this request and coordinate sending materials to members willing to help with these efforts.

- Every six months Sandra and Katie will be following up with webinar attendees that shared their emails in the evaluation to collect information about impact and usefulness of the webinar that they attended and topics that they would like to see covered in future webinars. They will be contacted at least 6 months after the date they attended the webinar so that there has been time for them to implement what they learned and for us to measure webinars’ impact.

The next Quarterly Leadership Meeting will be held in April, 2015