Meeting Purpose & Agenda
Sandra: As usual the meeting purpose is to update you on the latest happenings with the CoP website, hear group Leader and Co-Leader reports, follow up on the administrative activities that Katie and Sandra have been doing and let you know what’s coming up.

CoP Report/Update
Katie:

- Google Analytics Highlights: August to November 2015

  **Page Views, Visitors & Behavior**

  **Average Monthly Page Views: 5889**

<table>
<thead>
<tr>
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<th>CoP</th>
<th>eXtension.org</th>
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<tbody>
<tr>
<td>Percentage of Return Visitors</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>2:57</td>
<td>2:58</td>
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<tr>
<td>Bounce Rate</td>
<td>84%</td>
<td>85%</td>
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</tbody>
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**Acquisition**

**Total Page Views: 17,519**

- 64% Organic Search: 11,244- (Google, Bing, Yahoo)
- 19% Direct Links: 3,385 (bookmarked pages, saved links, or unknown source)
- 12% Referral: 2,159
  - Smarter Lunchrooms Website (707)
  - Professional Standards for School Nutrition Professionals (usda.gov) (295)
  - Johnnys.seeds.com (238)
  - University of Minnesota Extension (211)
- 4% Social: 731
  - Facebook Ad (375)
  - Facebook (293)
  - Twitter (35)
  - Pinterest (21)

**Top Performing Articles (Views)**

**4741 3 Ways Nutrition Influences Student Learning Potential and School Performance**
A couple of things to note:

- Very positive comment for Carol and Annette’s webinar: “Both presenters were by far the most prepared of those I have listened to so far. They made an efficient use of time, and worked well together”
- Also, the low attendance for Sondra and Janie’s webinar was due to it being held on Veteran’s Day. However, 56 people have watched the recording so far.

Recruitment
- One new member has joined the CoP since the last leadership meeting in August. He expressed interest via people.eXtension.org and joined the Business of School Foods
Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report:
  - **Adam Brumberg—Business of School Food**
    Meeting attendance has increased which Adam attributes to increased participation of Food Service professionals who add real world issues to the discussion. This group has also been having success with the method of having students (Food and Brand Lab Research Assistants) draft articles for a member to then take and add their expertise to. They have developed 2 articles in using this method that are still in the works. One new article has been uploaded in the past 3 months. This group was able to take several ideas from the Audience Survey results and has begun working on a new content series that will focus on “myth busting” several common misconceptions about school meals. Members of this group have conducted 2 webinars since the last leadership meeting.

  - **Katie Green—Additional School Food Initiatives**
    Meeting participation has varied. This group as met the 2 articles per month quota with 6 articles uploaded in the past 3 months plus one webinar. This group has also utilized the opportunity of having Research Assistants draft new articles for members to co-author and has had success with this method in two instances. One article is published and the other is in the works.

  - **Alisha Gaines—Develop Healthy Eating Dialogues**
    This group has about 4 members on each call. Member introductions and updates at the start of each meeting have helped familiarize members with each other and provide a platform with some networking. Alisha notes that this group has had a core few members who were very active and that core has shifted over time but there are still about 4 or so members who are usually on the calls and write content. This group has had some delays in content reviews but has 6 articles currently in review. Alisha has also utilized student workers in her department (Nutrition Sciences) to help draft articles that a member then re-works and co-authors.

  - **Marietta Orlowski and Beth Shephard—Encourage Kids to Eat Healthy Foods**
    Meeting participation in this group has been good. Marietta notes that about 8 members are active and typically come to meetings and develop content. The approach of developing content around a topic has been a success, there are 3 series developed (Moving Vegetables off of the Sidelines, Food Safety, Healthy Celebrations) and a new one identified for this winter (Staff Wellness Promotion). Beth has also been working to encourage collaboration between members to co-write articles as a response to members feeling a bit stuck finishing articles. Pairing two members together allows for whoever drafted the article to work through any of the issues or obstacles with another member. This method, Beth hopes, will also make members feel more like a team. Members of this group have also conducted one webinar since the last leadership meeting.

Topics from Admin Meetings

- 2016 Webinar Schedule
Sandra: As 2015 comes to a close, it’s time to begin planning the 2016 monthly webinar schedule. Sandra asks leaders to remind members that webinars are an option for contribution and encourage them to commit to one in 2016 during the December group meetings. Upcoming webinars are:

- December 9th at 2pm EST: Sight & Mind: Promoting Healthy Foods in School Cafeterias by David Just, PhD, Cornell University
- January 27th at 2pm EST: Introducing the Smarter Lunchrooms Complete Training Program by Erin Sharp, Cornell BEN Center
- April CATCH webinar by Carol Caldara (non member) that Katie Baildon met at the 2015 NEAFCS Conference in West Virginia.

Marietta: The feature series project is an initiative started by Marietta in which her group members brainstorm and develop content around a specific topic and create a series of complementary content. The idea came about during a group meeting as a way to organize the group’s brainstorming and create synergy between content. Series also lend themselves to being easily promoted as a packaged set of content. One way to get multiple pieces around one topic is to write for different audiences; for example, one article for teachers and one for food service directors on the same topic. Here is the series page for the first series this group created: http://articles.extension.org/pages/73262/focus-series:-moving-veggies-off-of-the-sidelines

Marietta believes that this method is successful especially because it gives a way for members to funnel their ideas-- for example, if the topic is vegetables, members think of what work they have done related to vegetables in schools and write about that work.

- Updating older articles
Sandra: This topic was discussed in each group’s pre-meeting. The idea is for each group to review the full list of content that they have developed and identify articles that need to be updated and then identify members to update them. Sandra asks that leaders please contact the original authors of articles to give them the first opportunity to update. In particular, if the author is no longer very active, it’s suggested that leaders invite them to refresh their article and ask them to rejoin the group. Katie Baildon has provided each leader and co-leader with a link to all articles in their group. Sandra suggests getting started with this project ASAP so that it is underway by the next leadership meeting in February 2016. If you need support from Katie and Sandra on this project, they are happy to help.

**Update on Items from Last Meeting**

- Criteria for Issuing Certificates of Participation
Sandra: One of the things that Sandra and Katie agreed to do is create and distribute Certificates of Recognition for members who are particularly active in group activities. The criteria that was decided upon to determine who gets the certificates is members who have contributed 2 pieces of content (webinars or articles) and/or have attended 3 group meetings in the last 6 months. These certificates will be issued every 6 months.

- First Member Newsletter
Sandra: Sandra and Katie have put together the new membership newsletter as discussed in the previous leadership meeting. The email newsletter will go out quarterly following each leadership meeting. The letter includes: A message from Sandra-the director, the top 4 most viewed articles for the last quarter, highlights from the most recent leadership meeting, a list of Certificate of Recognition
recipients, a list a new members with links to their people.extension.org bios, a list with links to the last 3 webinars’ recordings, and a list of forthcoming scheduled webinars. The first members’ newsletter went out on Tuesday November 17th.

- Video Guidelines
  Katie Baildon: The guidelines and forms necessary for members to create CoP educational videos have been finalized.

The purpose of creating educational videos for the CoP is to creatively and effectively deliver information and educational resources in a visual format to one or more of the CoP target audiences (school food service directors and staff, school administrators, teachers, health professionals, wellness committees, parents, or students) as a way to empower viewers to promote healthy food choices in schools.

3 Easy Steps to Develop and Submit a Video:

1. Draft and submit a script for peer review along with your Video Proposal form.
2. Incorporate peer review feedback and submit your final script, a signed Pricing Agreement form and Video Release form for approval by CoP Leadership Team.
3. Film, edit and submit final video as an MP4 file to be uploaded to YouTube and embedded in the CoP webpage.

The CoP can provide financial reimbursement (up to $500) but not technical support. Please see the Pricing Agreement form for details about financial support. It is expected that with the money provided you hire someone with the technical skills to film and edit high quality video.

Sandra and Katie asked that leaders share this opportunity with their group in their January meeting. They also ask that leaders review the Guidelines and forms and let them know if any questions arise so that we can make any necessary changes or clarify any elements. All documents can be found here: http://create.extension.org/node/101549

- Audience Survey
  Sandra: The summary of the audience survey was shared in each content group’s pre-meeting so this meeting didn’t go into detail about the findings, however, Sandra pointed out that the topic ideas that survey takers provided were very helpful in terms of identifying new topics for content development. A reminder will go out every 6 months to the roughly 2,200 people on the CoP mailing list (that includes the 105 members of the CoP) so hopefully the feedback from new survey participants will help us with more content topics in the future. You can see the full Audience Survey summary here: http://create.extension.org/sites/default/files/Audience%20Survey%20results.pdf

Katie also requested that each leader and co-leader take time to review the questions that are currently used in the audience survey to see if they have any additions or suggestions for making the survey better. You can see all of the questions here: http://create.extension.org/sites/default/files/Audience%20Survey%20Questions.pdf

- Report on Promotion at Conferences and Events
  Katie Baildon: Katie attended NEAFCS conference in West Virginia November 3rd to 5th. She has about 50 emails to follow up with. In attendance there were about 600 people (some of whom were guests). She estimates that about 80 people stopped at the booth and were all familiar with eXtension and many were familiar with this CoP!
Beth Shephard: Beth and her colleagues Whitney Fung and Vanessa Spero-Swingle (both also CoP members) attended Extension State Conference in Florida and set up a poster presentation so that attendees could see how membership in this CoP helps with professionalism and networking— that was up all week. They also gave a mini seminar (15-20 minute) to promote the CoP and the different opportunities that eXtension has to offer.

Katie will send an email to CoP members to collect info on who is attending conferences this year in January so that we can continue promoting the CoP at relevant conferences.

**Upcoming Events, Dates, and Activities**

- **Mid December:** By this time, Katie hopes to have webinars identified for at least the first 6 months of 2016.
- **Mid-February:** By this time, Sandra and Katie request that each group have at least a list of content that needs updating and ideally have started updating some articles.
- **Mid-February:** Next Leadership Meeting