Meeting Purpose & Agenda

As usual the purpose of this meeting is to share and discuss progress in each of the 4 content groups as well as new initiatives to further the mission and vision of the CoP.

CoP director, Sandra Cuellar, introduced and welcomed Amanda Mercer, new leader of Additional School Food Initiatives Content Group and Kathy Burrill, new co-leader of the Business of School Food content group. Amanda is Program Specialist in the Colorado Department of Education Office of School Nutrition. Kathy is the Director of Food Service at Chisago Lakes Area Schools.

CoP Report/Update

- Google Analytics Highlights

Page Views, Visitors & Behavior
February to May 2016
Average Monthly Page Views: 8143
(5763 last quarter)

<table>
<thead>
<tr>
<th></th>
<th>CoP</th>
<th>CoP Last quarter</th>
<th>eXtension.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Return Visitors</td>
<td>15%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:08</td>
<td>2:54</td>
<td>3:11</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>85%</td>
<td>84%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Acquisition
February to May 2016

Total Page Views: 22870 (last quarter 16,489)

72% Organic Search: 16476- (Google, Bing, Yahoo)
17% Direct Links: 3869 (bookmarked pages, saved links, or unknown source)
7% Referral: 1685
  - USDA Professional Standards – 606
  - Smarter Lunchrooms – 295
  - Food and Brand Lab – 264
  - University of Minnesota Extension – 128
4% Social: 840
  - Facebook 93%
### Top Viewed Articles

February to May 2016

- **6,933 Views** - *3 Ways Nutrition Influences Student Learning Potential and School Performance*
  David Just, Cornell University
- **1,917 Views** - *10 Facts About School Lunch*
  Amanda Root, Cornell Cooperative Extension
- **1,378 Views** - *Is It Really More Expensive to Eat Healthier?*
  Beth Shephard and Vanessa Spero-Swingle, University of Florida Extension
- **720 Views** - *How Peer and Parental Influences Affect Meal Choices*
  Tisa Hill, Cornell University

### Top Viewed NEW Articles

Published between February to May 2016

- **129 Views** - *Feature Series: School Breakfast Programs and Successes*  
  Collaboration
- **105 Views** – *A Guide to Gardening in the Classroom*
  Maureen Hosty, Oregon State University and Rachel Watkin, Cornell University
- **104 Views** - *Leading by Example - How School Employees Can Create a Culture of Wellness*
  Nick Drzal, Michigan DOE and Heather Hodson, Cornell University
- **99 Views** - *Backpack Programs Impact More than Student’s Hunger*
  Katie Baildon and Rachel Watkin, Cornell University

### Webinar Evaluations:

**Webinar Evaluations**

February to May 2016

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Presenter(s)</th>
<th>Date</th>
<th>Attendees</th>
<th>Views*</th>
<th>Evaluators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Right Partner, Right Place, Right Time: Exploring New Avenues to Create Partnerships</strong></td>
<td>Beth Shephard &amp; Vanessa Spero-Swingle, U of FL</td>
<td>Wed. 2/17/16 2 ET</td>
<td>47</td>
<td>79</td>
<td>9</td>
</tr>
<tr>
<td><strong>Text2BHealthy: Engaging Parents in School Nutrition through the Use of Text Messaging</strong></td>
<td>Laryessa Worthington &amp; Nicole Finkbeiner, U of MD</td>
<td>Tue. 3/22/16 1 ET</td>
<td>77</td>
<td>85</td>
<td>13</td>
</tr>
<tr>
<td><strong>CATCH – Linking Nutrition Education from Classroom to Lunchroom and Promoting Healthy Habits</strong></td>
<td>Carol Caldara, CATCH</td>
<td>Wed. 4/13/16 3 ET</td>
<td>42</td>
<td>47</td>
<td>15</td>
</tr>
<tr>
<td><strong>The Name Game: How to Use Appealing Naming to Promote Healthy Food Selection in School Meal Programs</strong></td>
<td>David Just, Cornell University</td>
<td>Mon. 5/9/16 2 ET</td>
<td>50</td>
<td>NA</td>
<td>17</td>
</tr>
</tbody>
</table>

*number of webinar recording views to date

**General Feedback:**

- People are learning about the webinars in 3 ways: announcement emails, word of mouth, and by seeing the announcement on eXtension.org
- 96% say they will attend another webinar or recommend this webinar to others

**New Members**

This quarter 5 new members joined the CoP. One requested membership after learning about the Text2BHealthy Webinar and the other 4 joined after Katie presented about the CoP at the annual Smarter Lunchrooms Symposium on May 6, 2016.
Develop Healthy Eating Dialogues
- Shannon FitzGerald, Founder of FitTEXT LLC, Dietician at Avon Lake City Schools and St. Johns Hospital
- Shirley Vouris, RD, LDN, Health Education Coordinator, Chicago Partnership for Health Promotion, Office of Community Engagement & Neighborhood Health Partnerships, University of Illinois Hospital & Science Systems

Encourage Kids to Eat Healthy Foods
- Heather Henderson, South District Food Systems Coordinator, Farm to School & Farm to Community, Family Nutrition Program University of Florida, IFAS

Additional School Food Initiatives
- Kelly Korman, MA, Northeast District Food Systems Specialist, Farm to School & Farm to Community, Family, Youth & Community Science, University of Florida, IFAS
- Stephanie Weaver, Child Nutrition Program Supervisor, Monroe City Schools, LA

Content Group Leaders and/or Co-Leaders’ Report - Leaders

- Individual Group Progress Report:
  - Adam Brumberg & Kathy Burrill—Business of School Food
    Adam extended a big thank you to Kathy for stepping in as co-leader. Her leadership has been helpful especially when Adam is traveling and can’t lead the meetings. This group has had a slow quarter with one new article posted but they have several items in the pipeline including 3 webinars and 3 articles in review. Kathy and Adam are doing a webinar in June that will debunk some common misconceptions about school meal programs for people who work with meal programs (researchers, program leaders, etc.) but aren’t familiar with the specifics of operations. This group has a small group of 5 or 6 people who are responsible for most of the content development. This group is working on re-recruiting existing members and will focus on recruiting new members in the upcoming months.
  - Amanda Mercer—Additional School Food Initiatives
    Amanda transitioned into her role as leader in the past quarter and the co-leader (Maureen Hosty) has stepped down as a result of a job shift. The group has developed 2 articles since the last leadership meeting but has many in line for publication in the next few months. This group also has 2 new members that are interested in contributing content. As a result of the re-recruitment project this group lost many members but now has a better idea of those members that do contribute regularly. Amanda will also be reaching out to some colleagues in CO that may be good fits for the group. This group is still working on recruiting a co-leader.
  - Alisha Gaines—Develop Healthy Eating Dialogues
    This group also lost its co-leader and is working on recruiting a new one. The group has lost some content development momentum but after the re-recruitment project some old members that haven’t participated in a while attended the May group meeting. This group posted one article this quarter and has 2 in review and another 2 ready to be posted as well as many ideas for future articles. Alisha hopes to boost member engagement and productivity in the next few months. This group also gained 2 new members who seem enthusiastic about participation and will hopefully contribute and find value in participation.
  - Beth Shephard & Joi Vogin—Encourage Kids to Eat Healthy Foods
    This group has had seven content items posted in the last quarter, surpassing the goal of 2 per month. They also have several items identified for the upcoming months. They plan to shift focus in the next couple of meetings to content for “back to school” to try and have some polished useful resources ready for August/September. They also completed the re-recruitment project and lost many members but still have a solid group who are involved in different levels of participation (writing, presenting, editing, etc.). This group has one new member and actively seeks to identify and recruit new members. This group has also been working on the very first CoP video and is looking forward to sharing the final product.
  - Katie also noted that the article update project that was started about 6 months ago is almost complete. There are just 30 remaining articles that still need to be reviewed and potentially updated. She thanks all of the leadership for their work on this project. Also, a list has been made of articles that may need updating again if the HHFKA is reauthorized with significant changes.
Additional Efforts

• Re-Recruiting

Re-recruitment efforts led to removing many members from each group and in a few cases reignited interest in participation from some older members. Overall, about 20 members are no longer part of the CoP as a result of the re-recruitment project. This highlights the need to recruit again especially since membership in the CoP has a high turnover. In the beginning of the CoP members were encouraged to recruit their colleagues and contacts who are in the field to join. This type of in-person recruitment has proven to result in longer lasting members. Sandra proposes that each member of the leadership team consider who they can recruit and also encourage group members to help with in-person recruitment. Once someone has indicated that they are interested or want to learn more, they can be put in contact with Katie Baildon so that she can help introduce them to the CoP operations and help them select a group to join.

Adam has had success recruiting at conferences when he mentions the CoP during presentations and suggests that this method could also be used for recruitment.

Katie is researching ways to reach out to Extension professionals, teacher and parent organizations and will invite a new wave of people new to eXtension. The recent Smarter Lunchrooms Symposium may bring in some additional new members. 14 people indicated interest in membership and of those, 4 have already joined.

Beth suggested adding a recruitment slide to webinars so that those who attend can see that they have an opportunity to get involved.

Kathy is also going to contact the editor of the SNA monthly magazine to see if they would be interested in writing/publishing a piece on the CoP and what opportunities for involvement it has. SNA has 55,000 members who receive the magazine each month.

Amanda asked for recruitment materials for conferences and Katie will follow up to get her the materials available for promotion. Katie will have them printed and mailed to Amanda.

Any additional ideas for recruitment are welcome anytime.

• Meeting Participation

One pre-meeting idea for increasing participation was to send a Doodle poll every month instead of having a set monthly meeting time. Katie would facilitate this if it’s something that groups want to try. Sandra proposed this idea and asked for leaders to consider being more flexible in their meeting times to increase participation. The meetings could be kept to the second week of the month so that the meetings aren’t all over the place.

Amanda, had some reservations about this strategy because it would become difficult to find a time if it’s not scheduled in advance.

Adam mentioned that he was interested in this method due to his frequently shifting schedule.

Beth said she was hesitant to schedule month to month but thinks it’s important to readdress the meeting time every 6 months or every quarter to see if the time still works best or if it needs to be reset.

Alisha echoed Beth’s idea but pointed out that if the low rate of response to the calendar invites that Katie sends is any indication of how many people will fill out the poll, it might not be very easy to get people to fill it out.

Sandra reiterated that this idea is meant to address the low partition in group meetings and said that based on this discussion perhaps leaders should readdress the monthly meeting time every 6 months and see if it needs to be rescheduled to accommodate more members while still giving priority to the schedules of the leader and co-leader. She asks that groups who haven’t addressed the meeting time recently do so with the help of Katie. If leaders wish to implement this, please coordinate it with Katie.
**Basecamp – Project Management Tool**

eXtension has subscribed to an online project management platform called Basecamp 3 and as discussed in each pre-meeting, every group has agreed to try out this new feature to see if it helps with organization of each content group. To see Katie introduction of Basecamp on the screen, go to 52:40 in the recording link in the beginning of this document.

Here is a basic overview:

- To log into basecamp, Katie sent an invitation to each of you with a link or you can go directly to [3.basecamp.com/sign_in](http://3.basecamp.com/sign_in) and enter your email address.
- Once you are logged in, you will see a “basecamp” corresponding to the content group that you lead.
- This basecamp contains a to-do list, a calendar of events, and a folder of documents and files.
- The to-dos are a list of tasks assigned to specific people. Automatic email reminders are sent but settings can be updated if you prefer to log in to see tasks instead of receiving emails.
- The calendar shows meeting dates and dates that specific tasks in the to-do list are due. You will also get email reminder about upcoming meetings and due dates. To change email notifications, click on your initials in the top right hand corner of the screen and select “change notification settings.”
- The docs & files folder contains all CoP guidelines, the group content spreadsheet, the group contact list, group and leadership meeting minutes and other help docs. Basecamp integrates with Google Docs so the spreadsheets are linked from there. This is a one stop location for all CoP documents that you may need.
- All of these features can be edited by anyone who is part of the basecamp. If anyone has any trouble with access or navigation, please contact Katie.
- There is a mobile version available called Basecamp 3: [https://basecamp.com/help/3/guides/apps](https://basecamp.com/help/3/guides/apps)

In a pre-meeting, it was mentioned that this feature might be helpful not just to leadership but also to everyone in the group. Katie asked for input on this idea. The general consensus was that if and when the leadership team becomes comfortable with the platform, the rest of the group can be added.

**Recognition Certificates**

It has been 6 month since the last time we issued certificates of recognition. The list below includes who is receiving a certificate this quarter. Those with asterisks next to their name are receiving their second certificate. These members will be recognized in the next member’s newsletter to be sent after this call. Also, because leaders will always qualify for the certificate, we’ve decided to not send them to leaders every 6 months and to instead explore a better way to recognize much valued leadership.

**Certificate of Participation Recipients**

Criteria: Participating in at least 3 meetings and/or 2 content contributions in 6 month period

<table>
<thead>
<tr>
<th>Encourage Kids to Eat Healthy Food</th>
<th>Develop Healthy Eating Dialogues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Drzal*</td>
<td>Shawna Hite</td>
</tr>
<tr>
<td>Vanessa Spero-Swingle*</td>
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<tr>
<td>Lori Nelson</td>
<td></td>
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<tr>
<td>Marietta Orlowski*</td>
<td></td>
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<tr>
<td><strong>Business of School Food</strong></td>
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<tr>
<td>Beth Owens*</td>
<td><strong>Additional School Food Initiatives</strong></td>
</tr>
<tr>
<td>Annette Marchbanks</td>
<td>Mary Ann McFarland*</td>
</tr>
<tr>
<td>Kerri Link</td>
<td>Jacquelyn Gibson*</td>
</tr>
<tr>
<td>Drew Hanks*</td>
<td>Katie Green*</td>
</tr>
<tr>
<td></td>
<td>Erin Sharp</td>
</tr>
<tr>
<td></td>
<td>* Members who received a certificate 6 months ago when we first sent them</td>
</tr>
</tbody>
</table>
**New Series Pages**

As was discussed in the last leadership meeting, Katie has been working on creating content series pages to highlight some of the topics on which there are multiple articles and webinars. She identified 5 new series pages so far and will develop an additional 3 in the forthcoming months. She would like leader’s help determining what time of year these series should be highlighted. Email blasts will be sent to the CoP mailing list to feature these content series at relevant times of the year. She will send each leader & co-leader a form to fill out in order to gather input on appropriate times of the year to feature these series pages. The series pages creates so far are:

- See all including the series pages created by the Encourage Kids to Eat Healthy Foods content group here: [http://articles.extension.org/category/healthy_food_choices_in_schools_feature_series](http://articles.extension.org/category/healthy_food_choices_in_schools_feature_series)
  - Forthcoming series pages: Smarter Lunchrooms, Professional Development, Snacking

**CoP Courses Reapproved by SNA**

- The 2 CoP courses have been reapproved by SNA and now align with Professional Standards guidelines. Small changes were made to the courses and they are now available again. 4 additional courses are in the works. To see the existing courses visit: [http://articles.extension.org/pages/72718/free-online-courses-by-healthy-food-choices-in-schools-experts#.VQsx5Y7F._0](http://articles.extension.org/pages/72718/free-online-courses-by-healthy-food-choices-in-schools-experts#.VQsx5Y7F._0)

**Upcoming Events, Dates, and Activities – Katie**

- **Updated Procedure for Conducting a Webinar:**
eXtension is no longer supporting the Adobe Connect service though the University of Iowa that we have been using for monthly webinars. Cornell University has a free event center subscription with WebEx that will be used for webinars beginning in June, 2016. Katie has updated the Webinar procedure document which can be found in the Docs & Files folder in Basecamp. Changes are very minor.

- **Next Members’ Newsletter:**
The next CoP member’s newsletter will be sent after this meeting. The ideas discussed in the last leadership meeting were incorporated into the newsletter template and continue to be part of the design going forward. New ideas of ways to enhance the newsletter are always welcome and can be directed to Katie Baildon. The updates included are:
  - Links to all new articles – Joi
  - Statement of group goals & projects – Alisha
  - Ways to participate – Beth

The last issue of the newsletter that was sent in February was sent to 108 people 25% opened it.
• Updated Webinar Calendar:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Presenter</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/13/16 @2</td>
<td>Top 10 Things You Don’t know About School Lunch</td>
<td>Adam Brumberg &amp; Kathy Burrill</td>
<td>Business</td>
</tr>
<tr>
<td>7/6/16 @2</td>
<td>Introducing the Smarter Lunchrooms No Time to Train Professional Standards Supplement</td>
<td>Erin Sharp</td>
<td>Additional</td>
</tr>
<tr>
<td>July TBD</td>
<td>Team Nutrition applications in South Carolina</td>
<td>Kate Hoy</td>
<td>Additional</td>
</tr>
<tr>
<td>8/31/16 @2</td>
<td>The Smarter Lunchrooms Site Visit Protocol Using the Self-Assessment Scorecard</td>
<td>Erin Sharp</td>
<td>Additional</td>
</tr>
<tr>
<td>August TBD</td>
<td>Review of Cafeteria Related Research Findings</td>
<td>Dip Biswas</td>
<td>Business</td>
</tr>
<tr>
<td>Sept or Oct TBD</td>
<td>Research findings about when to refresh cafeteria interventions</td>
<td>Drew Hanks</td>
<td>Business</td>
</tr>
<tr>
<td>Sept or Oct TBD</td>
<td>Team Nutrition Statewide Taste Testing results &amp; successes</td>
<td>Marietta Orlowski</td>
<td>Encourage</td>
</tr>
</tbody>
</table>

• Upcoming Promotional Activities:

The following is a list of events at which members have agreed to promote the CoP by distributing promotional materials. Katie will print and mail the required materials to each member prior to the conference.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 12-14</td>
<td>FSNA Daytona</td>
<td>Daytona, FL</td>
</tr>
<tr>
<td>June 22-23</td>
<td>2016 Summer Academy for District Health and Physical Education Leaders</td>
<td>Gainesville, FL</td>
</tr>
<tr>
<td>June 2-4</td>
<td>8th National Farm to Cafeteria Conference</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>June 12-14</td>
<td>FL Horticulture Annual Meeting</td>
<td>Stuart, FL</td>
</tr>
<tr>
<td>July 10-13</td>
<td>Annual National Conference of School Nutrition Association</td>
<td>San Antonio, TX</td>
</tr>
<tr>
<td>July 16-19</td>
<td>Leadership Convention FL PTA</td>
<td>Palm Harbor, FL</td>
</tr>
<tr>
<td>July 24-27</td>
<td>Florida FANS (Dietetic Association)-State Dietetic Association</td>
<td>Tampa, FL</td>
</tr>
<tr>
<td>July 30-Aug 2</td>
<td>SNEB Annual Meeting</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>August 2-4</td>
<td>FCS Professional Development Conference</td>
<td>Chattanooga, TN</td>
</tr>
<tr>
<td>Sept 12-16</td>
<td>NEAFCS Conference</td>
<td>Big Sky, MT</td>
</tr>
<tr>
<td>October 9-13</td>
<td>National 4-H Conference</td>
<td>New Orleans, MT</td>
</tr>
<tr>
<td>Oct 7-8</td>
<td>Fall FSNA Conference</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Oct 15-18</td>
<td>FNCE 2016 Food and Nutrition Conference Expo</td>
<td>Boston, MA</td>
</tr>
<tr>
<td>Oct 29-Nov 2</td>
<td>American Public Health Association Meeting</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>Nov 3-5</td>
<td>Society of Health &amp; Physical Educators</td>
<td>Kissimmee, FL</td>
</tr>
</tbody>
</table>

• Next Leadership Meeting: Early-August