19th CoP Leadership Meeting
September 21st, 2016 at 9am EST

Meeting Purpose & Agenda – Sandra
This meeting is to have the chance to share a more general view of what’s going on with the CoP though analytics and reporting, for group leaders to share experiences and concerns and for Katie and Sandra to share additional and upcoming CoP efforts.

CoP Report/Update
- Google Analytics Highlights – Katie
  - The following information was collected over a 4 month period (May to September) instead of the usual 3 months because this meeting was delayed from August.

Page Views, Visitors & Behavior
May to September 2016

Average Monthly Page Views: 6616  (8143 last quarter)

<table>
<thead>
<tr>
<th></th>
<th>CoP</th>
<th>CoP Last report</th>
<th>eXtension.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Return Visitors</td>
<td>15%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:06</td>
<td>3:08</td>
<td>:57</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>84%</td>
<td>85%</td>
<td>87%</td>
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</table>

Acquisition
May to September 2016

Total Page Views: 26,463

63% Organic Search: 16,627- (Google, Bing, Yahoo)

19% Direct Links: 5,138 (bookmarked pages, saved links, or unknown source)

11% Referral: 2,909
- Smarter Lunchrooms- 1127
- Dairy Council of CA- 447
- USDA Professional Standards – 138
- University of New Hampshire Cooperative Extension – 97

3% Social: 832
- Facebook 73%
- Twitter 23%
Direct links and referrals have increased this period and the twitter click-through rate has also increased.

Adam was interested in learning about how many visitors arrived from the USDA Professional Standards site referrals over time. Below are more details about that method of acquisition:

This graph shows referrals from professionalstandards.nal.usda.gov over a one year period Sept 2015-Sept 2016:

There are 7 pages that viewers are being referred to, each one is a webinar recording:

1. Simple Tricks to Reduce Waste and Increase Veggie & Fruit Consumption in the Lunchroom – David Just
2. Stuck on Fruits and Veggies: Putting Classroom Nutrition Lessons Into Practice – Ginny Hinton
3. Maximizing Marketing Potential for School Meal Programs – Carol Chong & Adam Brumberg
4. How to Measure School Lunchroom Success! – Kate Hoy
5. Using the Power of Persuasion to Influence Student Food Choices – Zena Edwards
6. Exploring the Movement to Healthy School Meals Through Farm to School – Matt Benson
7. Introducing the New Smarter Lunchrooms Scorecard for Assessing Lunchroom Successes – Kate Hoy

Based on Adam’s question and these discoveries, Katie will attempt to contact whomever is responsible for the USDA page and encourage them to include the newest webinars and the Professional Development Courses.
This list reflects only pages published since May 1st, 2016. Importantly, webinars are our top viewed content item. Group leaders can emphasize this high visibility of webinars and recordings to leverage member interest in presenting webinars in the future.

- Webinar Evaluations
New Members –
Nine new members have joined the CoP between May and September 2016. 2 of the new members were recruited after the May SLM Symposium, 3 requested membership through eXtension.org, 2 are the result of a University of Maryland AFRI Partnership* and 2 were recruited by existing CoP Members.

Encourage Kids to Eat Healthy Foods

- **Lei Shen**, Graduate Student, Chatham University
- **Candice Sainz**, Community Nutrition Advisor, Technical Advising Professional, Dairy Council of California
- **Jon Padia**, RD, Program Specialist, Office of School Nutrition, Colorado Department of Education

Develop Healthy Eating Dialogues

- **Joan Giampaoli**, Associate Professor & Dietetic Internship Director, Department of Nutrition and Food Science, California State University, Chico

Additional School Food Initiatives

- **Heidi Milby**, School Program Leader, Action for Healthy Kids
- **Suzanne Stluka**, Food & Families Program Director, EFNEP & SNAP Ed Coordinator, South Dakota State University Extension
- **Rachel Deitch**, AFRI Project Manager, University of Maryland, School of Medicine
- **Shauna Henley**, Family & Consumer Sciences Extension Educator, University of Maryland Extension
- **Nancy Mears**, Extension Agent, University of Delaware, Family and Consumer Sciences

Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report:
Adam Brumberg—Business of School Food
Recruitment is a focus of this group. Adam said that he and Heidi (BEN Center Manager) would reach out to Food Service professionals, and others who are part of SLM trainings to try and get them involved in the CoP. This group has published 5 new articles since the May meeting and 3 are in review. This group also presented one webinar. Adam estimates that 5 of about 15 members regularly participate. Re-recruitment efforts mostly identified members who no longer wish to participate, again, emphasizing the need to recruit. One of this group’s strength is the ability to identify content areas of need for those on the “front lines” due to some of its members’ expertise. This group will also address the meeting time to see if there is a better time to accommodate members who may have a conflict. Adam will also explore whether Heidi will take a more active role now that she is the manager of the BEN Center.

Alisha Gaines—Develop Healthy Eating Dialogues
This group has about 20 members and a handful of new members have been helpful in contributing content and ideas right away. The majority of new content has come from the Columbia Teacher’s College team and Katie partnering on articles. Alisha also has a new student in her office who will continue to help with drafting articles. The group did not shift their meeting time because those members that indicated their availability preferred to keep the time the same.

Sandra inquired about whether Alisha and her colleagues have already published any results based on their work with the AFRI grant which was the reason for the foundation of this CoP. Alisha confirmed that one research paper on process evaluations has been published which she will be discussing in her upcoming CoP webinar in November and added that Tisa Hill has a handful of papers, derived from the AFRI grant, about working with parents, that will hopefully be published in the coming months.

Adam added that one research paper about the AFRI SLM interventions from the BEN center team is close to being accepted and another paper is submitted but not as close to publication.

Beth Shephard—Encourage Kids to Eat Healthy Foods
This group has 3 new members and also identified a few members who no longer wish to be involved in the CoP via the re-recruitment project. This group has switched their meeting time based on members availability and has continued to have very good participation. The group has about 8 people on each call—roughly the same group each time.

A new CA Dairy Council member has contributed several items to the CoP in the past few months which kept it from a summer lull that has happened in previous years. Beth also discussed the success of the new CoP video and wants to explore ways to promote the video to individual schools to keep the views up.

Mary Ann McFarland—Additional School Food Initiatives
This group has 5 new members and has presented 2 new webinars. A couple of articles have been published in the past few months. They also have a long list of content ideas from very productive brainstorming sessions that hopefully members will commit to now that the summer season is over and people may have more time to dedicate to writing.

The group has also switched to a new day and time for meetings and has experienced an increase in meeting attendance as a result, with about 7 people on each call.
Mary Ann also mentioned that she will be attending FNCE conference this October and will look for opportunities to share CoP materials at the conference. Katie will follow up to identify which materials Mary Ann needs.

**Additional Efforts**

- CoP Courses Approved by SNA

There are currently 6 Professional Development courses available here: [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)

The 2 initial CoP Professional Development courses (originally posted in 3/15) were reaccredited by SNA and were renamed and slight changes were made to them to make them align with the USDA Professional Standards requirements. Below are the courses’ title, content and the number of course takers since the beginning of their availability in March 2015.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Webinars</th>
<th>Course Takers</th>
</tr>
</thead>
</table>
| Designing, Funding, and Measuring Healthy Initiatives in School Meal Programs | - News You Can Use: Steps to Generating Statistics for Positive School Meal PR – Drew Hanks  
- Getting Help and Cash: Building Relationships and Finding Funding – Adam Brumberg  
- How to Measure School Lunchroom Success! – Kate Hoy                  | 30             |
| Innovative Strategies to Nudge and Promote Healthy Eating at School  | - Simple Tricks to Reduce Waste and Increase Veggie & Fruit Consumption in the Lunchroom – David Just  
- Using the Power of Persuasion to Influence Student Food Choices – Zena Edwards  
- Involving Middle School Students in Smarter Lunchroom Design – Natalie Tausin & Kai Swan | 10             |

Additionally 4 new courses were recently accredited by SNA and posted on Campus.extension.org. An announcement about these new courses was sent on August 10, 2016 to the CoP mailing list. The following chart shows which webinar recordings make up each course and how many people have taken the course since their publication:
Educational Video Production

Sandra reiterated the success of the educational video (almost 500 views since publication). The next video to be shot this fall will be about student taste testing in Liverpool Schools by Adam Brumberg and Annette Marchbanks (food service director at Liverpool SD, NY).

Sandra also reminded leaders to continue to remind members of the opportunity of creating educational videos.

Educational Video Production

Completed:

Get to Know Your Salad Bar
by Shannon Klisch, UC CalFresh
477 Views!! Top viewed new page of the past 4 months

Forthcoming:
Taste Testing at Liverpool Schools
by Annette Marchbanks & Adam Brumberg

Recruitment Efforts – Sandra

Sandra reminds the leadership team to continue to recruit colleagues and friends and to remind members to do the same. Experience shows that the most active and lasting members are those who were recruited by colleagues. While the CoP got 9 new members since May it also lost 25 so far in the re-recruitment process so there is a gap to fill. Currently the total membership number, including the whole leadership team is 85.
Audience Survey

The audience survey is sent to the CoP mailing list every 6 months with a request for the over 2,500 recipients to participate. The last request was sent on June 6th 2016 and 54 new responses were collected as a result. In this meeting, Katie reported the newest results, shown below. The next survey request email will go out in December, 2016.

This first page shows the cumulative responses from April 2015, when the first request was made, to September 2016.

**Audience Survey Response Highlights**

April 2015 to Sept 2016

148 Responses

<table>
<thead>
<tr>
<th>Which of the following best describes your involvement in school meal programs? (all that apply)</th>
<th>What are your main sources of information about school meal programs and/or healthy food selections? (all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food service director, cafeteria manager or staff member</td>
<td>Website</td>
</tr>
<tr>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>Extension agent/educator</td>
<td>USDA, SNA, SLM, MyPlate</td>
</tr>
<tr>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Other*</td>
<td>Local and/or State Gov’t Agencies</td>
</tr>
<tr>
<td>21%</td>
<td>59%</td>
</tr>
<tr>
<td>Wellness Committee Member</td>
<td>State Dept. of Ed and Health</td>
</tr>
<tr>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Parent</td>
<td>Colleagues</td>
</tr>
<tr>
<td>9%</td>
<td>55%</td>
</tr>
<tr>
<td>Health Care Professional</td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Other include: daily counsel, state agency, government</td>
<td></td>
</tr>
</tbody>
</table>

How did you find out about the Healthy Food Choices In Schools Resource Area?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Colleague</td>
<td>29%</td>
</tr>
<tr>
<td>Other (most don’t remember)</td>
<td>25%</td>
</tr>
<tr>
<td>Conference (SNA ANC, SLM)</td>
<td>19%</td>
</tr>
</tbody>
</table>

* Other sources include: Facebook, Search Engine Results, Browsing education.org, and from a friend.

Which Healthy Food Choices In Schools Resource Area features or products have you used?

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Attended a webinar or watched recording</td>
<td>60%</td>
</tr>
<tr>
<td>Read an article</td>
<td>55%</td>
</tr>
<tr>
<td>Joined the mailing list</td>
<td>51%</td>
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</tbody>
</table>

* Others include: completed the online course, I have not used any resources yet

The second page shows a map of where all of the responses to date have come from.

- Responses came from 35 states (including Alaska which is not pictured)
- California has the highest concentration
- There is also a high frequently of responses from PA but we don’t have members from that state. Adam has SLM contacts there that he offered to try and recruit.
The final section of the audience survey asks “Do you have any recommendations of topics that should be covered?” About 12 new responses were collected but many of them have already been covered extensively by the CoP. Four ideas listed below, were deemed to be appropriate for development by the CoP. The ideas that respondents submit are sometimes difficult to interpret so Sandra and Katie will work on improving this question so that the responses are clearer. The right column in the chart below reflects the proposed focus and next steps for each of the 4 ideas based on the discussion in this leadership meeting:

<table>
<thead>
<tr>
<th>Do you have any recommendations of topics that should be covered?</th>
<th>Proposed focus &amp; next steps:</th>
</tr>
</thead>
</table>
| The economics of Healthy Food Choices in high poverty areas both urban and rural | - Food deserts  
- Difficulty recreating healthy meals at home in low income areas  
Develop Healthy Eating Dialogues group will tackle this topic from a parent perspective using AFRI data of urban and rural areas  
Encourage Kids to Eat Healthy Foods will discuss this topic in group meetings from the perspective of how availability of foods differs based on food group and on geographic area. |
| Including Early Care and Education | - Pre-K and Head Start as influencers on future health and eating habits  
- SLM is beginning integration with CACFP which does work in early child care settings  
Encourage Kids to Eat Healthy Foods and Additional School Food Initiatives will explore this topics in their next group meeting |
|---|---|
| How to balance healthy food choices with negative account balances and alternate meal options | - Unpaid meal regulations  
This topic could be covered by the Business of School Food. Katie will follow up with Adam & his group to identify how to cover this topic. |
| Webinar on added sugar regulations* | - There are no “regulations” for school meals regarding sugar even though 2015 Dietary Guidelines address added sugar.  
- More realistic topic is: how guidelines influence school meals  
Because Amanda Mercer just wrote an article on the 2015 guidelines, Katie will ask Amanda if she would be willing to partner with a regulations expert on a webinar about this topic aimed at Extension & program leaders. |

**Upcoming Events, Dates, and Activities**

- **Next Members’ Newsletter** –

  The next members’ newsletter will be sent out after this meeting. Katie asked attendees if they would like any additions to the next newsletter. No one remaining on the meeting at this point had any additions but because some people had left, it was decided that Katie will send the past newsletter to the whole leadership team and ask them if they have any suggestions for additions for the next issue.

  Sandra suggested adding a short usability survey at the end of the next issue to see if the newsletter is meeting members’ expectations and needs. Beth suggested sending the survey in a future issue rather than in the next one, in case some members are new and have no previous familiarity with the newsletter. A decision was reached to let members know how many issues have been sent so far and leave it up to them if they have enough experience with the newsletter to answer the questions appropriately. Links to each of the past newsletters are below:


  May 2016 [http://eepurl.com/b07Tj1](http://eepurl.com/b07Tj1)

  - **Compiling Contributions for Yearly Reports**

  Katie has offered to help members collect their yearly contributions to the CoP for use in any annual reporting. Katie asked the leadership team when to send out this offer. Beth suggested sending it out
early October and again in November because different organizations/states collect reports at different times. Katie will send out an offer email in early October and a reminder in November. Per a suggestion from Sandra, Katie will ask members to let her know what specific time period they need a report on. Alisha also suggested sending out this offer periodically throughout the year.

- Updated Webinar Calendar

Webinars are scheduled through November but we still need a December webinar. Sandra asks leaders to really encourage group members to consider presenting webinars so we can fill that gap and start with a 2017 calendar.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Presenter</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 22 @ 2</td>
<td>A Walk-through of the Two Most Popular and Easy-to-Implement Smarter Lunchrooms “No Time to Train” Workshops for Lunchroom Staff</td>
<td>Erin Sharp</td>
<td>Additional</td>
</tr>
<tr>
<td>Oct 3 @ 12</td>
<td>Right Sizing: Creating Appealing &amp; Satisfying Portions in School Meals</td>
<td>David Just</td>
<td>Leader</td>
</tr>
<tr>
<td>Oct 27 @ 2</td>
<td>Measuring the Long-Term Impact of Behavioral Interventions in School Cafeterias</td>
<td>Drew Hanks</td>
<td>Business</td>
</tr>
<tr>
<td>Nov 9 @ 2</td>
<td>SLM Process Evaluation Findings</td>
<td>Alisha Gaines</td>
<td>Dialogues</td>
</tr>
<tr>
<td>December</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2017**

| 2017 | Team Nutrition Statewide Taste Testing results & successes | Marietta Orlowksi | Encourage |
| 2017 | Review of Cafeteria Related Research Findings            | Dip Biswas      | Business  |

- Upcoming Promotional Activities

**Upcoming Promotion Opportunities**

<table>
<thead>
<tr>
<th>Oct 7-8</th>
<th>Fall FSNA Conference</th>
<th>Orlando, FL</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 9-13</td>
<td>National 4-H Conference</td>
<td>New Orleans, LA</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 – mid-December

The next leadership meeting will take place on December 14 th or 15 th and the pre-meetings will take place the week of the 28 th of November. A Doodle poll will be sent after this meeting to get the next meeting on everyone’s calendar as soon as possible.

**** After disconnecting, Sandra realized we forgot to discuss Basecamp as a project management platform and whether it should be made available to the whole group. Based on the mostly positive
feedback on the pre-meeting conversations, Basecamp will be opened up to all members. Katie will ask
members to bring up the opportunity in the next group meetings and she will share with members how
to use it and get them set up.