CoP Report/Update

- Google Analytics Highlights: Jan 2014- Present
  - Top ways visitors navigate to our page:
    1. Google search – 12.38%
    2. Create.extension.org—9.75%
    3. Twitter—6.62%
    4. Facebook-- 4.88%
    5. Food and Brand Lab webpage link—4.25%
    6. NY School Nutrition Association webpage link – 2.88%
    7. About.extension.org—2%
    8. Bing search – 1.19%
    9. Extension.umn.edu webpage link -- .88%

- Data.extension.org page views for recent uploads:

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks Published</th>
<th>Total Views</th>
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<tbody>
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<td>How Texture and Mouth-feel Impact Food Preference</td>
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<td>Encourage Kids to Eat Healthy Foods: Content Area</td>
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<td>Develop Healthy Eating Dialogues: Content Area</td>
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<td>Creating Smarter Lunchrooms- Take the Online Course!</td>
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<td>Related Videos, Healthy Food Choices in Schools</td>
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<td>4 Family Meal Rituals for a Healthy BMI</td>
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• Social Media Highlights—
  o Facebook, Twitter & Pinterest continue to grow in followers, Katie continues to work towards increasing engagement
  o There are now 2 videos on the Youtube channel—January & Feb. webinar recordings. These 2 videos have gotten a total of 51 views
• Webinar Evaluations
  o Past webinar recordings can be found in two places. They are stored in learn.extension.org and we have also been creating pages where the recordings are embedded and links to resources are listed on our CoP page under the “webinar” link in the table of contents.
  o Adam Brumberg’s February webinar: Getting Help and Cash: Building Relationships and Finding Funding had 53 attendees. 12 answered evaluation, overwhelmingly positive responses. One interesting result is that 2 of 12 people learned about the webinar through eXtension and the remainder from an email announcement.
  o Drew Hanks’s March webinar: News You Can Use: Steps to Generating Statistics for Positive School Meal PR had 43 attendees. 9 people filled out the evaluation again with positive responses. A few attendees reported learning about it from friends and colleagues indicating that the word is getting out organically too.
• Recruitment
  o One new member: Barbara Tricinella from Oklahoma State U has joined Encouraging Healthy Eating Dialogues content group
  o 3 pending recruits – 2 of which Adam reached out to and one who requested membership via eXtension
  o This is an area that needs improvement—please keep it in mind and help us identify potential new members and also please remind your group members to help us with recruitment efforts.
• Report on eXConf 2014—Sandra and Katie attended the eXtension National Conference in Sacramento March 23rd-27th and attended many 20 minute mini sessions. Notes an key takeaways from the sessions were presented and are listed below:

  Community Management Board Meeting:

  • Data from 2013 report indicates that we are among the top performing CoPs! We are 12th.
  • Key challenges faced by other CoP leaders include:
    o Finding value in writing content (tool vs. task)
    o Justifying time spent on CoP activities
    o Communication and interaction with Cooperative Extension directors
    o Some feel that eXtension model needs to be more inclusive and diversified—difficult for non CE members to see value
  • New designation called “Learning Network“ where multiple CoPs united under common theme can leverage each other’s resources and reach to expand visibility and impact. This is the direction that eXtension is moving for “optimized” CoPs—may not affect us since we joined so recently that our CoP has optimization built in. LNs are to be more flexible, adaptable, responsive and more inclusive.
    o Example- Families and Child Well Being Learning Network: 5 optimized CoPs with overlapping content form one new Learning Network – try to maintain original CoP identity (eXtension
Ask an Expert

- Many sessions on AaE served as reminder that we need to promote this feature better given that so far we don’t have much demand for this feature in our CoP. Examples of what other CoPs are doing include:
  - Adding widgets to members organization pages
  - New logo and promotional materials were developed by one AaE group and are available to all
  - Featuring on Facebook the “question of the week” adds extra attention

What CoPs are using to engage their audiences

- Attractive and fun looking website
- Keep content current (keep updated)
- Interview and feature people who model behavior you want to change (testimonials)
- Create PP games (simulating games such as Jeopardy and Millionaire) templates available online
- Develop animated videos – software available online
- Develop e-learning modules (20-30 mins max) and provide CEUs
- Collaborate with other CoPs on webinars
- Use fun cartoons/logos to create buzz for CoP events
- Offer prizes that match the CoP mission
  - Facebook: ask followers to report healthy behavior changes for prizes
- Feedback: Zena noted the importance in finding clear purpose behind all interactive efforts

11:10—Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report (content, meetings, new developments, group profile)
  - Zena reported on Encouraging Kids to Eat Healthy Foods: Next meeting will be scheduled soon. Monthly meeting time has not been set because participation is relatively low indicating that the time is not working for everyone—doodle will be sent to determine time for next meeting. Expressed difficulty keeping people engaged and difficulty with logistical efforts i.e. scheduling and reviewing and meeting deadlines. Content group profile will be discussed in next group meeting.
  - Tisa reported on Develop Healthy Eating Dialogues: 8 content items are in last stages of review process. Members are struggling to find the time to join calls. Looking forward to new members from Columbia University to join the CoP and the group. Tisa and Liz identified a new set of content topics which has provided momentum. Developing Healthy Eating Dialogues profile is almost complete.
  - Kate reported on Additional School Food Initiatives: Missed March meeting because both Lara and Kate were unavailable. Kate has 2-3 articles that need review. Several members are on the calendar to conduct webinars. Very low participation in meetings. Kate struggles with what is
the point of providing content on CoP site that is already posted somewhere else? Content group profile will be discussed in next group meeting.

- Adam reported on the Business of School Food: 6 articles almost ready for upload and 3 more being developed. Group profile has been developed. This group’s profile is complete and is available here: http://www.extension.org/pages/70400/the-business-of-school-food:-content-group-profile#.Uz73H_idXuQ

11:30—Content Group Restructuring Discussion

- During the administrative meetings with each content group leader and co-leader, challenges to group engagement, participation and logistics were discussed as well as possible solutions to these challenges. Key challenges and possible solutions:

**Challenges**

- Finding time for effective communication between leader & co-leader
- Following up with members (content & meeting reminders & reviews) Keeping group meetings schedule
- Knowing who the audience actually is
- Defining clear group content goals
- Engaging members – showing the value of CoP membership and participation
- Getting members to commit to writing content
- Lack of accountability

**Possible Solutions**

- Move from current structure (Leaders & Co-Leaders) to Content Group Steering Committees (SCs) – to continue leading group (content topics identification, members’ commitments, recruitment, leading group meetings and participating in Admin and Leadership meetings) without conducting any of the follow up activities. SCs members would be expected to make some contributions (content items, webinars, etc.) along the year
- Have Katie be part of each of the Content Group SCs to conduct follow up activities for the group, write meeting minutes and schedule group meetings
- Survey visitors to the CoP webpage to find out who the current audience is (marketing efforts, value to members, content group goal identification)
- Create value for group members by showing how content specific to the content group is performing via google analytics
- Leverage self-promotion through letters of recognition or other ways that members could use to report on their contributions to the CoP
- Give members other options for contributions besides articles and webinars (pre-recorded presentations, still presentations, etc.).
- Create trainings for members to learn about professional development tools in eXtension and the basics of using the website (logging in to CoP, accessing own profiles, accessing contributor data, finding and connecting with other professionals through eXtension, finding content of interest in eXtension, navigating eXtension, navigating create.extension.org help documents, etc.)

**Group Discussion – Key Points**

- There should be someone that takes lead in each groups steering committee
- “Steering Committee” title change may cause confusion
A committee allows for more flexibility in group leadership vs. a leader and co-leader
Katie and Sandra will work more on the committee roles document and will distribute it to everyone when finalized

11:50—CoP Potential Logos

- New sketches for a CoP Logo were created based on comments and suggestions from last meeting:
- Katie will send out this doc. and meeting participants are asked to send their 1st, 2nd and 3rd choice and any comments that would make them better. We look forward to getting feedback on these by Monday April 7th

Looking Forward

- Upcoming Webinars – Please help us promote them via social media and email blasts
  - Adam and Zena volunteered to help review slides for April 15th webinar

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<thead>
<tr>
<th>Chef Patrick’s Pals Nutrition and Culinary Program</th>
<th>Patrick Dandoval District Chef for Pflugerville ISD</th>
<th>April 15th 11EST</th>
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<tbody>
<tr>
<td>IAH Health &amp; Wellness Model School Implementation</td>
<td>Natalie Steed-Institute for America’s Health</td>
<td>April 29th 3 EST</td>
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<tr>
<td>Simple Tricks to Reduce Waste and Increase Veggie &amp; Fruit Consumption</td>
<td>David Just, Cornell University</td>
<td>May 14th 1EST</td>
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- Develop Trainings for Group Meeting (Katie)—For May content group meetings
- Develop Survey to gather audience information (Katie & Sandra)—For June
- Final version of new Leadership Roles Doc. (Sandra & Katie)—ASAP