**Healthy Food Choices in Schools Community of Practice**

**Content Group Leaders and Advisors Needed**

*The CoP needs members to fill the positions of Leader and Co-Leader of content groups as well as advisors as follows:*

- **Content Group Leaders & Co-Leaders (2 year term)**
  - Encourage Kids to Eat Healthy Foods Leader & Co-Leader
  - Increase Participation and Maintain Revenue in the Lunchroom Leader & Co-Leader
  - Promote Healthy Eating Dialogues between Schools, Parents, and Students Leader & Co-Leader
  - School Food Programs Leader & Co-Leader

- **Advisors:**
  - Marketing
  - Social Media

**Definition of Positions**

**Content Group Leaders for each group will be responsible for:**

- Organizing a team of individuals around a specific content topic
- Identifying topics that need to be covered
- Coordinating development of 10-20 content items/group every 2 months. Leader is exempt from writing content.
- Coordinating both content development and review progress with group members to meet established deadlines.
- Meeting with group members (remotely) every two months (on alternate months to CoP leadership meeting) or more frequently, as needed
- Identifying and recruiting potential new members to the group and the CoP
- Maintaining communication and coordinating efforts with Administrative Team
- Representing content group in bi-monthly leadership meetings

**Content Group Co-Leaders for each group will be responsible for:**
- Supporting Content Group Leader efforts
- Leading content group in the absence of the group leader
- Contributing content and participating in content review
- Accumulating the necessary knowledge and expertise to take over the Group Leadership upon
  the Leader’s end of term

Marketing Advisors assist leadership in:
- Identifying additional marketing strategies, opportunities, and outlets (conferences, events,
  media, etc.)
- Developing and distributing marketing tools

Social Media advisors will assist leadership in:
- Identifying additional social networking sites to expand CoP interactions
- Optimizing content, timing and etiquette of posts
- Planning social media campaigns

Leadership Meetings

All Leaders will meet with the CoP leadership team every two months to share highlights of content
  group meetings as well as progress and goals relating to content development, organization, marketing
  and social media. All CoP members are welcome to join and participate in this meeting.

The Administrative Team (CoP Director Sandra Cuellar-Healey and her Assistant Katie Baildon) will
meet weekly to discuss progress and goals and will communicate with content group leaders at least
once a month by phone (15-30 minutes- max).

The Content Group Leaders will organize, schedule, and run group meetings on alternate months and as
needed to discuss content development progress and goals.

The Administrative team will communicate with the advisors monthly, or as needed, to stay up to date
with marketing and social media needs and innovations.