CoP Mission and Vision (Brian Wansink):

- About 5 years ago, 2 years before the Cornell Center for Behavioral Economics in Child Nutrition Programs was established, we began doing research on how small changes can make big differences in stimulating healthy eating habits in school lunchrooms.
- The Smarter Lunchroom Movement (SML) is a way to get schools involved by implementing changes in their lunchrooms and is a great success.
- Two main reasons for this CoP: to communicate SML findings and to improve outreach, and create a place for people involved in schools all around the country to share knowledge.
- CoP’s Vision: to become a one stop spot for information, educational tools and resources for schools and families

Overview of 1st and 2nd Meeting (David Just):

- 1st meeting November 29th and 30th 2012 (about 20 people)
  - Technical training on eXtension features
  - Discussed content to cover though the CoP, who the audience would be and who the content providers would be. Developed the Road Map Matrix based on attending group discussion.
  - Assigned 5 Frequently Asked Questions (FAQs) per person
- 2nd Meeting January 29th 2013 (about 20 people)
  - Discussed methods for recruitment and assigned each member to recruit 2 new members (some of which are participating in this meeting)
  - Confirmed on content items members had chosen to write from the Road Map Matrix, short articles in particular(under 500 words) to be completed by the end of March.

Explanation of Road Map Matrix (Sandra Cuellar):

- The Road Map Matrix was presented at the 1st meeting as a blank table. In groups members filled in what they felt was most important to communicate denominate “the best advice” and who the info would be most valuable to (Foodservice Directors, Administrators, Teachers, Students, Parents etc.). From there, it was discussed what format it would be best to communicate each valuable advice (Short article, Tip sheet, How to Sheet etc.). The right most column lists who (groups & individuals) would be best suited to provide that content. The highlighted names are people that have agreed to provide specific content for the row that their name is in.
- Five topic areas were defined for the CoP during the first meeting (one on each page of the matrix):
  - Encouraging kids to eat healthy foods
  - Participation
  - Revenue
  - Parent Child Nutrition Dialog
  - School Parent Communication
• It was brought up in today’s meeting that another potential audience is policy makers—content development related to policy is absolutely relevant and should be included

• The choice of what content items to contribute in the Action Plan that was distributed to new members should be based on each member’s area of expertise or interest and based on the Road Map Matrix entries

• Reminder: Launch of CoP is August 2013

Frequently Asked Questions (Kate Hoy)

• FAQs are intended to give a backbone to eXtension CoP page for August launch.

• After launch, FAQs will come from the Ask an Expert feature (assignment of expert questions to members who volunteer to participate, will be done by Katie Baildon based on their tags for areas of expertise).

• Between the 1st meeting and now we have compiled 65 questions in draft form that will be sent to new members to give an idea of what others have done.

• Drafted questions need to be reviewed. Each member will be assigned the questions of 2 other members (with similar expertise) to edit and make comments on—refer to FAQ Guideline.

• Katie Baildon will make final edits. Do not worry about formatting.

Content Development Protocol (Drew Hanks):

• Remember the principals of this CoP
  o Mantra: “food isn’t nutrition until it’s eaten”
  o preservation of choice in lunchrooms
  o information should be applicable on broad scale
  o Consider your audience
  o CoP does not promote any specific foods
  o Maintain solution based tone

Content Development Guidelines (Katie Baildon)

• Content Categories include:
  o FAQs
  o Short Articles
  o News Articles
  o How to sheets
  o Tip sheets
  o Testimonials

• Guidelines for each of these categories are being developed based on eXtension guidelines and CoP goals and will be emailed to all members.

• The FAQs Guideline Sheet presented today is an example of what guidelines to come will be like.

Recruitment (Adam):

• What’s in it for me?
  o Dissemination of research to whole nation on a focused topic
  o Involvement in a worthwhile movement

• Ideas:
  o Recruitment email template will be emailed to new members to use if they wish
  o One of the participants in today’s meeting, Ashley Fondren, proposed the development of a flyer for recruitment at conferences
  o Another participant, Anoushka Concepcion, leader of another CoP indicated that eXtension developed flyer and poster materials for the promotion of her CoP—will check with eXtension Marketing contact about available materials
Another proposal for promotion was to include information about CoP in SNA newsletters

- What are the plans for marketing the CoP? Plans include:
  - Utilizing Social Media (Facebook, Twitter and YouTube)
  - Promoting through the BEN center’s many agency partnerships
  - Distributing information at relevant conferences

Looking Forward (David Just):

- Set date for next meeting as soon as possible—will check Conferencing Services availability for the week of April 15-19, 2013
- Email Personal Action Plan to kmb338@cornell.edu by March 7th
- Email Contact Information Form to kmb338@cornell.edu by March 7th
- Develop 5 FAQs and send in draft form (preferable as word doc) to kmb338@cornell.edu by March 14th
- Complete content that you agree to submit (on Personal Action Plan sheet) by April 15th