Healthy Food Choices in Schools CoP

4th Meeting Minutes
June 18th 2013 1:30pm-3:30pm EST

Meeting Purpose and Agenda-Sandra Cuellar

- Update CoP members on the content development and recruitment activities conducted since the previous meeting and needs to accomplish set goals
- Present a new organizational format for the CoP around Content Groups and ask members to fill in the Leadership and Advisory Positions available
- Explain the Ask an Expert feature in eXtension, the steps members need to follow to sign up to participate as an expert and get members to sign up for it.
- Overview of upcoming actions, events and deadlines

Launch Plan Update-Katie Baildon

- **Overview-Katie Baildon**
The CoP launch date is August 15th. The launch plan is broken down by categories: content development, recruitment, social media, design home page, leaders and members, and marketing plan. Along the top of the document are dates that indicate the deadlines for each item in each category.

- **Content Development Progress – Katie Baildon & Sandra**
  - Currently there are 47 pieces of content that have been submitted including items that are still in review (16) as well as those that are complete (31). There are 8 content items pending submission for the June deadline (or previous deadlines).
  - Our goal was to have 100 pieces of content by June 15th so we are significantly behind our goal. However, if each contributing member (25 people) writes at least one piece for the July 15th deadline and one piece for the August 15th deadline, we will have over one hundred items by launch. We propose members to work toward that new goal!
  - Because many of the content items are getting “stuck in the pipes” during the revision process. The way this has been handled is to have the suggested revisions returned to Katie in one week and returned to the original author, who then has one week to complete final revisions. This two week turnaround is not happening. Sandra and Katie request feedback from participants on how to make the revision process timelier.
Participants agreed that a reminder halfway through the week is the best way to keep revisions from slipping through the cracks. Katie will be sending these reminders from now on.

We made another proposal to increase the number of content items for the launch date. We ask that each member consider existing materials they have previously developed and determine whether or not the material would be appropriate for this CoP, if rewritten. Any materials that are appropriate can be submitted to Katie, to be rewritten and reformatted for the CoP page. The rewritten material will be returned to the member that submitted it for review and will be sent to a second reviewer before final edits and comments, to comply with eXtension requirements. Sandra requests submissions are sent to Katie by June 26th.

Recruitment Progress - Sandra Cuellar

Although we have surpassed our target number of members, only 25 of those members are contributing content. Recruitment has taken a backseat so Sandra asked participants to renew their recruitment efforts and requested members to identify at least one new member they could recruit in the coming weeks. Katie and Sandra offered to help with the recruitment efforts and to facilitate developing their initial contributions based on existing materials, for those potential new members who are too busy and may be turned away otherwise. Members were asked to notify Katie the name of the person they will attempt to recruit by June 26th.

Sandra and Katie have been working on recruiting through means proposed in previous meetings but have found that these strategies are not as successful as person to person recruitment.

Recruitment and content development are important not only prelaunch but also beyond the launch, so we need to make sure that we have a good foundation of members to sustain interesting content generation into the future.

Ten new members were welcomed: Ariana Olivia, Bidisha Mandal, Carol Chong, Erin Sharp, Julie Apuzzo, Marietta Orlowski, Megan Lopes, Sarah Ransom, Heidi Kessler and Alice Jo Rainville!

Content Group Leaders and Advisors - Sandra

Objective and purpose: Most CoPs have what we are calling “content group leaders” to help better organize members around particular areas. Based on the leadership structure of other CoPs we developed a document describing available positions for this CoP including: Content Group Leaders and Co-Leaders for each of our four topic areas (Encourage Kids to Eat Healthy Foods, Increase Participation and Maintain Revenue in the Lunchroom, Promote Healthy Eating Dialogues between Schools, Parents and Students, and School Food Programs) as well as a Marketing Advisor and Social Media Advisor. Members were asked to volunteer for these positions during the meeting.
• **Outline:** See document titled: “Content Group Leaders & Advisors” for details of each position.

• **Discussion:** Member Kate Hoy discussed the function of Leaders and Co-Leaders from her experience with the Academy of Nutrition and Dietetics leadership. She emphasized that the Co-Leader is the incoming leader. Leaders will learn the logistics of leadership as well as help to balance the workload and time commitment appropriate for their group to function effectively without overburdening individual members. She also emphasized that from her experience an effective leadership team helps to decrease the time commitment of each member especially after the groups are well established. The initial time commitment will be greater until the logistics are figured out. Zena Edwards reemphasized that these roles are about organization and leadership skills; expertise on a particular subject is not necessary to be an effective leader.

• **Commitment from Members:** Positions filled during the meeting are as follows:
  - Encouraging Kids to Eat Healthy Foods Leader: Zena Edwards
  - Encouraging Kids to Eat Healthy Foods Co-Leader - Natalie Steed
  - Promote Healthy Eating Dialogues between Schools, Parents, and Students Leader Tisa Hill
  - Please contact Katie if you would like to volunteer for any of the remaining positions.

Sandra pointed out that members will be organized around content groups according to their expertise and interests.

*Note: Following the meeting Sandra sent out a message to all members with a form to fill out indicating interest in filling any of these positions as well as each member’s 1st, 2nd and 3rd choice for content group to join. Members are asked to return this form to Katie (kmb338@cornell.edu) by June 26th.*

**Ask an Expert - Katie Baildon**

• Ask an Expert is a feature of eXtension.org that allows the public to ask questions on areas covered by participating CoPs. The questions are then answered by “experts” from each community in a timely manner (within 48 hrs and preferably within 24 hrs). Our community will begin using this feature by our August 15th launch date.

• Detailed slideshows titled “How to Set-up Your Expert Profile” and “How to Answer Questions” are available to walk you through these steps: http://create.extension.org/node/96417

• Members who have committed to answering questions include: Elizabeth Vegas, Sarah Bentley Garfinkel, Stefanie Hubert, Stephen Cook, Susan Wood, Kathy Dishner, Natalie Steed, Brian Wansink, David Just, Adam Brumberg, Kate Hoy, Drew Hanks and Tisa Hill. Katie will follow up with everyone to confirm whether or not each member can participate.

*Note: the form mentioned above (sent following the meeting) also asks members to indicate their interest in participating in Ask an Expert for our CoP. Members are asked to return the form to Katie (kmb338@cornell.edu) by June 26th.*
Looking Forward

July 8\textsuperscript{th} __________ Facebook Launch- To promote the upcoming eXtension community page
July 14\textsuperscript{th}-17\textsuperscript{th} ________ Promotion at SNA Conference- Attended by Sandra and Katie
July 22\textsuperscript{nd}-26\textsuperscript{th} ________ Next Meeting TBA- A Doodle poll will be sent next week to determine the time that most members are available
August 8-14\textsuperscript{th} ________ Soft Launch- The community will be live on eXtension so that we can make any final adjustments before the hard launch
August 9\textsuperscript{th}-12\textsuperscript{th} ________ Promotion at SNEB conference- Attended by members of the BEN team
August 15\textsuperscript{th} ________ Official Launch!! All of the content developed so far as well as the Ask an Expert feature will be live and available to the public

Deadlines

Ongoing __________ Peer revisions of content items
June 21\textsuperscript{st} ______ Select next content topic to develop, email Katie with selection (draft due July 15\textsuperscript{th})
June 26\textsuperscript{th} ________ Notify Katie the name of the person you will attempt to recruit
- Submit to Katie any preexisting items that can be converted to relevant & valuable CoP content
- Notify Katie of your 1\textsuperscript{st}, 2\textsuperscript{nd} and 3\textsuperscript{rd} choice of content group that you would like to part of
July 2\textsuperscript{nd} ______ Complete of Ask an Expert profiles
July 15\textsuperscript{th} ________ Submit content item due on this date and select another due August 15\textsuperscript{th}