Healthy Food Choices in Schools CoP

3rd Meeting Minutes
April 19th 2013 10:00am – 12:00pm EST

Meeting Purpose and Agenda (David Just)

- to discuss progress, new developments, and future goals of CoP
- to share content development and recruitment progress
- to request feedback on ways to make content development and recruitment more efficient
- to share new developments in the launch plan strategy
- to discuss plans and goals for the next few months

Launch Plan Overview (Sandra)

- Tasks & timing for target launch date: August 15th
  - The CoP Launch Plan Document maps out a plan of the steps we need to complete to launch
  - Content Development: We surpassed our FAQ goal and are almost finished with the review process. Each content item needs to be reviewed by 2 members. We hope that each contributing member will be able to write one content item per month. The next item will be due May 15th.
  - Recruitment: this is an ongoing activity, to date we have 37 members 8 of which were recruited and 11 of which requested membership though eXtension. We hope to recruit at least 5 new active members per month.
  - Social Media: Katie is researching which platforms will be most useful to our CoP. These sites will not be live until our launch. We will discuss further in the next meeting.
  - Design Home Page: this step is less pressing but is something that needs to be finalized by mid-July.
  - Leaders and Members: Other CoPs have a chair and co-chair for each topic area to help lead and organize efforts. We will discuss this further in the next meeting.
  - Marketing Plan: Marketing is an important component to making our community visible. The Leader of eXtension marketing and communications warned us against promoting a site that does not yet exist so we are activating a Facebook page prior to launch so that we will have somewhere for interested parties to view a preview of the CoP.
  - Evaluation Tools: CoP evaluation is required by eXtension so we must develop a system to record our progress in order to report on it later.

Content Development Progress

- FAQs & content items completed and in review (items uploaded to eXtension platform) (Katie)
  - Breakdown of content and FAQs by number: We have 131 FAQs and are finishing up the review process! We have 26 content items (10 in Encouraging Kids to Eat Healthy Food, 5 in
Participation and Revenue, 4 in Parent Child Nutrition Dialog, 3 in School Parent Communication and 4 news articles). Excellent start!


- In order for Katie to upload items that you have developed, you must have accepted eXtensions terms. To do this log into your profile at people.extension.org and you will be prompted to accept the agreement. It is also important to fill in your interests. We need all members to complete this by April 26th.

- **Members’ experience with content development (David)**
  - Mary Lee- recruited a FSD who was overwhelmed by the expectations of the CoP so they worked together on a testimonial. State and national people comprise most eXtension but we really need input from the community/school level.
  - Zena Edwards- some potential members do not have time to engage at the level that we require for membership
  - Susan Wood- Food Service Director- unsure of the content expectations and not as comfortable with the format. Seeing articles online helps.
  - Mary Lee Bourbeau- using the items on individual school sites is a bonus
  - Drew Hanks- each content item is edited by 2 people
  - Sandra Cuellar- Since Food Service Directors have valuable information and insights, it is really important that we get their expertise in this CoP. Since many find the level of engagement too much for their schedules, we could outline an item and have them fill in information according to their experiences. We will need your help getting the contact information for FSDs that may be interested so that Katie can call them.
  - Brian Wansink- We can target first those who have write-ups that can be repurposed
  - Mary Lee Bourbeau- another idea is to involve FSDs through interviews and afterwards invite them to join or contribute on their own

- **Writing discoverable content (Katie)**
  - In order to make our content discoverable by search engines like Google we need to follow some guidelines. Katie outlines these guideline in the document linked above. It is important that we do not duplicate any content that can be found anywhere else on the web because Google will give priority to the original source and may discredit our site (or all of eXtension.org) in future searches. This means that any information that you take from and online source needs to be reworded or made new. (News articles do not have to be original content because they are uploaded differently and not “indexed” or made visible to search engines.)
  - This document as well as a eXtension Manual of Style Key Points and eXtension Layout Key Points can be accessed in the quick links box on the CoP’s dashboard.

- **Printable “Tip” and “How To” sheets (Katie)**
  - Often times the idea of a tip sheet or “how to” sheet is that it can be printed out for reference or to distribute. If members wish to create a customized attractive sheet with images, logos, text boxes etc. that sheet can be uploaded as a pdf and Katie can copy the text of the document to format it into the eXtension page design. When readers scroll to the bottom of the page there will be a link to the “printable version” See and example here: How to Increase the Number of Students that Select Reimbursable Meals

- **Content items to develop (list overview) (Kate, Tisa, Adam & Drew)**
  - Overview of Encouraging Kids to Eat Healthy Foods content suggestions (Kate)
    - We found the matrix was a bit confusing so we changed the format into a list
Since there are so many things that could be said in each category, we thought about the items that are really fundamental to educate, communicate and advocate healthy food choices in school and that is how the list of suggested content was organized.

- Sometimes the same information can be restated for different audiences
- Think of these as writing prompts

- Overview of Participation and Revenue content suggestions (Adam first 3 areas, Drew last 3 areas)
  - Revenue and Participation were originally two separate categories but since they are interrelated we combined them into one category
- Overview of Child Parent Nutrition Dialogue and Parent School Communication content suggestions (Tisa)
  - A main objective of CoP content is to make sure that we create dialogue and understanding across all of our target audiences

- Selection of Content Items: attendees selected the content item they will develop for May 15th.
- Questions/Feedback (Sandra)

Recruitment Progress

- Recruitment numbers and source (Sandra)
  - Of the 37 members only 60% are active, respond to emails, attend meetings and develop content.
  - Please continue to look for potential members
  - Brian- suggested 2 levels of member involvement so we do not discourage people from membership if they are unable to write content
  - We already keep a list of “interested members”
- Member’s experience with recruitment (David)
  - Susan Wood- main question that people have is what is expected. This could be more clearly defined.
  - Amanda- she found that people did not have time to write content
  - Natalie- Susan recruited her in a one-on-one lunch and expressed the level of passion that members have and that is what encouraged her to join
- Upcoming Actions: one-on-one recruitment & at events (Sandra)
  - Please remember that Sandra and Katie are here to help you and we are available to talk to potential recruits to help explain any aspects of the CoP
- Overview recruitment slide (Sandra)
  - In the last meeting someone suggested creating a PowerPoint slide to gain interest in the CoP that could be inserted at the end of a presentation so we developed on that is specifically for recruitment of new members.
  - Adam- (used it at a conference last week) inserted it right before Q & A and one person approached him after the meeting.
  - Zena- suggested emphasizing local communities in slide

Tags (Katie)

- Objective and purpose (example): Tags are used to organize content within eXtension.org. Main category tags are listed under “in this focus area” and can be thought of as chapter headings. The subcategory tags are more like subheadings in a chapter and focus the information into more subject specific areas. Finally, the remaining tags can be thought of as the index terms that you can
look up in the back of a text book. For example if someone is looking for articles relating to reimbursable meals that tag would direct them to all articles where reimbursable meals are discussed. This also includes “cross pollination tags” that are tags developed by other communities that we can use to create a pathway between their information and ours.

- Additional tags (brainstorming session)- Any tags that you can think of please let Katie know. We can also develop these as we go along

**Introduction to Marketing Plan (Sandra)**

- Facebook Page- July 15th is when we will begin promoting the CoP. The Facebook will take the place of the CoP site just for the month before we launch.
- Top 5 sources of online information that you and/or our audiences members use. eXtension will help us promote our CoP though specific sites and we need your help to locate these sites.
- Promotion at events- SNA Conference booth in July attended by BEN Center for main promotion, SNEB in August is another possibility. IF you are attending a conference please help us promote.
- Promotional tools available (fact Sheet, window shade, slide, bookmark) we can provide the electronic copy to members.

**Deadlines: (Sandra)**

April 26th - Complete eXtension profile (interests and agreement at: www.eXtension.org/people) -Send Top 5 online information sources to kmb338@cornell.edu

May 3rd - Complete peer edits of first content item in Microsoft Word Track Changes – Send to kmb338@cornell.edu

May 15th - Complete second content item- send to kmb338@cornell.edu