Meeting Purpose & Agenda

The purpose of this meeting is to touch base with the leadership team to share information about the CoP and content group accomplishments from the last quarter and discuss activities planned for the next quarter.

CoP Report/Update

- Google Analytics & Content Highlights

<table>
<thead>
<tr>
<th></th>
<th>CoP</th>
<th>CoP Last report</th>
<th>eXtension.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Return Visitors</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:16</td>
<td>3:43</td>
<td>3:15</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>85%</td>
<td>84%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Page Views, Visitors & Behavior

December 2016 to March 2017

Average Monthly Page Views: 9998 (9336 last quarter)

Acquisition

74% Organic Search: Google, Bing, Yahoo
16% Direct Links: bookmarked pages, saved links, or unknown source
6% Referral:
  - virtualarkansas.org – 429
  - actionforhealthykids.org – 219
  - Smarter Lunchrooms – 193
2% Social:
  - Facebook --413
  - Twitter --124

Top Performing Articles

6,179 - **3 Ways Nutrition Influences Student Learning Potential and School Performance**
  David Just, Cornell University (7/5/2013)

2,338 – **Breakfast and the Brain: How Eating Breakfast Impacts School Performance**
  Katie Baildon, Cornell University (5/7/2013)

1,230 - **10 Facts about School Lunch**
  Amanda Root, Cornell Cooperative Extension (9/10/2013)

1,033 - **Cooking with Kids in Schools: Why It Is Important**
  Mary Ann McFarland, Virginia Tech & State University Extension (11/24/2015)
Top Performing NEW Content

274 – VIDEO Tapping into Taste: Using Sampling to Turn Students into Ambassadors for Your Cafeteria
   Annette Marchbanks, Liverpool Central School District

96 – How to Lead a Menu Renaming Activity with Students for Smarter Lunchrooms Technical Assistance
   Providers Lauren Gabuzzi, Smarter Lunchrooms Movement, Cornell University

94 – Why Buy? Comparing the Cost of Packing versus Buying School Lunch
   Chrissa Carlson, University of Maryland

88 – Follow the 4-H Healthy Food Guidelines and Enjoy Our New Recipe Book for Healthy Youth!
   Allison Milch and Alisha Gaines, Cornell University

Course Completions

- 6 Available Professional Development Courses
- 91 Total Completions to Date
- 19 New Completions (Dec 2016-March 2017)

Educational Video Production

New:
   Tapping into Taste: Using Sampling to Turn Students into Ambassadors for Your Cafeteria by Annette Marchbanks
   274 Views

Completed:
   Get to Know Your Salad Bar by Shannon Klisch, UC CalFresh
   853 Views

Forthcoming:
   Grow This, Eat That! Youth Learning Healthy Living through Gardening and Culinary Programs
   By Beth Shephard and Vanessa Spero-Swingle, University of Florida Extension, Brevard County
   Filmed on March 22nd, 2017

- Webinar Evaluations

Webinars continue to be the top viewed content created by the CoP!

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Presenter(s)</th>
<th>Date &amp; Time in ET</th>
<th>Attendees</th>
<th>Views</th>
<th>Evaluators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer vs Serve in a Smarter Lunchroom</td>
<td>Kerri Link, Heidi Kessler</td>
<td>January 26, 2017 at 3:00 pm</td>
<td>91</td>
<td>84</td>
<td>44</td>
</tr>
<tr>
<td>Introducing the New and Improved 60 Point Smarter Lunchrooms Scorecard</td>
<td>Heidi Kessler</td>
<td>February 27, 2017 at 1:00 pm</td>
<td>141</td>
<td>60</td>
<td>49</td>
</tr>
<tr>
<td>Spice it up! Putting Together a Low-Sodium Flavor Station in the School Cafeteria</td>
<td>Shirley Vouris</td>
<td>March 14, 2017 at 4:00 pm</td>
<td>70</td>
<td>11</td>
<td>28</td>
</tr>
</tbody>
</table>

General Feedback: Positive! Some questions remained after OVS webinar probably due to the differences in interpretations by different agencies.

Notes: Added State Agency to audience options of the evaluation based on many marking “other” and indicating state agency positions

- New Members

Develop Healthy Eating Dialogues
   Jane Wolery, County Educator, Montana State University Extension
Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report:
  - Mary Ann McFarland—Additional School Food Initiatives
    This group has 20 members including one new member from this quarter and participation in monthly meetings is about 5 people. One new article was published in the last quarter and has over 50 views. Amanda reminded the group about membership expectations in hopes that some of the members would step up contributions and participation.

    To begin tackling the large list of ideas put together by this group, a Cornell Research Assistant (student worker) has been helping to draft articles, starting with an outline of how HHFKA reauthorization occurs and what that means. Mary Ann also ran though the list of upcoming article topics and other article ideas.

    This group has emphasized promoting the CoP at meetings and events including a VA Dietetic Association Meeting that Mary Ann is attending this week.

  - Alisha Gaines—Develop Healthy Eating Dialogues
    One new member joined the past quarter for a total of 16 members. This group has produced 3 new articles and one webinar in the past quarter. Meeting attendance is about 4-5 people per month and to increase attendance, Alisha is going to revisit the time of the meeting as is done periodically to accommodate shifting schedules.

    This group has been functioning without a Co-Leader but member Shirley Vouris has shifted her position and recruited a colleague who may be able to take on the co-leadership role and provide some new perspective and energy to the group.

    Lots of content ideas are forthcoming from this group including results of the AFRI Smarter Lunchrooms project at Cornell, mindful eating content and an interview based article on culturally appropriate foods.

    Alisha also noted that conference season is beginning and that she’s identified several opportunities for promoting the CoP at conferences including at a NYS grantee meeting this week.

  - Beth Shephard—Encourage Kids to Eat Healthy Foods
    This group has 23 members and has great monthly meeting’s participation: close to 10 people a month. There have been 11 new articles posted and 2 in review as well as a series of 8 short articles from Nick Drzal. Beth and her colleague Vanessa also filmed a new educational video that will be shared online and by email in the coming weeks.

    Beth emphasizes that she is looking forward to engaging with the new Facebook group to establish more of a connection between group members.

  - Katie Baildon—Business of School Food
    This group has one new member for a total of 17 members. Meeting attendance is between 4-5 people per month. There have been 4 new articles, 1 video and 2 webinars this quarter.

    Heidi, the group Co-Leader has stepped down due to accepting a new job in Colorado. She hopes to continue her membership this summer after she is situated in her new position with the Chef Ann Foundation.
As was mentioned earlier, this group produced one new educational video that was posted in the last quarter and has just under 300 views so far!

Additional Efforts

- Involvement & Collaboration Brainstorming Updates:

  In a pre-meeting before our last leadership meeting in December, the topic of how to get members more involved by improving communications arose. This topic was discussed in each pre-meeting and then in February it was also discussed in each content group meeting. All of the ideas that members and leaders contributed were then carefully considered and Sandra and Katie selected a Facebook Group as a new method for encouraging communication between CoP members. Facebook was selected primarily because it has a low learning curve compared to other suggested platforms and many members are already active on Facebook. For this reason it seemed to be the easiest forum for people to access and use to ask questions of one another, share resources, ideas, events, etc. The Facebook Group is “closed” meaning that anyone can see that the group exists but only those in the group can see what is posted. The group can be joined here: https://www.facebook.com/groups/180549899097925/?ref=bookmarks

  To provide a welcoming and encouraging atmosphere in the Facebook group, Sandra and Katie have asked the leadership team to commit to posting in the group in the upcoming weeks. Having multiple voices may encourage others to share and make the group more active and valuable.

- Audience Survey Responses

  Highlights:

  The last audience survey was sent on December 8th 2016 to over 2,800 people. A total of 220 responses were recorded, of which 67 are from new respondents.

  **Audience Survey Response Highlights**

  220 Responses Total -- **67 New in Past 6 Months**

  | Which of the following best describes your involvement in school meal programs? (all that apply) |
  | Extension agent/educator                                   | 40% |
  | Food service director, cafeteria manager or staff member  | 33% |
  | Other *                                                   | 18% |
  | Wellness Committee Member                                 | 12% |
  | Parent                                                    | 4%  |
  | Health Care Professional                                  | 3%  |
  * Other include: public health, state agency, nutrition consultant, vendor

  | How did you find out about the Healthy Food Choices in Schools Resource Area? |
  | Other (email, webinar, SLM, don’t remember)               | 25% |
  | Colleague                                                 | 24% |
  | Browsing eXtension                                        | 22% |
  * Other sources include: search engine, conference, friend, and social media.

  | Which Healthy Food Choices in Schools Resource Area features or products have you used? |
  | Attended a webinar or watched recording                    | 70% |
Read an article 46%
Joined the mailing list 52%
*others include: completed the online course, I have not used any resources yet

### What are your main sources of information about school meal programs and/or healthy food selection? (all that apply)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>72%</td>
</tr>
<tr>
<td>CDC, Eat Right, SNAP Ed, SNA, MyPlate, Civil Eats, SLM, Alliance, USDA</td>
<td></td>
</tr>
<tr>
<td>Local and/or State Gov’t Agencies</td>
<td>43%</td>
</tr>
<tr>
<td>DOE, State SNA</td>
<td></td>
</tr>
<tr>
<td>Colleagues</td>
<td>42%</td>
</tr>
<tr>
<td>Cooperative Extension</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Other sources listed include: Social Media, Cooperative Extension, NGO/Non Profits, and Magazines/Journals

### Which social media platforms do you use?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>79%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>45%</td>
</tr>
</tbody>
</table>

### State & Counties of 220 Total Surveyed

- Orange indicate new responses from December – March
- 42 of 50 states represented (including 3 in Alaska not pictured
- CA and PA have highest frequency of responses
  - New content ideas and next steps

One key part of the audience survey is polling people for new content topics. Below is a list of the relevant ideas from this survey including next steps to address the topics suggested in the right-hand column.

### IDEA FROM AUDIENCE SURVEY

<table>
<thead>
<tr>
<th>NEXT STEPS FROM PRE-MEETING BRAINSTORM</th>
</tr>
</thead>
</table>

- [IDEA FROM AUDIENCE SURVEY](#)
- [NEXT STEPS FROM PRE-MEETING BRAINSTORM](#)
More detail on how to use the Smarter lunchroom scorecard appropriately, I know you had a webinar on this but it was more about the logistics rather than how to use it.

How to engage principals/administration in SLM and school wellness and how they can embrace the efforts of food service and acknowledge them as part of wellness team

How to use technology/equipment for providing healthy food in schools (e.g. how to collect feedback through tablet surveys or other methods).

Speed scratch lesson with photos to see it done!

Moving away from currently popular kid-food e.g. pizza and hamburgers and toward casseroles that can be prepared in large batches. The OSU ES Food Hero website has started to provide large quantity recipes. Students love the recipes we for nutrition education and regularly ask for those foods for school lunch. Success stories on using local foods and recipes will help us step toward healthier meals.

FINI grant information for school administrators

Sample menus for schools who do not have an RD. Items we can bring to schools to help them make needed changes (sample forms, menus, policies, etc...)

Sandra encouraged participants to let Katie know if they have any ideas arise that could further address these topics.

The next audience survey request will be sent out in June, 2017

Upcoming Events, Dates, and Activities

- Updated Webinar Calendar

Sandra pointed out that as the audience survey results show, 70% of our audience views webinars. They are the most viewed type of content that we produce. She urged attendees to continue encouraging group members to conduct webinars. Even though we aim for one per month we do have capacity to host more than one per month.
July 18, 2017 at 2pm ET  
New Smarter Lunchrooms Tools and Resources (specific topic TBD)  
Erin Sharp  
Additional

After July TBD  
Eat Move Win – High school Nutrition Program  
Candice Sainz & CA SLM Team  
Encourage

TBD  
How to host a naming session with students to come up with attractive, descriptive names for healthy foods to use in school meal menus  
Lauren Gabuzzi  
Business

TBD– waiting on publication  
Parenting Messaging Strategy AFRI Results  
Alisha & Colleagues  
Dialogues

TBD– waiting on publication  
Results from cafeteria related studies  
Dip Biswas  
Business

• Promotion Opportunities

The following are conferences and events which CoP members are attending and where they have agreed to promote the CoP.

Completed:

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 23rd and 24th</td>
<td>Sacramento, CA</td>
<td>SNAP-Ed</td>
</tr>
<tr>
<td>March 5-7</td>
<td>Washington DC</td>
<td>National Anti-Hunger Policy Conference</td>
</tr>
<tr>
<td>March 20-22</td>
<td>New York</td>
<td>NYS Creating Healthy Schools and Communities grantee meeting</td>
</tr>
</tbody>
</table>

Forthcoming:

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 26-28, 2017</td>
<td>Blacksburg, VA</td>
<td>Virginia Academy of Nutrition and Dietetics 88th Annual Meeting</td>
</tr>
<tr>
<td>April 3-4, 2017</td>
<td>Richmond, VA</td>
<td>Weight of the State</td>
</tr>
<tr>
<td>April 27-29, 2017</td>
<td>McLean, CA</td>
<td>CAND Annual Conference and Expo</td>
</tr>
<tr>
<td>May 2-4</td>
<td>Annapolis, MD</td>
<td>National Health Outreach Conference</td>
</tr>
<tr>
<td>May 11-13</td>
<td>Ithaca, NY</td>
<td>Smarter Lunchroom Symposium</td>
</tr>
<tr>
<td>May 30-June 2</td>
<td>San Diego, CA</td>
<td>Biennial Childhood Obesity Conference</td>
</tr>
<tr>
<td>June 7-10</td>
<td>Victoria, Canada</td>
<td>International Society of Behavioral Nutrition and Physical Activity</td>
</tr>
</tbody>
</table>

• 2 New Professional Development Courses in Progress:

These 2 new courses will be made up of the webinar recordings listed. Katie will begin putting the courses together in campus.extension.org and submitting them for accreditation through SNA.

Behavioral Economics Strategies to Nudge Healthy Food Selection in School Meals

• The Name Game: Sending the Right Message,
• Offer vs Serve in a Smarter Lunchroom,
• Right Sizing: Creating Appealing & Satisfying Portions in School Meals

Using the Smarter Lunchrooms Scorecard to Assess and Measure Impact

• Introducing the New and Improved 60 Point Smarter Lunchrooms Scorecard,
• The Smarter Lunchrooms Self-Assessment Scorecard Site Visit Protocol,
• Measuring the Long-Term Impact of Behavioral Interventions in School Cafeterias

• Video Promotion Project
Beth has been leading an effort to increase visibility of our educational videos in schools. The goal is to offer the videos to people who can distribute them to schools for visibility to target audiences like students and food service. Katie and Beth are working on an email draft that they will ask members to send to their relevant contacts in schools and in their state’s School Nutrition Association. Beth asked that each leader share the email draft with their group members and encourage them to distribute it to spread the word and enhance access and use of the videos. Beth and Katie are aiming to have the email draft ready prior to April group meetings.

- **Transition from WebEx to Zoom**

In June 2017 Cornell is retiring WebEx and switching to Zoom. Zoom is already available and Katie will set up all meetings going forward in Zoom and will provide an updated Procedure for Conducting a Webinar that will incorporate updated procedures for using Zoom, prior to June. The software was adopted for ease of use so the transition from WebEx to Zoom should be easy for both meetings and webinars.

- **Members Newsletter**

The next membership newsletter will be sent out by June 10th.

- **Next Leadership Meeting will take place in Mid-June (DTB)**