24th CoP Leadership Meeting
Monday January 22nd at 11 am ET

Recording: https://vod.video.cornell.edu/media/24th+Leadership+MeetingA+January+22nd%2C+2018/1_8a0vsigl

Meeting Purpose & Agenda
Sandra opened the meeting by welcoming Joi Vogin into her new role as Leader of the Encourage Kids to Eat Healthy Foods content group. Beth has stepped down as leader after serving for 2 years and Joi moved from Co-Leader to Leader starting in January.

Sandra also welcomed CoP member Erin Sharp (Smarter Lunchrooms National Office, Cornell University) to the call. All CoP members are welcome to attend leadership meetings and Erin is the first to take up the offer and attend a Leadership Meeting.

CoP Report/Update

- Google Analytics Highlights: September 2017 to January 2018

Page Views, Visitors & Behavior

Average Monthly Page Views: **11,823** (8092 last quarter)

<table>
<thead>
<tr>
<th></th>
<th>CoP Last report</th>
<th>CoP</th>
<th>eXtension.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Return Visitors</td>
<td>16%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:40</td>
<td>2:41</td>
<td>3:27</td>
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<tr>
<td>Bounce Rate</td>
<td>85%</td>
<td>82%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Acquisition

Total Page Views: 47,293

- **71%** Organic Search: Google, Bing, Yahoo, Ask
- **18%** Direct Links: bookmarked pages, saved links, or unknown source
- **3%** Referral:
  - ActionforHealthyKids.org
  - Powerup.virtualarkansas.org
  - Ottumwaschools.com
- **7%** Social:
  - Facebook
  - Twitter
  - MailChimp

Top Performing Articles

- **10,442** - *3 Ways Nutrition Influences Student Learning Potential and School Performance*
  David Just, Cornell University (7/5/2013)

- **5,854** - *Breakfast and the Brain: How Eating Breakfast Impacts School Performance*
Katie Baildon, Cornell University (5/7/2013)

4,112 - **Cooking with Kids in Schools: Why It Is Important**
Mary Ann McFarland, Virginia Tech & State University Extension (11/24/2015)

2,412 - **The Money Question: How is the School Cafeteria Funded?**
Kathy Burrill, Chisago Lakes Area Schools (5/14/2014)

Top Performing NEW Content

244 – **Smarter, Brighter, and More Inviting Salad Bars: Marshall Public Schools** by Nicholas Drzal, Michigan Department of Education

121 – **Eat It Up: Afterschool Program Resources** by Candice Sainz, Dairy Council of California; Joi Vogin, Food Supplement Nutrition Education (FSNE), University of Maryland Extension; Katie Baildon, Cornell University; Michelle Krehbiel, University of Nebraska Lincoln; Vanessa Spero-Swingle, University of Florida Extension

110 – **Foodtastic 4-H Field Trips Packed into The Tiny Market** Vanessa Spero-Swingle, University of Florida, Institute of Food and Agricultural Sciences, Brevard County Extension

101 – **The Impact of Smarter Lunchroom Coaches: Grand Rapids Public Schools** by Nicholas Drzal, RD, MPH, Michigan Department of Education

Educational Video Performance

1382— **Get to Know Your Salad Bar** (May, 2016) by Shannon Klisch, UC CalFresh

274— **Tapping into Taste: Using Sampling to Turn Students into Ambassadors for Your Cafeteria** (February, 2017) by Annette Marchbanks

447 – **Grow This, Eat That: Youth Learning Healthy Living through Gardening and Culinary Programs** (June, 2017) by Beth Shephard and Vanessa Spero-Swingle, University of Florida Extension, Brevard County

Forthcoming:

Completing a Smarter Lunchrooms Scorecard Walkthrough By Adam Brumberg, Cornell BEN Center

7 Professional Development Courses

142 Total Course Completions to Date

25 New Completions (Sept 2017 to January 2018)

- Webinar Evaluations (slide 8)

September 2017 to January 2018

<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>Using the Smarter Lunchrooms Online Scorecard Tracker</td>
<td>Erin Sharp &amp; Katie Baildon</td>
<td>Sept 11 at 2ET</td>
<td>64</td>
<td>84</td>
<td>22</td>
</tr>
<tr>
<td>Strategies for Youth Engagement in Nutrition Education &amp; Promotion: 4-H SNAC</td>
<td>Shannon Klisch*</td>
<td>Sept 27 at 12ET</td>
<td>64</td>
<td>74</td>
<td>15</td>
</tr>
<tr>
<td>The 60 Strategies of the Smarter Lunchrooms Scorecard</td>
<td>Adam Brumberg and Erin Sharp</td>
<td>Oct 17 at 2ET</td>
<td>87</td>
<td>57</td>
<td>24</td>
</tr>
<tr>
<td>Incorporating Tray Waste Evaluation into Your Smarter Lunchroom</td>
<td>Adam Brumberg and Erin Sharp</td>
<td>Nov 15 at 2ET</td>
<td>74</td>
<td>35</td>
<td>27</td>
</tr>
</tbody>
</table>

*Shannon was joined by colleagues: Katherine E. Soule, Betsy Plascencia, and JaNessa Willis, of University of California Cooperative Extension’s Youth, Families, and Communities program in San Luis Obispo & Santa Barbara Counties

General Feedback:
• Learning objectives are being met and comments continue to be positive
• Most people are still learning about webinars from email announcement

• 4 New Members:
  
  **Develop Healthy Eating Dialogues**
  - Cherry Dumaual, PR & Partnerships Director, The Monday Campaigns, New York, NY
  - Nara Sandburg, Marketing & Partnerships Coordinator, The Monday Campaigns, New York, NY

  **Encourage Kids to Eat Healthy Food**
  - Amy Macemon, Nutrition Educator, Food Wise, University of Wisconsin, Extension

  **Business of School Food**
  - Sara Elnakib, Family and Community Health Sciences Educator, Rutgers Cooperative Extension of Passaic County, New Jersey

**Content Group Leaders and/or Co-Leaders’ Report**

• Individual Group Progress Report:
  
  - **Business of School Food**
    - Adam Brumberg and Annette Marchbanks—Business of School Food
      Annette has been integrated into the Co-Leader role. The group has one new member. There has been low attendance to the monthly group meetings in the last 4 months, which has been an ongoing challenge. This group is also aiming to increase content development for the next period. Annette had the idea to focus on content development during summer break when food service directors/workers may have more time to contribute. Drew Hanks, a group member who has not been active lately has reached out to Adam saying he will be getting more involved this year.

  - **Additional School Food Initiatives**
    - Mary Ann McFarland and Shauna Henley—Additional School Food Initiatives
      Shauna was unable to attend due to an overlapping meeting. Mary Ann reported for this group. This group has 18 members (one member dropped out since Sept.). The monthly meeting time was moved for this group to address low attendance. This group produced 4 articles and 3 webinars in the last 4 months. The January meeting was lively indicating that the new meeting time is a good fit for members.

  - **Develop Healthy Eating Dialogues**
    - Alisha Gaines and Amanda Root—Develop Healthy Eating Dialogues
      Alisha was unable to attend due to a scheduling conflict. Amanda reported for this group. There are 19 members in the group including 2 new members who attended the January meeting and brought fresh ideas and conversation. In the last 4 months this group has contributed 6 new articles. They also initiated the upcoming guest webinar on school gardens happening this February (details in the webinar chart below).

  - **Encourage Kids to Eat Healthy Foods**
    - Joi Vogin & Beth Shephard—Encourage Kids to Eat Healthy Foods
      Joi is the new leader of this group! Beth is serving as interim Co-Leader until a new Co-Leader is recruited. Beth was unable to join this meeting. This group has 24 members including one new member. Joi indicated that this group is productive which is reflected in the top viewed content for this period. The group meeting time was also changed for this group and attendance increased in January with the new time — 9 people were on the meeting. A possible new Co-Leader has been identified and will likely take on the role in February.

**Topics for Discussion**

• Reduce leadership meeting frequency from every 3 months to every 4 months
As proposed in the pre-meetings, Sandra asked the leadership team to provide any additional opinions/suggestions about reducing the frequency of Leadership Meetings. All members indicated agreement with moving the time. From now on Leadership Meetings will be held every 4 months: Jan, May and September.

- Reduce leadership time period to one year term (from 2 years) per Beth and Joi’s recommendation

As proposed in the pre-meetings, Sandra asked the leadership team to provide any additional options/suggestions about reducing the term of leadership from 2 years to at least 1 year for CoP content group leaders. The leadership team is in agreement of this change. Sandra also noted that this change is not retroactive. This change will take effect with new Leaders but doesn’t apply to existing Leaders. Katie will update the Leadership Roles document to reflect this change and will replace the document on campus.extension.org and in Basecamp.

- Identify ways to encourage collaboration and reduce boundaries between the 4 content groups

This was another topic discussed in pre-meetings. Sandra and Katie asked leaders to consider this and provide feedback and additional ideas in this leadership meeting. The ideas presented so far are:

  - Revisiting group names and definitions
  - Create a master list of content ideas that members can “sign up” for
  - Create a new ongoing content series about new things occurring in the realm of school food
  - Encourage members to attend other group meetings (Erin’s idea proposed in Additional School Food Initiatives call)

Erin suggested a “meet and greet” event during the Smarter Lunchrooms Symposium this year, for current and prospective CoP members. Sandra noted that something similar has been done at prior conferences and that Katie should continue to facilitate meet-ups at conferences.

The group made no commitments to pursue any of the above ideas for now. Sandra and Katie indicated they will follow up on this with the Leadership Team.

- Proposal for new content type: moderated talks

This was another topic discussed in pre-meetings. Sandra and Katie asked leaders to consider this proposed new content type idea and provide feedback and additional ideas in this Leadership Meeting, based on their experience with similar events. The idea was proposed in a CoP content group meeting to allow for a focused conversation on a specific topic. The CoP member who proposed this idea was interested specifically in having a talk on measures for “enforcing” school wellness policies.

Ideas and considerations that came up in pre-meetings include:

  - Could be a possible platform for asking questions of experts
  - May work better having a 3 person panel of topic experts
  - There is a need for guidelines/structure to avoid getting off-topic, talking over each other, etc.
  - An option could be to piloting the content type among CoP members
  - Scripting Q&A to kick off the discussion
  - What other topics would be useful to discuss in this format?

Erin reiterated the need for structure and moderation to avoid outbursts or off topic conversations. Erin also noted that a principle of the CoP is to make content available to a public audience but expressed reservations about recording and posting this type of content publically.

Sandra suggested that instead of making the moderated talks public, it could be an opportunity available to CoP members, at least for now. This could also potentially facilitate collaboration between groups.

Mary Ann suggested creating specific ground rules for participant behavior.
Katie and Sandra will take into consideration all ideas and suggestions presented so far and will keep in touch with the Leadership Team about next steps for addressing the potential of this new content type proposed.

**Upcoming Events, Dates, and Activities**

- Updated Webinar Calendar

As shown in the chart below, there are 9 webinar topics identified for the upcoming period (Jan – May). Sandra encouraged leaders to continue reminding members of the option of hosting webinars. While at least one a month is the goal, hosting more than one per month is even better.

<table>
<thead>
<tr>
<th>Date, Time in ET</th>
<th>Topic</th>
<th>Presenter</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 24th 2-2:30pm</td>
<td>Getting the Most Out of eXtension’s Healthy Food Choices in Schools Resources</td>
<td>Katie Baildon, Cornell University</td>
<td>NA</td>
</tr>
<tr>
<td>February 20th 1-1:45pm</td>
<td>Establishing and Maintaining School Gardens</td>
<td>Josh Dolan, Cornell Cooperative Extension</td>
<td>Dialogues, Guest Presenter</td>
</tr>
<tr>
<td>February</td>
<td>Lets Eat! Engaging Students in Smarter Lunchrooms curriculum guide</td>
<td>Katie Bark, Montana State University</td>
<td>Guest Presenter</td>
</tr>
<tr>
<td>March 7th 2-2:30pm</td>
<td>Hip-Hop to Health Webinar</td>
<td>Toni Mercer</td>
<td>Additional, Guest Presenter</td>
</tr>
<tr>
<td>March/April TBD</td>
<td>Hosting a student summit on wellness</td>
<td>Lori Johnson, Dairy Council of Florida</td>
<td>Encourage</td>
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<tr>
<td>April</td>
<td>New Smarter Lunchrooms Research Showcase</td>
<td>David Just</td>
<td>NA</td>
</tr>
<tr>
<td>May</td>
<td>Smarter Lunchrooms Symposium Highlights/Recap</td>
<td>Erin Sharp &amp; Adam Brumberg</td>
<td>Business, Additional</td>
</tr>
<tr>
<td>TBD—waiting on publication</td>
<td>Student Messaging Strategy AFRI Results</td>
<td>Alisha &amp; Colleagues</td>
<td>Dialogues</td>
</tr>
<tr>
<td>TBD—waiting on publication</td>
<td>Results from cafeteria related studies</td>
<td>Dip Biswas, U of South FL</td>
<td>Business</td>
</tr>
</tbody>
</table>

- Forthcoming Promotion Opportunities

The events where the CoP was promoted during the period of this report are listed below. Katie reminded leaders to encourage group members to promote the CoP at conferences and events and to contact her for materials to distribute.

<table>
<thead>
<tr>
<th>Month</th>
<th>Location</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 5-7</td>
<td>Daytona Beach, FL</td>
<td>Florida School Nutrition Association 2017 Expo &amp; Education Event</td>
</tr>
<tr>
<td>October 16-19</td>
<td>Omaha, NE</td>
<td>National Extension Association of Family and Consumer Sciences (NEAFCS) Annual Session</td>
</tr>
<tr>
<td>October 19-21</td>
<td>Kissimee, FL</td>
<td>SHAPE Florida Convention</td>
</tr>
<tr>
<td>October 20-24</td>
<td>Chicago, IL</td>
<td>Food and Nutrition Conference Expo (FNCE)</td>
</tr>
<tr>
<td>November 10-13</td>
<td>Anaheim, CA</td>
<td>California School Nutrition Association Annual Conference</td>
</tr>
<tr>
<td>January 17</td>
<td>Orlando, FL</td>
<td>Healthy School District Symposium</td>
</tr>
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- Next Members’ Newsletter will be distributed by the end of January
- Certificates of Recognition distributed by end of the month
o Qualification criteria: attendance at 3 meetings in 6 month period and/or 2 content contributions in 6 months period
  o 13 people qualified for January through June 2017
  o 5 people qualified for July through December 2017
  o 2 members will get certificates for both periods

• Katie asks for each Leader to provide feedback by Feb. 2nd for updated Content and Peer Review Guidelines
• Next Leadership Meeting: May 2018