Meeting Purpose & Agenda
Sandra thanked the Leadership Team for their time to attend this meeting, reiterated the purpose of these quarterly meetings and announced the following leadership changes that will take place this coming quarter: Mary Ann will be stepping up to lead the Additional School Food Initiatives content group and Shauna Hite from University of Maryland Extension will be stepping in to co-lead. On behalf of the leadership team Sandra thanked Amanda for her dedicated and valuable leadership in the past year. Annette Marchbanks of Liverpool Central Schools has accepted the position of Co-Leader of the Business of School Food content group. Both Shauna and Annette will be joining the leadership team in June but were not available for this meeting. On behalf of the leadership team Sandra extended a warm welcome to both Shauna and Annette!

CoP Report/Update

- Google Analytics Highlights – March to June 2017

**Page Views, Visitors & Behavior**

Average Monthly Page Views: 11,072 (9998 last quarter)

<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>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:33</td>
<td>3:16</td>
<td>3:23</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>85%</td>
<td>85%</td>
<td>87%</td>
</tr>
</tbody>
</table>

**Acquisition**

- **73% Organic Search**: Google, Bing, Yahoo
- **15% Direct Links**: bookmarked pages, saved links, or unknown source
- **8% Referral**:
  - SmarterLunchrooms.org– 273
  - Ottumwa Community School District Webpage (IA)– 145
  - Georgia School Nutrition Program Website– 117
- **4% Social**:
  - Facebook –884
  - YouTube –137

**Top Performing Articles**

Articles were posted on the dates in brackets, the view number reflects only March to June, 2017 for each article.

- **7,751 Views** - [3 Ways Nutrition Influences Student Learning Potential and School Performance](http://example.com)
  - David Just, Cornell University (7/5/2013)
- **3,268** – [Breakfast and the Brain: How Eating Breakfast Impacts School Performance](http://example.com)
Top Performing NEW Content
Articles were posted between March and June 2017.

131 – Webinar: **Spice it up! Putting Together a Low-Sodium Flavor Station in the School Cafeteria** by Shirley Vouris, RD, LDN, of the Chicago Partnership for Health Promotion

128 – **After School Garden Clubs: Planting Seeds for Success** by Joi Vogin, MS, CNS, LDN, University of Maryland Extension

126 – **Increasing Local Produce in School Lunch** by Beth Owens, MAg, University of Florida/IFAS Extension and Malory Foster, MS, RDN, LDN, Family Nutrition Program, UF/IFAS Extension

81 – Webinar: **Process Evaluation Results of a Smarter Lunchrooms Study in New York State Middle Schools** by Alisha Gaines, PhD, Cornell University, Division of Nutritional Sciences

Course Completions

- 6 Courses Available
- 106 Total Completions to Date
- 15 New Completions (March to June 2017)

Educational Video Production

New:

- **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

Completed:

- **Get to Know Your Salad Bar** by Shannon Klisch, UC CalFresh (1042 Views)
- **Tapping into Taste: Using Sampling to Turn Students into Ambassadors for Your Cafeteria** by Annette Marchbanks (274 Views)

Forthcoming:

- **Completing a Smarter Lunchrooms Scorecard Walkthrough** by Adam Brumberg, Cornell BEN Center

Webinar Evaluations

<table>
<thead>
<tr>
<th>Title</th>
<th>Presenter(s)</th>
<th>Date &amp; Time</th>
<th>Attendees</th>
<th>Views</th>
<th>Evaluators</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Creation and Evolution of the Smarter Lunchrooms Scorecard*</td>
<td>David Just</td>
<td>5/10 at 2ET</td>
<td>50</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td>Process Evaluation Results of a Smarter Lunchrooms Study in New York State Middle Schools</td>
<td>Alisha Gaines</td>
<td>4/4 at 2ET</td>
<td>48</td>
<td>34</td>
<td>12</td>
</tr>
<tr>
<td>Spice it up! Putting Together a Low-Sodium Flavor Station in the School Cafeteria</td>
<td>Shirley Vouris</td>
<td>3/14 at 4ET</td>
<td>70</td>
<td>74</td>
<td>28</td>
</tr>
</tbody>
</table>

*First Webinar using Zoom
General Feedback: Feedback was positive in all categories. Most comments were either complements or requests for information beyond the scope of the presentation. People continue to appreciate the length and often complement them as being concise.

- New Members

Develop Healthy Eating Dialogues
Jenn Cunningham, Nutrition Peer Educator, Chicago Partnership for Health Promotion

Additional School Food Initiatives
Angelika Schlanger, Regional Public Health Coordinator, Office of School Nutrition, University of Florida/IFAS Extension Family Nutrition Program

Mary Ann suggested utilizing Twitter to recruit new CoP members. Katie and Sandra will brainstorm about this potential opportunity to see how this initiative might be carried out.

Content Group Leaders and/or Co-Leaders’ Report

- Individual Group Progress Report:
  - Katie Baildon—Business of School Food
    Adam was unable to attend the meeting so Katie reported on the group’s activities. She expressed enthusiasm for Annette’s co-leadership and working more closely with her. She has been a dedicated and active member of the CoP for a few years. This group has experienced a bit of a lull in content this quarter but has plans for several upcoming articles and a video.
  - Amanda Mercer—Additional School Food Initiatives
    Amanda thanked Mary Ann for taking over leadership since she will be going on leave starting in July. This group has experienced a slight uptick in content partly due to utilizing students and interns availability to research and draft articles as a starting point for members.
  - Alisha Gaines—Develop Healthy Eating Dialogues
    This group has one new member, Jenn Cunningham who was recruited by her colleague Shirley Vouris, also a member of the group. This group has had 4 article published in the last quarter including a series on incorporating culturally appropriate foods into school meals that was also facilitated by student workers. Alisha is working on recruiting a new Co-Leader and will be talking with Amanda Root, a long time CoP member, about potentially taking the role.
  - Beth Shephard—Encourage Kids to Eat Healthy Foods
    Beth and her colleague Vanessa completed an educational video this quarter. She expressed that it took more time than anticipated but is happy with the result. This group has experienced low attendance in the last 2 group meetings but Beth thinks it is due to the end of the semester and will return to normal next month. The group has developed 4 articles in the last quarter.

Additional Efforts/Updates

- Update on 2 New Professional Development Courses
  The two courses listed below are under development. 7 has been compiled and submitted to SNA for accreditation. 8 needs some updates that will be made this month and then submitted to SNA for accreditation. Upon accreditation, Katie will post the new courses at campus.extension.org.

7-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

8-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,
• *Spice it up! Putting Together a Low-Sodium Flavor Station in the School Cafeteria*

• Update on Transition from WebEx to Zoom for Webinars
  o As of this month Cornell no longer supports WebEx. We've had one webinar using WebEx so far and the process was smooth. New guidelines for conducting a webinar have been created to reflect the change in software and are available in Basecamp and [Create.extension.org](http://Create.extension.org)

• Update on Video Promotion Project
  o Next week (6/19) a message will be sent to each member asking them to share the videos with their state/regional SNA reps and others who may find them of interest.

• Report on Facebook group
  o Unfortunately, engagement in the Facebook group has not occurred. We will keep the group and Katie will continue to update it. Leaders are encouraged to also post in the group to encourage engagement in the future.
    ▪ Beth suggested sending a reminder email to CoP members about joining the group which Katie will do.
    ▪ Sandra suggested promoting the group again. Katie and Sandra will brainstorm about when and how to best do this
    ▪ Katie will also work to identify new opportunities for member engagement

**Upcoming Events, Dates, and Activities**

• Updated Webinar Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Presenter</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/28 at 3ET</td>
<td>Starting from Scratch – Let’s Get Cooking School Meals</td>
<td>Presented by Shellie Kark, LiveWell Chef Consultant, LiveWell Colorado’s School Food Initiative</td>
<td>Additional</td>
</tr>
</tbody>
</table>
| 7/18 at 2ET   | Part 1: Introducing the Smarter Mealtimes Scorecard for early childhood education settings  
Part 2: Using the Smarter Mealtimes Scorecard and Strategies | Erin Sharp and Heather Hodson, Smarter Lunchrooms National Office                          | Additional     |
| 8/29          | Showcase of new SLM website and resources                              | Erin Sharp, Smarter Lunchrooms National Office                                            | Additional     |
| 9/12          | Walkthrough of the Smarter Lunchrooms Scorecard Tracker                | Erin Sharp & Katie Baildon, Smarter Lunchrooms National Office                            | Additional     |
| After July    | Eat Move Win – High school Nutrition Program                           | Candice Sainz and CA SLM Team                                                            | Encourage      |
| TBD—waiting on publication | Parenting Messaging Strategy AFRI Results                                   | Alisha & Colleagues, Cornell Division of Nutritional Sciences                        | Dialogues      |
| TBD—waiting on publication | Results from cafeteria related studies                                   | Dip Biswas, University of South Florida                                                 | Business       |
• Forthcoming Promotion Opportunities

Completed

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 23-24</td>
<td>Sacramento, CA</td>
<td>SNAP-Ed Conference</td>
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<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>
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<tr>
<td>March 26-28</td>
<td>Blacksburg, VA</td>
<td>Virginia Academy of Nutrition and Dietetics 88th Annual Meeting</td>
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<tr>
<td>April 3-4</td>
<td>Richmond, VA</td>
<td>Weight of the State</td>
</tr>
<tr>
<td>April 27-29</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>June 7-10</td>
<td>Victoria, Canada</td>
<td>International Society of Behavioral Nutrition and Physical Activity</td>
</tr>
</tbody>
</table>

Forthcoming

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 9-12</td>
<td>Tampa, FL</td>
<td>International Association for Food Protection</td>
</tr>
<tr>
<td>July 9-12</td>
<td>Atlanta, GA</td>
<td>Annual National Conference: School Nutrition Association</td>
</tr>
<tr>
<td>July 13-16</td>
<td>Tarpon Springs, FL</td>
<td>Florida PTA Leadership Convention</td>
</tr>
<tr>
<td>July 20-24</td>
<td>Washington, DC</td>
<td>Society for Nutrition Education and Behavior</td>
</tr>
</tbody>
</table>

• Audience Survey Sent June, 5th 2017
  ○ 45 new responses have been received since 6/5. These responses will be reported on in the next quarterly meeting.

• Next Members’ Newsletter
  ○ The next members’ newsletter will be sent by the end of June.

• Next Leadership Meeting Mid-September