Recording Link:
https://cornell.webex.com/cornell/ldr.php?RCID=3ac27dd75d7b90630db19b63140e1e9b

CoP Report/Update

- Google Analytics Highlights

Page Views, Visitors & Behavior
September to December 2016

**Average Monthly Page Views: 9336** (6616 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>14%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Average Time Spent on Page</td>
<td>3:43</td>
<td>3:06</td>
<td>3:25</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>84%</td>
<td>84%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Acquisition
September to December 2016

**Total Page Views: 28,010**

73% Organic Search: 20,715+ (Google, Bing, Yahoo)

19% Direct Links: 5,279 (bookmarked pages, saved links, or unknown source)

10% Referral: 2,909
- Smarter Lunchrooms= 521
- virtualarkansas.org= 480
- actionforhealthykids.org= 235
- Food and Brand Lab= 180

>1% Social: 440
- Facebook 73%
- Twitter 23%
- Email 33%
Top Performing Content
September to December 2016

9,972 - 3 Ways Nutrition Influences Student Learning Potential and School Performance
Article by David Just, Cornell University (7/5/2013)

2,643 – Breakfast and the Brain: How Eating Breakfast Impacts School Performance
Article by Katie Baildon, Cornell University (5/7/2013)

1,159 - How Peer and Parental Influences Affect Meal Choices
Article by Bertilia Trieu and Tisa Hill, Cornell University (9/17/2014)

1,068 - 10 Facts About School Lunch
Article by Amanda Root, Cornell Cooperative Extension (9/10/2013)

Top Performing NEW Content
September to December 2016

477 - School Food Waste Prevention Techniques: Tips to Develop a Fun and Collaborative Action Plan
Article by Allison Milch & Alisha Gaines, Cornell University

297 – Social Media Toolkit for Extension Professionals
Article/toolkit by Dipti Dev, University of Nebraska-Lincoln

280 – Why Reducing Food Waste in School Meal Programs Matters
Article by Sara Williamson, Saint Joseph’s University

179 – A Walk-through of the Two Most Popular and Easy-to-Implement Smarter Lunchrooms “No Time to Train” Workshops for Lunchroom Staff
Webinar by Erin Sharp, Cornell University

- Webinar Evaluations

Webinar Evaluations
September to December 2016

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Presenter(s)</th>
<th>Date</th>
<th>Attendees</th>
<th>Views</th>
<th>Evaluators</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Walk-through of the Two Most Popular and Easy-to-Implement Smarter Lunchrooms “No Time to Train” Workshops for Lunchroom Staff</td>
<td>Erin Sharp</td>
<td>9/22/16 @ 2 ET</td>
<td>68</td>
<td>65</td>
<td>17</td>
</tr>
<tr>
<td>Right Sizing: Creating Appealing &amp; Satisfying Portions in School Meals</td>
<td>David Just</td>
<td>10/3/16 @ 12 ET</td>
<td>66</td>
<td>36</td>
<td>24</td>
</tr>
<tr>
<td>Measuring the Long-Term Impact of Behavioral Interventions in School Cafeterias</td>
<td>Drew Hanks &amp; Haleigh Golub</td>
<td>10/27 @ 2 ET</td>
<td>73</td>
<td>43</td>
<td>27</td>
</tr>
<tr>
<td>Implementing Smarter Lunchroom Makeovers in New York State Middle Schools: Results of Process Evaluation</td>
<td>Alisha Gaines</td>
<td>11/9/16 @ 2 ET</td>
<td>47</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

General Feedback: As always, feedback was positive in both knowledge gained and confidence gained. Comments were also positive—lots of “thank yous”

Notes: Highest frequency of attendees are Food Service directors/staff and Extension Employees
• New Members

Encourage Kids to Eat Healthy Foods

• Michelle Krehbiel, 4H Youth Development Specialist and Associate Professor at University of NE – Lincoln

Business of School Food

• Lauren Gabuzzi, Smarter Lunchrooms Coordinator in Chicago Area Schools, Cornell BEN Center

Content Group Leaders and/or Co-Leaders’ Report

• Individual Group Progress Report:
  o Adam Brumberg—Business of School Food
  This group has been consistent over the year. 5 or 6 core members contribute most of the content and attend meetings regularly. Recruitment is a priority of this group. Heidi Kessler is the new Co-Leader of this group. She is the Executive Director of Smarter Lunchrooms National Office. Adam and Heidi will recruit at SLM trainings.
  o Amanda Mercer—Additional School Food Initiatives
  This group has been struggling with producing content. Meeting participation has also been low. It has been a challenge getting members involved. The group does have lots of ideas that people have brainstormed and is working on getting members more involved.
  o Alisha Gaines—Develop Healthy Eating Dialogues
  Membership has declined a bit due to people shifting schedules and jobs, but newer members have stepped up and been very active. Allison Milch, a student who works with Alisha, has worked on developing drafts of content from this group’s ideas list which has contributed greatly to the productiveness of this group. Alisha also emphasized that recruiting new members is an objective for the New Year as conference season begins. This group is working on finding a co-leader.
  o Beth Shephard—Encourage Kids to Eat Healthy Foods
  This group is also looking to recruit new members. Content development has decreased in the past few months possibly due to fall being a very busy time. This group is really motivated and will focus on reengagement in the New Year.

• How can we increase involvement and participation?

As per Amanda’s report above and during our pre-meeting participation is very low in her group. Amanda proposed looking into possible strategies to get group members more involved than just attending a monthly meeting, which many are not doing anyway. She asked to add this topic to the agenda for discussion.

Sandra brought the topic up and asked attending Leaders and Co-Leaders if they had any ideas of their own or if any such options had been proposed and/or discussed in their monthly group meetings. There have been no discussions in the groups on this topic. She suggested finding ways for members to collaborate on content development with colleagues or members with similar or complementary expertise, as one option to consider. Katie discussed an instance where collaboration was successful between 4 different members all contributing to the document through a Google Doc.

Basecamp does have tools for keeping ongoing communications but people would still have to log in if they wanted to see the discussions.
Katie suggested using a technology that members are likely already participating in such as Facebook Groups, to encourage collaboration and engagement. A closed group could be created for members to share resources and ideas and Katie could keep it updated with new content & prompt ideas. Sandra suggested that “increasing engagement” should be a new topic of discussion with members of each content group to see what new ideas arise.

**Additional Efforts**

- **Update on December Video filming**

Katie and Adam and their colleague Liam went to a middle school in Liverpool NY on Dec. 7th to film a group of students taste testing potential new menu items developed by Food Service Director, Annette Marchbanks. Annette is also an active member of the Business of School Food Content group. For the taste test recipes she focused on legumes, specifically black bean based foods, because that is a category of food that she finds it particularly difficult to get kids to eat. The filming went well and students found some items that they really enjoyed. They look forward to sharing the final video in January.

Katie also noted that Beth and her group have been brainstorming and developing strategies for getting the CoP videos used in schools and cafeterias and on school websites. Annette will be posting her new video on the school website and sharing it with the PTA. Heidi also can use the videos in her SLM trainings to get them more visibility.

Funding for videos is renewed in 2017 (the CoP has funds for 2 videos at $500 per year) and some members have asked for the video guidelines and are interested in submitting proposals.

- **6 Month Member Certificates**

**Certificate of Participation Recipients**

Criteria: Participating in at least 3 meetings and/or 2 content contributions in 6 month period (May-November)

<table>
<thead>
<tr>
<th>Encourage Kids to Eat Healthy Food</th>
<th>Develop Healthy Eating Dialogues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanessa Spero-Swingle**</td>
<td>Shawna Hite*</td>
</tr>
<tr>
<td>Lori Nelson*</td>
<td>Christi Demitz</td>
</tr>
<tr>
<td>Candice Sainz</td>
<td>Amanda Root</td>
</tr>
<tr>
<td>Shannon Klisch</td>
<td>Shirley Vouris</td>
</tr>
<tr>
<td>Chrissa Carlton</td>
<td>Pam Koch</td>
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<thead>
<tr>
<th>Business of School Food</th>
<th>Additional School Food Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beth Owens**</td>
<td>Jacquelyn Gibson**</td>
</tr>
<tr>
<td>Drew Hanks**</td>
<td>Erin Sharp*</td>
</tr>
<tr>
<td>Carrie Steindorf</td>
<td>Shauna Henley</td>
</tr>
<tr>
<td>Heidi Kessler</td>
<td>Stephanie Weaver</td>
</tr>
</tbody>
</table>

*Members who received a certificate 6 months ago  
**Members who received a certificate a year ago and 6 months ago

Katie and Sandra will be putting together the certificates and sending them to members in early January.
Leaders and Co-Leaders will be getting a small token of gratitude for their leadership in the mail.

- Smarter Lunchrooms & CoP ListServ

Heidi discussed a new initiative that she is leading to create a listserv to fill the void in communication among school food service staff that was left after the USDA’s Mealtalk listserv was taken down. **Since the date this meeting took place, this initiative has evolved from creating a Listserv using Google Groups to creating a Smarter Lunchroom focused Facebook Group with a similar objective:** “The Smarter Lunchroom Buzz is a platform for everyone involved in school food to ask questions and share best practices that encourage building Smarter Lunchrooms which promote healthy food selection and consumption. Talk to your friends and colleagues from across the country! Ask us your toughest questions and we’ll work together to get you an answer!”

CoP members are encouraged to join and participate in this group: https://www.facebook.com/groups/414635162259881/

Upcoming Events, Dates, and Activities

- Next Audience Survey Request

The survey was adjusted to encourage more specific content recommendations as discussed in the last leadership meeting. The latest audience survey email request was sent on December 8th and so far we have gotten 45 new responses that will be reported on in the next Leadership meeting.

- Updated Webinar Calendar

### Upcoming Webinars

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Presenter</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/26/2017</td>
<td>Offer vs. Serve (Title TBD)</td>
<td>Heidi Kessler &amp; Kerri Link</td>
<td>Business</td>
</tr>
<tr>
<td>February</td>
<td>Introduction to the new Smarter Lunchrooms 60 point Scorecard</td>
<td>Heidi Kessler</td>
<td>Business</td>
</tr>
<tr>
<td>TBD</td>
<td>Spice it Up! Putting Together a Low-Sodium Flavor Station</td>
<td>Shirley Vouris</td>
<td>Dialogues</td>
</tr>
<tr>
<td>TBD</td>
<td>How to host a naming session with students to come up with attractive, descriptive names for healthy foods to use in school meal menus</td>
<td>Lauren Gabuzzi</td>
<td>Business</td>
</tr>
<tr>
<td>TBD</td>
<td>Process evaluation results</td>
<td>Alisha Gaines</td>
<td>Dialogues</td>
</tr>
<tr>
<td>TBD</td>
<td>BEN Center AFRI Research results</td>
<td>TBD</td>
<td>TBD</td>
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</tbody>
</table>

Sandra reminded leaders to continue encouraging members to develop and present webinars in 2017.

- Next Leadership Meeting Mid-March -- stay tuned for scheduling in February