



## 28th CoP Leadership Meeting Wednesday, September 18<sup>th</sup> at 1pm ET

[View the Recording Here](#)

### Meeting Purpose & Agenda

Sandra opened the meeting by welcoming the Leadership Team to the 28th Leadership Meeting and established the purpose of the meeting. She explained that there will be a new Communications Assistant (Bhoomika Jain) with the departure of Katie Kuhl. The CoP Leadership is committed to encouraging members to engage in their respective groups by attending content meetings and getting involved in content (article/webinar) development.

# CoP Report and Updates March 2019 to September 2019

- Google Analytics Highlights

## Page Views, Visitors & Behavior (March 2019 to August 2019)

**Average Monthly Page Views: 9,614** (12,932 last period)

	CoP	CoP Last report	<a href="#">eXtension.org</a>
Percentage of Return Visitors	18.4%	23.1%	20.5%
Average Time Spent on Page	3:52	4:07	3:29
Bounce Rate	86%	85%	88%

## Top Performing Articles (March 2019 to August 2019)

7,280 - [3 Ways Nutrition Influences Student Learning Potential and School Performance](#)

David Just, Cornell University (7/5/2013)

5,853 - [Cooking with Kids in Schools: Why It Is Important](#)

Mary Ann McFarland, Virginia Tech & State University Extension (11/24/2015)

4,889 - [Breakfast and the Brain: How Eating Breakfast Impacts School Performance](#)

Katie Baidon, Cornell University (5/7/2013)

4,844 - [Encourage Healthy Eating Behaviors and Promote School Lunches](#)

Tisa Hill & Julianna Apuzzo, Cornell University Division of Nutritional Sciences (12/23/2016)

## Top Performing NEW Content (March 2019 to September 2019)

- 114 – [Young Chefs Create Student-Favorite Recipes](#) by Katie Kuhl & Erin Sharp, Smarter Lunchrooms Movement National Staff, & Stefanie Giannini, Marquardt School District 15 (IL) (8/5/19)
- 134 – [Developing an Inclusive Health Curriculum for Individuals with Disabilities](#) by Chelsey Slattery, Yuba City Unified School District (6/24/19)
- 62 – [Mooga: Cow-Inspired Yoga \(updated\)](#) by Lori Johnson, Dairy Council of Florida (republished 7/25/19)
- 48 – [What's in Your Glass Matters!](#) by Lori Johnson, Dairy Council of Florida (4/19/19)

## Educational Video Performance March - September 2019

[Get to Know Your Salad Bar](#) (May, 2016)

by Shannon Klisch, UC CalFresh

2,202 total Youtube views (169 new Youtube views) + 9 new CoP page views

[Tapping into Taste: Using Sampling to Turn Students into Ambassadors for Your Cafeteria](#) (February, 2017)

by Annette Marchbanks

321 total Youtube views (11 new YouTube views) + 7 new CoP page views

[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

637 total Youtube views (17 new YouTube views) + 2 new CoP page views

## 7 Professional Development Courses

214 Total Course Completions to Date

55 New Completions (March to September 2019)

## Webinar Evaluations (March to September 2019)

Webinar	Presenter(s)	Date & Time in ET	Attendees	Views	Evaluators
<b>Spice Up Your Lunchroom with a Flavor Station</b>	Erin Sharp	Apr 10th @ 2pm	70	37	22
<b>Best Practices for Completing a Smarter Lunchrooms Scorecard Assessment</b>	Patty Hammond	May 7th @ 2pm	73	17	24
<b>How to Bring the DeStress Monday Program to Schools &amp; Communities to Improve Mindful, Healthy Behavior</b>	Ron Hernandez	May 23rd @ 1pm	47	27	13
<b>Smarter Lunchrooms Strategies for Your Home: Meals and Snacks</b>	Erin Sharp & Adam Brumberg	Jun 20th @ 2pm	64	23	21

<b>A Pediatrician's Perspective of School Body Mass Index (BMI) Report Cards</b>	Mara Vitolins & Dr. Joseph Skelton	Jul 17th @ 2pm	21	8	11
<b>Learn It, Grow It, Taste It! Nutrition &amp; Gardening</b>	Chelsey Slattery & Jennifer Swanstrom	Aug 27th @ 2pm	46	5	22

General Feedback:

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

## New Members (March to September 2019)

### Encourage Kids to Eat Healthy Foods

- **Kate Yerxa**, Associate Extension Professor & EFNEP Coordinator, University of Maine - Extension

### Pending Group Selection

- **Corinne Chatterton**, NEP Community Wellness Coordinator, Purdue University Extension
- **Carla Due**, Staff Chair & Extension Educator, University of Arkansas
- **Deborah Hardison**, Senior Extension Director, South Carolina State University

## Content Group Leaders and/or Co-Leaders Reports

- **Adam Brumberg and Annette Marchbanks—Business of School Food**

This group has been pretty inactive lately but Adam is enthusiastic about getting new members, with hopes of increasing content meeting attendance and thereby content contributions. Annette will be coming down to Ithaca to help out with the first ever online Smarter Lunchroom Symposium. The goal is to use this symposium as a way of re-engaging everyone involved with the initiative moving forward.

- **Mary Ann McFarland and Shauna Henley—Additional School Food Initiatives**

This group has produced quite a good amount of articles and webinars over the summer. They are concerned because the usual attendance is around 5-6 people, who feel pressured to create all the content for the group. They hope to present a number of additional webinars following the symposium, including post-production materials that will be posted on the website. Erin and Diane (from Illinois) are also working on more content for this group. Due to the limited number of people in this group, there is a concern that the same people's perspectives are being posted and presented. This group is excited with the online symposium as they have quite a few special guests coming in to speak about certain issues. They would love to invite more people to join the school food service arena, specifically targeting school professionals, such as School administrators and the Board of Education members, as those are the voices likely to be most heard.

- **Vanessa Spero and Lori Johnson—Encourage Kids to Eat Healthy Foods**

This group tried to recruit new members at the last conference in hopes of increasing participation. Similar sentiments as previous groups are repeated in how the same members are always stepping up to create content and participate. They proposed to come up with new ideas to increase the effectiveness of the marketing efforts and to relay messages to a more widespread base. The idea of emphasizing viewership and highlighting the actual impact for some of the top-performing articles to incentivize more members to submit content was proposed in the last bi-monthly meeting of this group.

A new set of participants from University of Maryland, whose expertise is centered around Best Practices & Policies in School Wellness, will be joining the team very soon! Shauna is a current member of the CoP and part of

this group. In addition, Sandra proposed to the Leadership to set a goal of recruiting a total of 15 new members (5 in each group) between now and the next leadership meeting.

## Upcoming Events, Dates, and Activities

- Updated Webinar Calendar

Date, Time in ET	Topic	Presenter	Group
October 22nd @ 2pm	Cooking with Kids: Building Lifelong Culinary	Peggy Policastro & Erin Comollo	Guest
TBD-November/December	Mindful Eating Series	Vanessa Spero-Swingle, Michelle Krehbiel, Mara Vitolins	Encourage

- Past and Forthcoming Promotion Opportunities

Completed in Last Quarter		
March 27th	Jersey City, NY	Jersey City Medical Center Wellness Fair
July 27-30th	Orlando, FL	Society for Nutrition Education and Behavior 52nd Annual Conference
Forthcoming		
September 30th - October 3rd	Hershey, PA	National Extension Association of Family and Consumer Sciences (NEAFCS)
October 9-11th	Online	2019 Smarter Lunchrooms Symposium
October 26-29th	Philadelphia, PA	Food & Nutrition Conference & Expo (FNCE)
November 2-6th	Philadelphia, PA	APHA Annual Meeting: Creating the Healthiest Nation

- Next Members' Newsletter will be distributed by the end of September
- Next Leadership Meeting: March 2020