

**Advisory Council for School Nutrition
Meeting Minutes – Thursday, September 27, 2012
Double Tree Hotel, Colorado Springs, CO**

ACSN Members: Shelly Allen, Joni Bilderbeck, Paula Buser, Amanda Cobb, Kim Cotta, Brent Craig, Kathy DeTonto, Adam Gose, Sandy Guyette, Michelle Hammond, Jill Kidd, Steffiney Quick, Meta Riseling, Craig Schneider, Naomi Steenson, Ella Walker, Beth Wallace

Absent: Monica Deines-Henderson, Linda Stoll, Kay Wernsman

CDE Office of School Nutrition (OSN) Staff: Jeanne Aiello, Jan Bodnar, Jane Brand, Connie Harlow, Lindsay Hucknall, Katie Jackson, Stacey Macklin, Jennifer Otey, Bre Riley, Sara Silvernail

Spark Policy Institute Staff: Lyn Kathlene, Natalie Portman-Marsh

Welcome and Introductions:

The ACSN meeting was called to order at 10:02 a.m. by Jane Brand, Director, Office of School Nutrition. Jane welcomed ACSN members, OSN staff members, and Spark Policy facilitators to the meeting, thanking them for attending. Meeting ice-breaker was incorporated into introductions, asking members to introduce themselves and answer the question “What’s your dream job, if you weren’t doing what you’re doing right now?”

Review and Adoption of Final Charter:

Under the review of Lyn Kathleen, Spark Policy, the ACSN Charter was reviewed for content and agreement. The Purpose, Scope, Composition, Responsibilities, Support/Process, Impact Statement, and ACSN Meeting Norms were presented, and with no comments put forth by the ACSN members, the ACSN Charter was unanimously approved. It was suggested that the ACSN Meeting Norms be made into a laminated poster that will be displayed at all future ACSN Meetings.

Buddy Process:

Sara Silvernail, Training Coordinator presented the ACSN Buddy System that will be used by any member who has an unavoidable absence from an ACSN meeting. Each member was paired with a buddy and contact information was exchanged on buddy cards. In the event of an absence, the member will contact his/her buddy and the buddy will be responsible for sharing information for the absent member.

USDA New Meal Pattern Brochures:

Bre Riley, Program Supervisor, discussed the New Meal Pattern brochures that were adapted by the OSN for Colorado. These brochures were directed to parents (English/Spanish versions), administrators, and teachers. Additionally, a fact sheet was also developed. Members were advised to contact the OSN for copies on a first-come, first-served basis, while supplies last. (stacey.macklin@cde.state.co.us) Members were supportive of the brochures and found them valuable for presenting consistent information that addressed the misconceptions of parents,

administrators and teachers. Members did suggest that perhaps a more fact-oriented brochure be made available that would include actual calorie requirements, age appropriate portion size information, etc., specifically made to inform administrators, teachers and parents of middle school students. Administrators did not feel that it was their responsibility and did not want to support changes; do not agree with meal price increase and new portion sizes. Many have received comments around athletes not receiving calorie needs. Further discussion touched on the negative publicity and lack of support for the NMP.

Certification Presentation:

Senior Consultants Lindsay Hucknall and Katie Jackson began their presentation with encouraging words and understanding that the certification process is a huge undertaking. Although the certification process has no deadline for completion, the OSN goal is to have 100% of the SFAs certified by the end of the 2012-2013 school year!

Extensive discussion relating to certification included:

What if SFA decides NOT to complete the certification?

- No additional 6 cent reimbursement
- Administrative review will be more difficult to pass
- Moved to first of the administrative review cycle
- Could result in fiscal action for missing menu components

What if SFA wants to drop NSLP?

- This is a district decision. SFA should evaluate resulting fiscal impact.
- High free and reduced-price recipient districts would experience the greatest income loss

What are additional benefits, besides additional 6 cents?

- Helps SFAs evaluate menus; meeting requirements or not?
- Assists in process to standardize menus

Standardized recipes?

- USDA recipes aren't foods kids eat; recipes are not adaptable by small staff; SFA may not have staff or skills to develop recipes
 - State-wide recipe book?
 - Council members recommended developing a recipe cookbook and/or cycle menus from OSN/SFAs
 - Conduct menu meetings with chefs to create menus/recipes with nutrient analysis
 - Balance palatability with meal patterns

Barriers to completion?

- One person kitchen cannot complete without assistance
- Head "cooks" may not have computers or know Excel
- Can't operate the tools without being shown

Opportunities for encouragement?

- ACSN members and OSN provide support and encouragement
- Certified SFAs provide training to others in their region
- Share that everyone is overwhelmed by worksheets, etc., but that completion helps develop better menus when they can see what is required

Recommendations for technical assistance; what's best? in-person, phone, webinar?:

- Report from SFAs attending an on-site training was amazing; helps overcome feelings of incompetence and stupidity
- On-site was awesome; relieved anxiety; didn't complete at training, but understands what has to be done

The Certification presentation continued with two hands-on activities. For the first activity, members placed stickers on appropriate posters based on questionnaire answers from SFAs. The stickers emphasized the progress made in terms of receipt and processing of the certification worksheet flash drives. The second activity took a more detailed look at the remaining questions and small break-out groups addressed the questions individually, and then reported back to the ACSN members.

- Question 2: Do the SFAs in your region know where to find the Certification resources on the CDE OSN website?
 - Training took 8 hours to complete and understand
 - Don't have adequate computers or computer skills; no direct phone lines to SFA contact
 - Unsure of resources
 - Thought Certification and New Meal Pattern were the same thing and the same trainings
 - SFAs not responding well to ACSN members
 - Actual SFA contact was difficult to reach, so actual SFA was/is not receiving information from OSN
 - Trying to establish better contact list to get information to right person; find out "who runs the food service in your district?"
- Question 4: What are the challenges that the SFAs in your region face with meeting the new meal pattern requirements?
 - Time
 - Money
 - Overwhelmed
 - No technical knowledge of food
 - Manufactured food not quality
 - Students opting out of program; parents bringing/sending food (junk)
 - Increased labor needed with less money to fund extra labor costs
 - Storage for fresh fruits and vegetables

- Question 6: For the SFAs who have started the Certification process, what are the challenges they face when completing the Certification documents?
 - Time
 - Lack of skills and knowledge
 - Lack of computer access
 - Communications between SFA and administration
 - Lack of recipes and menus
- Question 9: What type of assistance from the CDE OSN would be most beneficial to each of the SFAs in your region?
 - Smaller districts need one-on-one personal training in the districts or regions
 - District partnering
 - Take advantage of days off (4-day week)
 - Grant money for computers designated to SFA only

Katie Jackson presented an overview of the Certification flash drive requirements and documentation, including: on-line training certified with OSN; site identification list to verify the number of menus required to be submitted and certified; menu checklist; week of menus to be certified; worksheets, with menu types, simplified nutrient assessment or nutrient analysis; and attestation statement. For verification/validation purposes, CN labels and documents should be on-site, as backup.

Lindsay Hucknall explained the procedure when the flash drive requirements have been completed and sent to OSN. Flash drives are logged in when received and checked for all green boxes (no red boxes!). Upon evaluation of information, flash drives may be returned to SFA to provide missing information. The USDA has allowed a 60-day time period for menu approval once the information has been submitted correctly. When the menu has been approved, the 6 cent reimbursement will start the first week of the month in which the certified menus are served. The signed attestation (from the director) will be returned to the SFA and the 6 cents will be added to the claim system.

The validation review process has not been finalized by the OSN, but preliminarily will include all schools with 40,000+ students and a random sample of 25% of all SFAs approved for certification. The review will include watching meal service for all approved menus to verify that the menus approved accurately represent meal service; and review of nutrient analysis, and production records.

New Claim System Presentation

Newly promoted Senior Consultant Jennifer Otey presented information about the new Colyar Claim System. Jennifer shared that the new claim system will include more enhanced data reporting, including information necessary for USDA reporting. Although the initial application process during the current year will be a more detailed process, after the initial application is in

the new claim system SFAs will only have to update information and resubmit instead of having to totally complete the applications. The system will eventually incorporate the free and reduced price and certification trainings; the PLE tool; and applications and claims for the Special Milk Program (SMP), Afterschool Care Snack Program (ACSP), Summer Food Service Program (SFSP), and Fresh Fruit and Vegetable Program (FFVP). At this time, most applications in the new claim system are being approved in less than a week and claims are being paid every two weeks.

As an action and agenda item for the December 7, 2012 meeting, Jennifer will provide “A Penny for Your Thoughts” questionnaire template requesting answers from SFAs regarding: What do you like most about the system? What is the top aspect/feature of the system you would change? and How else can we use the claim system as a vehicle to communicate, collect data, and do so efficiently?

Communication Strategies

Under the direction of ACSN members Paula Buser (Canon City) and Brent Craig (Douglas County), ACSN members and OSN staff discussed communication strategies. Paula shared three main tips: 1) start early! 2) be specific! and 3) be brief! She further suggested that if a member had no response to email communications, make phone calls or personal visits. Brent suggested that many find email too impersonal and phone calls without personal relationships lead to “who’s this?” In-person contact has a bigger impact and develops a friendship/relationship-EAT PIE! Brent also suggested using facebook and newsletters with parents or perhaps an open house with a food component showing parents what reimbursable meals are and the goals of the new meal patterns. Further suggestions from members for improving communications included:

- Be specific about what you want from the SFAs; call schools for specific SFA director or contact; email after determining contact person for SFA and arrange convenient times for best communication
- Give timelines for sending and receiving communication responses; goals for reporting to ACSN
- Follow-up emails with phone calls; piggyback ACSN communications with other organizations or meetings (LiveWell Coordinators, Farm-to-School meetings); be included on agendas of others to promote ACSN goals
- Host regional meetings with other organizations allow participants to get to know each other and “vent”; share common goals
- Distance and limited (one-person) staff makes personal meetings difficult, but may attempt meetings on days off (4-day weeks) and provide good information

Next steps:

Members requested a fact sheet describing “What if we don’t do certification?” with talking points for ACSN members; and a template for the claims system questions with “A Penny for

Your Thoughts” from Jennifer Otey. It was also requested that the ACSN Meeting Norms be made in to a laminated poster for display at all meetings.

Members discussed future **hot topics for the December 7, 2012 meeting** and suggested:

- Counteracting negative publicity toward the New Meal Patterns
 - Target audience of parents, administrators and students
 - Brochures with additional information, including portion size
- Recipe development, with nutrient assessment, cost and SFA size adaptations
- Ala carte guidelines and competitive foods regulations
- Certification update
- Direct certification (increase DC vs. SNAP); monthly updates?

Meeting evaluation:

- Council members felt that relationships between the members and the OSN are building and partnerships are forming
- Camaraderie building makes goals more achievable
- Peer support
- Pro-active state office; obvious CDE OSN investment
- Love Thursday Update and archived issues on website
- Suggestions for improving the meetings included: larger facility with more “elbow room” possibly with round tables

Closing Comments and Adjournment:

Jane Brand, Director, Office of School Nutrition, thanked everyone for their attendance and participation and closed the meeting by commending the Council for accomplishing the desired meeting outcomes. Meeting was adjourned at 2:54 p.m.

*What's your dream job, if you weren't doing what you're doing right now?

Beth Wallace: be Betty Crocker

Jill Kidd: travel how-to for the US

Naomi Steenson: be a mom

Shelly Allen: minister of a church

Steffiney Quick: night club owner

Amanda Cobb: professional referee

Meta Riseling: "bum" with no responsibilities

Joni Bilderbeck: flight attendant

Brent Wright: fisherman

Ella Walker: small business owner

Adam Gose: meteorologist

Kathy DelTonto: nothing!

Paula Buser: own a sports team

Michelle Hammond: run a facility for homeless/mentally ill

Kim Cotta: travel winter; Bed and Breakfast at the beach in the summer

Sandy Guyette: form "maker-upper" who makes forms instead of filling them in

Lyn Kathleen: professional weaver with studio

Natalie Portman Walsh: professional tennis player

Katie Jackson: traveler/outside explorer

Lindsay Hucknall: food critic or queen of a small country

Stacey Macklin: operate a Bed and Breakfast

Jennifer Otey: liturgy director in Italy

Connie Harlow: professional poker player

Craig Schneider: retired

Jane Brand: own a bakery or coffee shop

Jan Bodnar: truck driver; play with toys

Bre Riley: horseback rider/trainer

Jeanne Aiello: travel world-wide; own a small business

Sara Silvernail: make wine; sommelier