

Dear School Nutrition Sponsors:

The California Department of Education Nutrition Services Division (NSD) is happy to announce a Webinar on Expanding Your Marketing Efforts to Increase Participation and Recognition. In this peer-to-peer Webinar, you will hear from districts across California using marketing techniques and resources to increase meal participation. Information will also include tips from the California School Meals Outreach Toolkit (Outreach Toolkit). The Outreach Toolkit provides marketing templates and resources for students, parents, teachers, and the community at large.

Join us to learn successful strategies for promoting your program for the 2016–17 school year. To access the Outreach Toolkit, please visit the California Professional Education and Training (Cal-Pro-NET) Center’s Outreach Toolkit Web page at <http://www.calpronet-sj.org/outreacht toolkit/>.

Webinar Date: Thursday, May 26, 2016, at 2 p.m.

Event link:

<https://cdeevents.webex.com/cdeevents/onstage/g.php?MTID=e4bca30f0324afa6576db9ccbccccbddd4>

Event number: 669 259 097

Event password: 120356

Conference dial-in number: Number provided after you log into the session.

Cisco WebEx Webinar Access

The NSD currently offers Webinars using the Cisco WebEx service. Please test your computer’s compatibility to make sure it is ready to use WebEx prior to attending a Webinar session. You can do this by visiting the WebEx Test Meeting Web page at <http://www.webex.com/test-meeting.html>. If you experience difficulties joining the test meeting, contact WebEx support by phone at [866-229-3239](tel:866-229-3239).

Contact Information

If you have any questions regarding this subject, please contact Linda Sweeney, Cal-Pro-NET Center Coordinator, by phone at [408-924-3125](tel:408-924-3125) or by e-mail at linda.sweeney@sjsu.edu, or Lisa Melhouse, Nutrition Education Consultant, by phone at [916-323-2488](tel:916-323-2488) or by e-mail at lmelhouse@cde.ca.gov.

Thank you.

Nutrition Services Division
California Department of Education