Community Food Systems Trainer Overview

The Iowa State University Community Food Systems (CFS) certification is intended for intermediate levels of food system practitioners. It is a process-based certification that increases capacity for food system practitioners to work within community and develop food systems. This certification involves visioning techniques, research and community food systems assessments, and strategic development of projects. Participants will gain new skill sets for decision-making, facilitation and team-building techniques, and will learn to bring projects from visioning to implementation for reaching systems-based goals.

Community Food Systems objectives:
- Understand community food systems and how they relate to larger community and economic development goals;
- Engage and empower community partners to work collectively toward a community food system;
- Discern the different sectors of the food system and their impact on community;
- Utilize Collective Impact and Strategic Doing methods;
- Develop coalitions working toward collective community goals;
- Increase strategic partnerships with organizations for creative collaborations;
- Execute community processes including facilitation, project management, partnership, and building successful teams;
- Improved ability to develop community food systems assessments through mapping, interviews, and public input sessions;
- Identify primary and secondary data sources for community food systems assessment and priority projects;
- Utilize community food system assessments to determine priority projects;
- Understand evaluation methods for determining collective community projects;
- Acknowledge the importance of design in community food systems and where it fits within project development;
- Become aware of new tools and resources for various food systems sectors: production, transformation, distribution, consumption, and resource management;
- Able to apply concepts and skills learned to develop a place-based Community Food Systems Program in your own university or organization;
- Create evaluation methods to understand whether projects developed are successful

The certification can be offered either in-person or virtually and each include online modules through Moodle. It is anticipated that not all participants will want to receive full certification and may not participate in all modules online. To receive full certification, it is required to participate in both the workshop and modules. Trainers must be certified in Community Food Systems.

Iowa State Contact Information: Kaley Hohenshell, Certification Program Coordinator; kaleyh@iastate.edu; 515-745-2401
Community Food Systems Trainer

As a certified trainer you can now teach, host and support online module grading. Iowa State will be continually offering virtual certifications at $600, including both workshops and online module participation. However, as a trainer, you can provide workshops and then have participants enroll in online modules separately depending on your role. It is suggested that workshops, whether virtual or in-person are $150, however, this may vary based on grant support, partnership, etc. All online modules will be at a set rate shown below for individual participants.

Participant Fees

- **Workshop**: $150 (suggested rate)
- **Online Certification**: offered as Full, Facilitator and Assessor certifications or individual Technical Assistance (TA) modules
  - Full: $550
  - Facilitator: $300
  - Assessor: $200
  - Mapping 101(TA): $100
  - Intro to Feasibility Studies (TA): $30
  - Intro to Design Thinking (TA): $30
  - Intro to Economic Impact Analysis (TA): $75

Trainer Program Fees

Trainers agree to pay FFED a one-time per trainer fee of $300 in the first year of participating in the program. After the initial payment Trainers pay FFED an annual membership of $150. All payments will occur in line with the annual Train-the-Trainer program that is encouraged for all trainers to participate in.
Levels of Involvement for Community Food Systems Trainers

As a Community Food Systems trainer, individuals can be involved in training and hosting Community Food Systems workshops, as well as contributing and grading online module curriculum. The following sections describe the Community Food Systems Trainer options and Iowa State Extension and Outreach Farm, Food and Enterprise Development’s role (FFED).

Definitions:

**Level 1:** An individual who supports workshops as a trainer of in-person curriculum. Level 1 trainers are contracted out by Level 2 or 3 trainers and do not play a role in organizing workshops. Time will be paid for by a Level 2 or 3 trainer.

**Level 2:** An individual or organization that hosts the in-person workshops. Level 2 trainers are responsible for organizing workshop logistics, registration and paying trainers for each training. Level 2 trainers have the option of organizing and leading cohort check-in meetings for online module curriculum but are not required.

**Level 3:** An individual or organization that takes on Level 2 trainer duties and manages the Local Food Leader online Moodle course. This includes logistics, teaching and grading of the online curriculum. Level 3 trainers are responsible for organizing and leading cohort check-in meetings for online module curriculum.

<table>
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<th>LEVELS OF CERTIFICATION</th>
<th>TEACHES IN-PERSON WORKSHOPS</th>
<th>HOSTS AND PLANS WORKSHOPS</th>
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<td>LEVEL 3</td>
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*FFED trainers can step in at any training level to assist and support workshop delivery in your community as necessary.*
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Expectations: Trainer

Trainer Role:
Supports workshops as a trainer of curriculum. Trainers are contracted and paid by the Level 2 or Level 3 trainers and do not play a role in organizing workshops.

Revenue:
- Suggested: receive $40/ hour from Level 2 or 3 trainers for time in workshops
  - Trainer will work with Level 2 or 3 trainers on a fee for their involvement prior to training

Workshop
Curriculum: The curriculum is designed so that trainers can be flexible and responsive to their place-based needs. While FFED is interested in collaborating on activity and presentation development, core learning objectives of the curriculum must be followed, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. You may choose to add to the content provided but cannot not take away from the curriculum. Approval from FFED must be confirmed before any edits to activities and presentations are printed or distributed.

FFED Role:
Workshop
If your state or region does not have Level 2 or Level 3 trainers, FFED can partner with a community organization to host and offer the workshop.
Upon an agreement with a local sponsor, Iowa State will then pay the trainer $40/ hour for time in contribution to the workshop. Iowa State will print binders and assist with logistics with the local community organization.

Online Modules
Manages the Local Food Leader online modules, including online registration for cohort, grading coursework, point of contact for course inquiries and technical assistance and updating the course as needed.
- Collects Moodle fee: $/ participant—based on certification level chosen by participant (see Participant Fees pg. 2)
- Host cohort meetings via Zoom

Materials Provided to Trainer
- Trainer binder
- Presentation slide deck and notes
- Facilitation poster
- Tactic posters
Level 2 Trainer

Trainer Role: Hosts and teaches workshops in their state. Level 2 trainers are responsible for organizing workshop logistics including registration and paying trainers for their time during workshops and are responsible for organizing and leading cohort check-in meetings for online module curriculum.

Expenses
- Level 1 trainer payout: $40 per hour (if applicable)
- Binder fee: $20 per participant (to FFED)

Revenue
- Workshop registrations

Requirements:

Workshop
Curriculum: The curriculum is designed so that trainers can be flexible and responsive to their place-based needs. While FFED is interested in collaborating on activity and presentation development, core learning objectives of the curriculum must be followed, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. As a Level 2 trainer, you may choose to add to the content provided, but not take away. Approval from FFED must be confirmed before any edits to activities and presentations are printed or distributed.

Scheduling: You can schedule, host and receive registration fees for workshops. You must inform FFED at least one (1) month in advance of the dates of your workshop. You must confirm the number of participants at least two (2) weeks prior to your workshop for accurate and timely printing and delivery of participant binders.

Binder: FFED will print all binders for workshops. If you choose to add content or change presentation slides, these presentations must be sent to FFED at least one (1) month before printing workshop binders (2 weeks prior to workshop). This allows for any discussion needed between Level 2 and Level 3 trainers and FFED regarding workshop changes, agenda, etc.

Branding: All co-branding of workshop materials will be done in collaboration with FFED. The binders have several areas for co-branding and partnership resources and can be designed to include those items as needed.

Online Modules
Scheduling: Online modules will be offered through the Iowa State Extension Store, and participants can register following participation in a workshop. Before hosting the workshop, the trainer and FFED will determine the length of time available for registration and cohort meetings as applicable. This timeline will then be shared with all participants. If offering a virtual schedule or having cohort meetings during the online modules, trainer and FFED will agree to a schedule for sharing online activities with the trainer.
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FFED Role:

Workshop
Binder: FFED will print all binders for workshops.

Online Modules
Manages the Local Food Leader online modules, including online registration for cohort, grading coursework, point of contact for course inquiries and technical assistance and updating the course as needed.
- Collects Moodle fee: $/participant—dependent on certification level chosen (see Participant Fees pg. 2)
- Send module reports to trainers prior to cohort meetings (if applicable)

Materials Provided to Host
- Trainer binder
- Participant trainer binders
- Presentation slide deck and notes
- Facilitation poster
- Tactic posters
- Cohort discussion meeting agenda and talking points
- Reports of grades and activities from Moodle of cohort participants
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**Level 3 Trainer**

**Trainer Role:** Acts as the host (see Level 2 roles and responsibilities), as well as manages and grades the Community Food Systems online Moodle course for their cohort(s). Management of the online course includes registering cohort(s), grading assignments and quizzes, acting as point of contact for course inquiries and technical assistance and providing support for participants through cohort check-in meetings.

**Expenses**

- Trainer payment: $40/ hour (paid to Level 1 or Level 2 trainers if applicable)
- Binder fee: $20/ participant (paid to FFED)
- Moodle: variable based on time dedicated to Moodle cohort grading

**Revenue**

- Workshop registration
- Moodle registration: receive half of payment for Moodle registration (see below)

*The online module certification fee is divided evenly between ISU Extension and Outreach Farm, Food and Enterprise Development Food Systems Team (ISU FFED and the Level 3 Trainer. Half of the fee per participant covers the cost for ISU FFED to manage registrations and the Moodle platform hosting fee. The goal is that the half paid back to the Level 3 Trainer will offset the cost for Level 3 Trainer’s time for grading.*

For example, if there are 10 participants going through full certification ($550/participant), a total of $5,500, $2,750 would stay with ISU FFED, and $2,750 would be paid to the Level 3 Trainer.

**Requirements:**

**Workshop**

*Curriculum:* The curriculum is designed so that trainers can be flexible and relative to their place-based needs. While there is high interest from FFED to collaborate on activity and presentation development, core learning objectives of the curriculum must remain, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. As a trainer, you may choose to add to the content provided, but not take away from curriculum. Approval from the FFED must be confirmed before any edits to activities and presentations are printed or distributed.

*Scheduling:* You can schedule, host and receive registration fees for workshops. It is required to inform FFED at least one (1) month in advance of the dates of your workshop. It is required to confirm the number of participants at least two (2) weeks prior to your workshop for accurate and timely printing and delivery.

*Binder:* FFED will print all binders for workshops. If you choose to add content or change presentation slides, these presentations must be sent to FFED at least one (1) month before
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printing workshop binders (2 weeks prior to workshop). This allows for any discussion needed between Level 2 and Level 3 trainers and FFED regarding workshop changes, agenda, etc.

Branding: All co-branding of workshop materials will be done in collaboration with FFED. The binders have several areas for co-branding and partnership resources and can be designed to include those items as needed.

Online Modules
Scheduling: Online modules will be offered through the Iowa State Extension Store, and participants can register following participation in a workshop. Before hosting the workshop, Level 3 trainers and FFED will determine the length of time available for participant registration for online modules and the timeline for cohort meetings. This timeline will then be shared in the Moodle platform with all participants.

Branding: All co-branding of online modules will be done in collaboration with FFED. Partnership logos can be added to the Moodle platform. In addition, if you wish to create a local presentation and welcome, that can be added to your Moodle page.

Grading: Online modules are required to be graded in a timely fashion as it applies to your cohort meeting timeline.

FFED Role:
Hosts the Local Food Leader online modules and supports the Level 3 trainer on necessary technical assistance as related to course content
- Collects Moodle Fee: $X/ participant—based on the certification level chosen
- Pays Level 3 Trainer: half of Moodle fee/ participant

Workshop
Binder: FFED will print all binders for workshops.

Online Modules
Branding: Develop co-branded Moodle course and add needed local presentations and materials.

Materials Provided to Contributor
- Trainer binder
- Participant trainer binders
- Presentation slide deck and notes
- Facilitation Poster
- Tactic Posters
- Provide access to Moodle
- Support in editing Moodle for branding
- Cohort discussion meeting agenda and talking points
Community Food Systems Trainer Agreement

This form serves as an agreement for one year as a Community Food Systems Trainer. In the sections below, you will be able to determine your preferred level of trainer. Please send your completed agreement form to Kaley Hohenshell, Food Systems program coordinator with the Farm, Food and Enterprise Development Program of Iowa State University Extension and Outreach.

Contact: kaleyh@iastate.edu | 515-745-2401

Terms

Final acceptance to participate as a trainer of the Community Food Systems program is contingent upon the submission of this signed partnership agreement. By submitting a signed agreement, you are agreeing to the requirements and expectations of the various levels of trainers.

This is an annual agreement form. Iowa State University Extension and Outreach will reach out each year for trainers to renew their membership to teach Community Food Systems. Additionally, trainers will be able to participate semi-annual cohort meetings to discuss curriculum, trainer needs and general information and updates. Meetings will happen via Zoom or other online communication platforms. This will be scheduled through Doodle in the future.

Payment and Contracts

An annual payment will be made along with the renewal of the trainer agreement form. Payment will occur via registration to the annual train-the-trainer workshop. Trainers are strongly encouraged to attend the train-the-trainer, however, if scheduling does not allow, the workshop will be recorded, and trainers can view after. Registration for the workshop will include the renewal of membership for training. Following this registration, trainers will review and resign an agreement for the next year.

For questions regarding the Community Food Systems Trainer Agreement, please contact Kaley Hohenshell: kaleyh@iastate.edu
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Train-the-Trainer

Community Food Systems Trainer Agreement

Name: ____________________________________________

Email: __________________________________________ Phone: ________________________________

Address: _________________________________________

1. Please select the level of involvement at which you will participate in the Community Food Systems Trainer program:
   • Level 1: Supports and teaches workshops; contracted out by the Level 2 or 3 Trainers or FFED.
   • Level 2: Hosts and teaches workshops; responsible for organizing workshop logistics, registration and paying trainers (as appropriate) for time in workshops.
   • Level 3: Host and teaches workshops and helps grade online modules in Moodle; responsible for organizing and leading cohort check-in meetings as appropriate.

2. Please select your level of interest in supporting national workshops that FFED Hosts (select all that apply):
   • I am interested in being a trainer in virtual workshops
   • I am interested in being a trainer in in-person workshops
   • I am not interested in being a trainer for national workshops

3. Please select whether you will be participating as an individual or on behalf of an organization:
   • I am participating as an individual
   • I am participating on behalf of an organization
     Organization name: ________________________________

4. Please select whether you will be participating with a training team in your state:
   • Yes, I am participating as a part of a state training team
   • No, I am not participating as a part of a state training team

Acceptance of Agreement
I understand the requirements and expectations of the Community Food Systems Trainer program. I agree to work cooperatively with program partners and fulfill the responsibilities of my identified level of participation.

_________________________________________ (Printed Name)
_________________________________________ (Signature)
_________________________________________ (Date)