COMMUNITY FOOD SYSTEMS
Certification

Community Food Systems- Design Thinking Certification

Part 1: Course Information

Course Description: This certification is appropriate for individuals interested in understanding design thinking methods and an overview of basic design practices for priority projects within Phase 2.

Timeframe: Participants will have 1 months to complete certification and is assessed at 10 hours' time.

Certification Objectives:

Design Thinking: Module 1 and Design Thinking. This includes basics of design thinking, best practices for site observation and design development.

Part 2: Course Requirements

Completing Assignments: You must complete all module activities to receive a Community Food Systems Certificate of Completion. All assignments for this course will be submitted electronically through Moodle unless otherwise instructed.

Important Note: Activity and assignment details will be explained in detail within each learning module. If you have any questions, please contact your instructor.

Part 3: Grades

You must receive 80% or above on all activities to receive your Certificate. You will receive feedback and a grade from instructors on assignments before scheduled cohort meetings.

Viewing Grades in Moodle
- Click into the course
- Click on the Grades link in the Settings Box to the right of the main course page

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Part 4: Course Methods and Delivery

Course/Technical Requirements:
- Internet connection (DSL, LAN, or cable connection desirable)
- Adobe Flash Player
- Adobe Acrobat Reader
- Audio out and audio in
- QGIS: must be able to download the free QGIS software

Workshop Binders: It may be helpful for you to follow along in your binder while completing modules as some activities are like those completed in the workshop. If you took notes, information shared during the workshop between your cohort may also be helpful in completing assignments.

Moodle Access: This course is delivered online through Moodle online learning platform. If you need technical assistance at any time during the course, or to report a problem with Moodle, please contact the Moodle assistance contact below. For any assistance with course enrollment/cancellations or questions about course content please email kaleyh@iastate.edu.

Moodle Assistance Contacts:

Moodle username and password assistance	515-294-1725
Technical assistance with Moodle	515-294-1725
Enrollment and cancellations	kaleyh@iastate.edu
Content questions	court7@iastate.edu

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Outputs:

Following **completion of the certification** you will receive all transferrable materials and templates related to your certification.

 Design Thinking:

- Templates
    - o Site observation
    - o Precedent Reports
    - o Survey forms and Evaluations
    - o One-Pager and Pitch Packet

Part 5: Course Outline

Cohort Timeline: While going through the certification you will have the opportunity to participate in cohort meetings that are scheduled through Zoom. This is optional for your certification.
This is a separate attachment in your email

Module 1: Community Food Systems Framework

Goal: Individuals will understand the Community Food Systems process and where they fit.

****Following completion of your certification you will receive all templates for Fee for Service and Community Food System Application*

Introductory Presentation: Melissa Clampitt: Need for Community Food Systems

1.1: Community Food Systems Framework
Overview: This section is a welcome to the Community Food Systems program and reviews logistics for the certification.

Outcomes: Participants will understand the logistics for going through the community food systems certification.

****Following completion of your certification you will receive all templates for CFS Application, meeting notes + presentations, public input sessions + tactic posters, input mechanisms, and marketing materials*

Required Activities:
1.1.1 Presentation 1: Community Food Systems Certification Logistics

Optional Activities:
Profitability of Local Food Markets

1.2: Internal organization the Community Food Systems process

Overview: This section will provide an overview of the internal organization of the Community Food Systems program and a transferable model for financial sustainability, outreach, implementation, and research. This includes an in-depth review of each type of certification role in their process.

Outcomes: Participants will understand the certification offerings; and how their certification fits within the process. Participants will understand how the Community Food Systems process can be used for food systems development in their communities and regions. Participants will think through potential ways to replicate the community food systems program within their own organizational and team structures as well as in collaboration with Iowa State University Community Food Systems program and think through their approach for a fee for service program and partnerships needed.

1.2.1 Presentation 1: Organization and Transferability
1.2.2 Activity 1: Where do you see the CFS process working for your organization?
(for example, part of revenue generation? As a collaborative effort? This is just a skill set I'm going to use, but won't be charging for it)

1.3: Common Language and Practices

Overview: This section will provide an in-depth overview of common language of community food systems, outcomes for Phase 1 and Phase 2, as well as a review of community food system sectors, asset areas, and all tactics.

Outcomes: Participants will have increased understanding of the timeline and CFS process, common language for working with partners and other certified leaders, awareness of food systems tactics and the ability to consider additional needs for research in their own communities.

Required Activities:
1.3.1 Presentation 1: Community Food Systems Process
1.3.2 Presentation 2: Phase 1 & 2
1.3.3 Activity 1: Determine a community to work with throughout the course of the program *(you will use this community for activities within the modules- conducting meetings, creating templates for projects, developing a food systems assessments, and identifying priorities etc. This can be of any scale and will hopefully address a need in your community for capacity development)*.
1.3.4 Reading 1: Community Food Systems Toolkit Booklet
1.3.5 Activity 1: Download the Community Food Systems tactics checklist and research if they exist in your community. Check all that are available and provide a contact and website as appropriate.

Tips:
1. Before you continue, create a plan for time to complete each module--> identify time in your calendar and make it a priority
2. State Cohort: You received a list of your cohort by state prior to starting your certification. Consider reaching out to them to determine a way of working together. This is particularly important for Full, Facilitator, and Assessor certifications, but may be helpful for TA certifications as well in terms of planning how to develop your CFS team in your state.

3. Certification Cohort: In your registration email you received a syllabus based on your level certification that included a cohort call timeline. If you would like additional support and assistance, consider joining those calls as needed.
4. Start to identify and consider your priorities. What is your goal for becoming certified in Community Food Systems? For example, becoming a trainer, a consultant around your state or region, you want to help your local community, etc.

Module 1 Evaluation

Design Thinking
Goal: Individuals will be equipped with new knowledge and tools for participating in design-based projects. They will understand the importance of design as it relates to project development in food systems.

**Following completion of your certification you will receive all templates for site observation and interviews

Introductory Presentation: Sue Beckwith: Designing the Local Food Center

Module 1: Basics of Design Thinking
Overview: This section will provide an overview of the importance of design as it relates to the Community Food Systems program. It will utilize examples from the program, and showcase the importance of place-based development and collaboration with design methods.

Outcomes: Participants will understand the need for design as it relates to food systems processes and projects, and where to engage with designers in the community food systems process. Participants will learn observation techniques for site development as an intermediate stage for concept design and strategy development.

Required Activities:
1.1 Presentation 1: Design Thinking (this video was shared in CFS Module 4, if you have already viewed, please skip and move forward)
1.2 Activity 1: Download the example Scaling Up Processing Interview and Site Observation Guide and Template. Review the interview guide and then choose a food systems project in your community. Using the template, create a series of questions regarding observation about the particular project. Conduct a site visit using your template. Request both time to do an interview with the organization or business, as well as time to walk the site to understand things like circulation, use of space, accessibility, etc.
1.3 Reading 1: Design Thinking

Module 2: Design Development
Overview: This section will walkthrough one community and discuss different design strategies for project development.

Outcomes: Participants will understand different ways of listening and observation as it relates to site or product design, including the function of space and identity in community design projects. In addition, they will learn ways of partnering with additional organizations and businesses as it relates to technical assistance needed for design.

Required Activities:

2.1 Presentation 1: Design Development (design part 4)

2.2 Activity 2: Go to the Agricultural Marketing Resource Center website featuring Value Added Producer Grant Recipients. https://www.agmrc.org/media-room/agmrc-videos. Choose 1 or 2 videos to watch.
Reflect and share your observations on the video. Download the activity sheet and respond to questions.

2.3 Activity 3: Consider the types of projects are you working on that include design elements. Do you need additional support to respond to those needs? Who?

2.4 Presentation 2: Master Plan Design

2.5 Activity 3: Consider a site (can be different that activity 1.3.2) that could utilize a master plan concept design. First, conduct a site walk and write down your observations (think through the example in 1.2 Site Observation Guide, write down observations you want on the site, and use that). Second, based on your site walk, consider how the site could be improved. You can determine a concept that seems appropriate for that neighborhood/ community etc. Please submit your observation guide and a concept diagram and brief narrative about your proposal. The site diagram does not have to be formal, it can be basic concepts not to scale, or you can download an image from google, or other platform and overlay ideas with pen and marker.

Design Thinking Evaluation