

COMMUNITY FOOD SYSTEMS

Certification

Community Food Systems- Facilitator Certification

Part 1: Course Information

Course Description: This certification is for individuals interested in offering the facilitation components of Community Food Systems process within Phase 1 and Phase 2.

Timeframe: Participants will have 5 months to complete certification and is assessed at 80 hours' time or 4 hours/week for 20 weeks).

Certification Objectives:

Facilitator: Modules 1-4. This includes determining mission, vision and core values, assisting in public input sessions and interviews, creating teams for projects, creating a community food systems assessment and working with technical assistance providers.

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.

Facilitator:

- Marketing materials
- Fee for Service and Community Food Systems Applications
- Community Food System Menu of Tactics
- Public input session tactic posters
- Community Input Tools: surveys/ evaluations/ directory templates
- QGIS Maps and Data Links
- Templates:
 - Research Manual
 - Snapshot
 - Maps Layouts
 - Community Food Systems Assessment
 - Precedent Reports
 - Survey forms and Evaluations
 - One-Pager and Pitch Packet
 - Directory
 - Final Impact Reports
 - Research Manual
 - Snapshot
 - Maps Layouts
 - Community Food Systems Assessment
 - Survey forms and Evaluations



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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?



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(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

Module 2: Collective Thinking + Facilitation

Goal: Individuals will be equipped with skills and tools for neutral facilitation, decision making, and moving programs forward.

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



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2.1: Collective Thinking and Facilitation Techniques

Overview: This section reviews Phase 1 of the Community Food Systems process and describes meeting objectives in each quarter. It will also highlight collective thinking practices utilized in alternative settings.

Outcomes: Participants will also have increased capacity and learning tools to offer collective thinking processes.

2.1.1 Presentation 1: Determining a Shared Purpose

2.1.2 Reading 1: Leadership for Collective Thinking in the Work Place

2.1.3 Reading 2: Facilitation

2.1.4 Reading 3: Group facilitation techniques and methods

2.1.5 Reading 4: Collective Thinking

2.1.6 Activity 1: What new techniques do you hope to incorporate based on your readings of collective thinking?

Optional Reading:

Mind Tools

Collective Learning for Transformative Change

Facilitation at a Glance pocketbook

2.2 Determine Collective Goals

Overview: This section will provide a review of techniques used to determine collective goals in coalitions and how to evaluate them as well as review specific sections of Phase 1 regarding tools for success of the program.

Outcomes: Participants will learn coalition development strategies, ways of engaging new stakeholders and diverse audiences, and how to build trusting environments. Participants will have new skills and templates to use throughout Phase 1 and potential other projects for goal setting in groups.

Required Activities:

2.2.1 Presentation 1: Vision

2.2.2 Activity 1: Upload and submit when complete. Download and fill out the Asset and Sector Workbook. Write down examples of opportunities and existing conditions in each asset area and sector. This should help inform your interviews within the Community Food Systems process, as well as provide a starting point for your research manual, to be completed in Module 3.

2.2.3 Presentation 2: Research

2.2.4 Activity 2: Download the interview questions. Conduct at least 5 interviews with partner organizations listed on either your asset or sector workbook. It may be best to choose 1 sector and 1 asset to focus on, and these interviews could be pulled into your research manual in Module 3.

2.2.5 Presentation 3: Input

2.2.6 Presentation 4: Public Input Sessions

2.2.7 Activity 3: Tactic posters many times include highlights of existing projects or programs in the community. Pick a tactic from either your interviews or your tactic checklist. Write 3-5 sentences about what distinguishes that project, and share a photo. In essence, this is a part of all tactic posters that would be included within a public input session.

2.2.8 Activity 4: Based on the many ways of hosting input sessions, describe your preferred way of hosting public input sessions. Share how you would go about organizing the session and the needed inputs for it to be successful.

2.2.9 Presentation 5: Prioritize

2.2.10 Reading 1: How Diversity Makes Us Smarter



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Want time to reflect on building consensus? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about prioritization and consensus building in groups: court7@iastate.edu

Optional Reading:

Local Food Economics- Using Secondary Data

Finding Quick Stats

Local Food Economics- Primary Data

2.3: Strategic Doing

Overview: This section will provide a review of the Strategic Doing process, developed by Purdue, and how it relates to the Community Food Systems Program. The section will share techniques used within the Strategic Doing lens to help move coalitions and project groups forward in their collective goals toward implementation.

Outcomes: participants will understand the Strategic Doing framework and will understand how it relates to Community Food Systems; participants will have improved confidence for facilitating groups and moving projects into the implementation phase

2.3.1 Presentation 1: Strategic Doing and Community Food Systems

2.3.2 Reading 1: Strategic Doing "4 Questions" and "10 Rules"

2.3.3 Reading 2: Strategic Doing Credo

2.3.4 Activity 1: Confirm the community that you are choosing to focus on for this certification (this was the objective of Activity 1.3.3). Based on the interviews and research done to date, download the worksheet and create a potential vision, mission and core values for this community. Ideally, reach out to partners to collectively work on the statements. However, if you are doing this for just training purposes, it is ok to fictitiously write the statements as well. You could also get together with your state cohort and rewrite or confirm the vision, mission and core value statements that were created by your group during the in-person workshop. Upload and submit when complete.

Optional Activities:

Strategic Doing: Guiding Measurable Outcomes Through Action-Oriented Collaboration

Strategic Doing: Theory and Application

Strategic Doing History

Observation:

Set up a time for observation or discussion on a facilitation technique: group decision making or collective goal setting. Set up with Courtney Long: court7@iastate.edu. Following your facilitation or discussion, please reflect on things that went well, you would change, or you would like more support in.

2.4: Phase 2 Overview

Overview: This section will provide a review of techniques used for groups decision making and consensus as well as Phase 2 project meetings.

Outcomes: Participants will have new skills to use throughout Phase 1 and be confident in their transition to Phase 2 of project management.



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2.4.1 Presentation 1: Project Meetings

2.4.2 Activity 1: What are your thoughts and feelings about transitioning from a facilitator to a project manager, or potentially a content expert?

Module 2 Evaluation

Module 3: Community Food Systems Assessments

Goal: Individuals will learn new skills for conducting a community food systems assessment, including primary and secondary research techniques, visualizations, and report generation.

***Following completion of your certification you will receive all templates for Research Manual, Snapshot, Maps Layouts, and CFS Assessment*

Introductory Presentation: Ron Rainey: Local Food Systems Mapping

3.1: Introduction- Importance of Community Food Systems Assessments

Overview: This section provides an overview of multiple platforms for food systems assessments and mapping. It will discuss the need and importance of imaging and mapping as a resource for community food systems assessments. Additionally, it will review the Community Food Systems method for conducting a Community Food Systems assessment including Research Manual, Snapshot and Assessment.

Outcomes: Participants will have improved understanding of food systems assessments and the Community Food Systems framework for conducting an assessment. Additionally, participants will know new sources for finding relevant information and data.

Required Activities:

3.1.1 Presentation 1: Community Food System Assessment Introduction

3.1.2 Reading 1: Local Food Economics- Framing Your Assessment Process

3.1.3 Activity 1: Connect with your cohort and determine what sections of the assessment you and cohort partners are going to work on throughout the rest of the module. Write which asset area you will focus on for the research manual as well as which sector you will focus on for the Community Food Systems assessment and snapshot. This activity must be uploaded and submitted by file (all file types accepted).

3.2 Research and Asset identification

Overview: This section will provide a comprehensive overview of the process for the Community Food Systems assessment, beginning with the development of a research manual.

Outcomes: Participants will understand how to create a research manual for a community asset area.

3.2.1 Presentation 1: Research Manual Overview

3.2.2 Presentation 2: Research Manual Walkthrough

3.2.3 Reading 1: Local Food Economics- Using Secondary Data

3.2.4 Reading 2: Finding Quick Stats

3.2.5 Reading 3: Local Food Economics- Primary Data



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3.2.6 Activity 1: Download the example Research Manual and read to understand and become familiar with how information is organized

Want time to discuss the research manual? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about research manual and data gathering: court7@iastate.edu.

3.2.7 Activity 2: Download the research manual template and fill in content for the asset area you determined. Submit your resource manual section for grading. Please note, this may take several hours, so take your time and reach out if you would like assistance in finding information, data, etc. Research manual template

Want time to discuss the research manual? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about research manual and data gathering: court7@iastate.edu

Suggested Reading:

Growing Food Connections: Policy Database

Data Suggestions worksheet

3.3 Mapping

Overview: This section will provide an overview of the basics of GIS, the QGIS open source software, and common publicly available GIS datasets that can be used for food systems mapping.

Outcomes: Participants will know what GIS is, how it can be used in the food systems context, and will be able to create a map with the QGIS opensource software. Participants will also know new sources for finding relevant data.

Required Activities:

3.3.1 Reading: Terms

3.3.2 Presentation 1: What is GIS

Optional Activities:

Map forms

Tools of the Geographer

Types of Thematic Maps

Video: Data Sources Final

Required Activities:

Download the Essentials of QGIS Workbook before proceeding with activities and presentations. It may be helpful to have the workbook open in a different window, second screen or printed while installing QGIS software and downloading the CFS Data Package.

In addition, follow instructions provided below for either Windows or Mac to download and install QGIS on your computer.

CFS Data Package folder

Windows-QGIS software download instructions

Mac-QGIS software download instructions



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3.3.3 Presentation 2: Interface Navigation

Optional Activities:

Supported Data Formats
Exploring Data Formats and Fields
Files and Data: Vector and Raster
Working with Web Map Service Data
OS GEO LIVE
GeoSpatial Data Gateway
Web Feature Services Lesson

3.3.4: Presentation 3: Accessing and working with GIS data

3.3.5: Presentation 4: Styling Layers

3.3.6 Presentation 5: Adding Labels

3.3.7 Presentation 6: Making a Map and downloading

3.3.8: Activity: Submit your map

3.4: Making the Document

Overview: This section reviews the community food system assessment, which includes coalition information, maps, data, and input sessions. This section walks through the development of a community food systems assessment and community food systems snapshot.

Outcomes: Participants will be able to create a place-based community food systems assessment and snap shot utilizing the ISU Community Food Systems template.

Required Activities:

3.4.1 Presentation 1: Community Food Systems Assessment and Snapshot

Download and review the 2-Pager, CFS Assessment example and template.

3.4.2 Presentation 2: Community Food Systems Assessment Walkthrough

3.4.3 Activity 1: Transfer your section of the resource manual into your CFS assessment within the sector that you have chosen-- work with your cohort to aggregate additional information for your sector and share your asset information from the research manual as appropriate (This may take several days) Submit your sector section of the assessment.

3.4.4 Activity 2: Download and review the example Snapshot and template

3.4.5 Presentation 3: Creating a Community Food Systems Snapshot (Walkthrough)

3.4.6 Activity 3: Transfer the completed sections of your asset and sector from module 3 into your Snapshot, as well as the tactic from Module 2. Submit your sections of the Snapshot.

Module 3 Evaluation

Module 4: Project Coordination and Development

Goal: Individuals will be equipped with skills and tools for project management and implementation techniques: project management meeting, case study and precedent report development, design thinking, pitch packets, and funding considerations.



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***Following completion of your certification you will receive all templates for Meeting Notes and presentations, one-pagers, precedent reports, survey forms and project input, directories, and final reports*

Introductory Presentation: Sommer Sibilly-Brown

4.1: Phase 2 Project Development

Overview: This section provides an overview of what to expect during the project implementation phase of the CFS process.

Outcomes: Participants will understand the process of Phase 2 regarding the CFS program, and tools to support the Technical Assistance needed.

Required Activities:

4.1.1 Presentation 1: Phase 2: Project Meetings

4.1.2 Activity 1: At the beginning of Phase 2, it may be helpful to create a directory of various technical assistance providers in the community that may be tied to a priority project. Think through your assessment and consider who you might include in a directory of resources for the community you are working with. Create a list, or reach out and ask for support in this effort and confirm partners. This activity must be uploaded and submitted by file (all file types accepted).

4.2 Precedent Reports and Case Studies

Overview: This section provides insight into various elements used in project development for the external client including project management techniques, project development tools, outreach mechanisms, and program support.

Outcomes: Participants will understand new techniques for promoting, obtaining support, and presenting priority projects to both internal and external stakeholders within the community. participants will be able to create precedent reports and case study packets, understand best practices for conducting research for projects and utilize case study methods

Required Activities:

4.2.1 Presentation 1: Phase 2 Project Development

4.2.2 Activity 1: Think back to Module 3 and choose a priority projects that supports the findings from your assessment and is needed. The project you choose will be used for the activities in this module. Share your priority project title and brief goal statement (why this will benefit your community). This activity must be submitted by file (all file types accepted).

4.2.3 Presentation 2: Goal Setting

4.2.4 Activity 2: Download the logic model and create a goal statement, outcomes, outputs, as well as indicators and measures to know if your project is successful. It might be helpful to meet with your state cohort or potential project partners to brainstorm ideas on why this project is needed, what it could be, and who it could benefit.

4.2.5 Activity 3: Now that you know your goals for the project, consider potential partners. If possible, reach out and share your ideas, and tweak based on input from potential collaborators. Download this project one pager, and present your information.

4.2.6 Presentation 3: Research and Identification

4.2.7 Activity 4: Review the Public Market and Agrihood documents that were discussed in the presentation



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4.2.8 Activity 5: Prepare a precedent report for your project. Download the Word template and design template and create a precedent report with at least 3 precedents. Be sure to consider needed components of your project, although, you don't have to create icons for each.

Want time to discuss your priority project? We will talk about this during the cohort meeting, or reach out to Courtney Long or Kaley Hohenshell to schedule a 1:1 about your ideas: court7@iastate.edu ; kaleyh@iastate.edu. We will help point you in the direction of potential Technical Assistance providers based on your project focus.

4.3: Potential Considerations

Overview: This section reviews practices and tools that may be needed as it comes to project development and technical assistance. It is meant to provide food for thought regarding project development.

Outcomes: Participants will be able to understand common language around design thinking; funding outlets; and how to evaluate projects and programs.

Required Activities:

4.3.1 Presentation 1: Design Thinking

4.3.2 Activity 1: Consider your project, how would you go about conducting a site observation? If your site is not a built infrastructure project, what elements need to be considered as it relates to design? Brainstorm and share your process for incorporating design into your project.

4.3.3 Activity 2: List 10 observation questions that may be helpful to consider as it relates to design.

4.3.4 Presentation 2: Funding

4.3.6 Activity 3: Based on your understanding from all of the sections in Module 4, determine what type of output would best share your message and funding needs to partners. Develop that project and submit (for example, pitch packet, one-pager, precedent report, etc.)

Want time to discuss your output? We will talk about this during the cohort meeting, or reach out to Courtney Long or Kaley Hohenshell to schedule a 1:1 about your ideas: court7@iastate.edu ; kaleyh@iastate.edu.

4.3.7 Reading 1: Collective Evaluation Tools

4.4: Transition out

Overview: This section provides information on how to transition out of communities once the CFS process has finished and local leaders have capacity to continue on their own.

Outcomes: participants will understand different ways communities may transition out of the CFS process, including local capacity development, project continuation, or discontinuing the process of coalition development.

Required Activities:

4.4.1 Presentation 1: Transition Out

4.4.2 Reflection: Reflect on your goals for this process in communities you work. Share any reflections on how you will approach transition out with your communities.

Module 4 Evaluation

