

Cultures of Gender and Age

a member interest group of the



Academy of Nutrition
and Dietetics

Annual Report

June 1, 2020 – May 31, 2021

COGA Vision

Foster the development and improvement of food, nutrition and health care focusing on member needs in regard to gender and age.

COGA Mission

COGA MIG exists to foster inclusive connections between nutrition and dietetic professionals and students at different stages of their careers and promote the exchange of perspectives and learnings across gender, age and lived experience.

COGA Goals

- Offer members a connected community of togetherness and networking.
- Increase competence of members through leadership, education and professional development.
- Advocate for COGA communities throughout the Academy.
- Advocate and showcase knowledge and diversity of COGA throughout the Academy
- Identify potential sponsors that align with COGA.

MEMBERSHIP

COGA was formed to provide a collective voice from three prior groups: Fifty Plus in Nutrition and Dietetics (FPIND), Men In Nutrition and Dietetics (NOMIN), and Thirty and Under in Nutrition and Dietetics (TUND). The 2020-2021 membership year was our third year as COGA and ended with a total number of 838 members. This number is down from our 2019-2020 membership year totals, by about 155 members; and falls short of the estimated number of members envisioned for our second program year as a group. However, we have obtained a total of 143 unique new members to COGA over the FY. Still, 298 members remain non-renewed. Special efforts have been initiated to recapture the significant numbers of non-renewed members.

COGA Social Media

- Website: coga.eatrightpro.org
- Facebook: [@EatRightCOGA](https://www.facebook.com/EatRightCOGA)
- Twitter: [@EatRightCOGA](https://twitter.com/EatRightCOGA)
- Instagram: [@eatrightcoga](https://www.instagram.com/eatrightcoga)
- LinkedIn: <https://www.linkedin.com/company/cultures-of-gender-and-age-coga-member-interest-group-mig/>

COGA Contact: COGA@eatright.org

EXECUTIVE COMMITTEE

The Executive Committee (EC) was comprised of qualified, interested leaders from each of the original groups (FPIND, NOMIN, and TUND). Positions on the EC were appointed as the work of the group became more defined and as priorities were established. Many EC members gave extra time and effort, performing not only their appointed role but willingly supporting the initiatives in whatever was needed. The 2020-2021 COGA Executive Committee included:

Past Chair: Kathryn Lawson, MS, RDN

Chair: Dylan Bailey, MS, RDN

Chair-elect: Matthew Landry, PhD, RDN, LDN

Secretary: Haley Hickman, MS, RD

Treasurer: Sandra (Sandy) Parker, RDN, FAND

Membership Committee Chair: Suzanne (Suzi) Domel Baxter, PhD, RD, LD, FADA, FAND

Communications Committee Chair: Brandon Lee, MS, RD, ACSM-CPT

Social Media Coordinator: Christina Tursi, MS, RD, CDN*

Website Coordinator: Andrea Hinojosa, MS, RDN, LDN, CLC*

Professional Development Committee Chair: Sandra Carpenter, MS, MEd, RDN, LDN, CDE

Diversity Liaison: Levin Dotimas, MS, RDN*

Nominating/Awards Committee Chair: Luis Gonzalez, MS, RD

Nominating/Awards Committee Chair-Elect: Benjamin Weil, MS, RDN, CDN

Networking Committee Chair: Hayley Miller, RDN

Academy Relations Manager: Rita Brummett

*Non-voting positions.

The Executive Committee met 12 times during regularly scheduled monthly conference calls. A Calendar of Work (COW) was developed and utilized to plan for upcoming priorities and for tracking accomplishments. The COW also served as a guide for new EC members to gain a better understanding of their roles and timelines. Noteworthy items include:

- Finalizing COGA's Mission Statement and Guiding Principles document, which will be used to aid future conversations and work the EC takes on;

- Recruiting positions for the restructured EC board, including additional committee positions to help with work related to diversity and inclusion, and member engagement efforts;
- Launch of the COGA website and implementation of robust communications plan for COGA's new discussion board;
- Updated the FY 2020-2021 COGA Sponsorship Prospectus;
- Continued discussions on diversity and inclusion in the 2020-2021 program year;
- Amplified sponsorship recruitment tactics and professional development offerings;
- Continued to advocate for the awareness and member benefits associated with COGA.

FINANCIALS

2020-2021 Program of Work/Budget was prepared and approved. The overall financial performance was on-budget.

Revenue \$7,377 (up 44% since FY 2019-2020)

Expenses \$6,229 (down 71% since FY 2019-2020)

Budget Excess \$1,148

Total Reserves (as per May 31, 2021) \$65,922

Reserves Percentage 771%

Sponsorship was recognized as an additional revenue stream and efforts were made to identify potential sponsors. A total of \$2,996 was brought into COGA in the form of grants/contracts. An eBlast with PepsiCo Health & Nutrition Sciences as well as a workshop with Big G General Mills was secured.

Funds to support Second Century, Academy Foundation, ANDPAC, and four FNCE® student stipends were allocated. Multiple Certificate of Training Program Scholarships were allocated to three applicants.

MEMBER BENEFITS

Professional Development

COGA offered 6 complimentary webinars throughout the membership year, including 2 of which were joint offerings with HA DPG and/or AAPI MIG and RMIG, at 7 CPEUs in total. Each webinar provided at least one Continuing Education Unit to attendees. Each webinar was recorded and is available on our website.

Webinars offered included:

- *“The Urgency of Awareness: A Workshop on Communicating More Effectively Across All Demographics”*
 - Sponsored By: General Mills Big G Cereals
- *“Obtaining Health Through Heritage: Considerations in the Midst of the COVID-19 Pandemic”*
- *“Generational Approach to Counseling People with Diabetes”*
- *“Accessibility in Nutrition Education”*
- *“From Camera to Kitchen: How to Deliver Virtual Cooking Events that Entertain and Educate”*
- *Joint MIG/DPG webinar with Healthy Aging DPG, “The Weight of Weight Bias in Nutrition Education”*

For FNCE® 2020, COGA had an educational session that was accepted:

- Spotlight Session Proposal, entitled *“Power In Your Presence: Taming Feelings of Insecurity and Imposter Syndrome”*
- COGA planned for 2 additional sessions in FY 2020-2021, which were accepted and presented at FNCE® 2021:
 - Spotlight Session, *“Leadership Zipline or Ladder: Is Going Horizontal the Best Direction for You?”*
 - Joint MIG Session, *“Nourishing Our Communities Through A Pandemic: Stories Of Resilience From The Front Lines.”*

Networking and Connecting

FNCE® 2020, Virtual

- COGA participated in the MIG Showcase. The MIG Showcase happens every year and offers an opportunity to connect with existing and prospective members. We had well over 1,300 people stop by the virtual booth.
- Instead of a more traditional MIG membership event within the FNCE® window, COGA opted to partner with two other MIGs, AAPI and RMIG, to facilitate a joint FNCE® workshop and networking event the week before FNCE® started, sponsored by Big G General Mills Cereals.
- COGA created a handout for the virtual booth that captured testimonials from all COGA subgroups, TUND, FPING and NOMIN.

Discussion Board

- Increased focus was placed on the COGA MIG discussion board in FY 2020-2021. Members were encouraged to hold conversations in the form of posted messages. A total of 66 posts had been observed in the discussion board since June 2020 to FY close in 2021. Of those, 47 posts were from COGA leadership. Members were responsible for 19 of 66 posts and the average number of posts was 7 per month since June 2020.

Scholarships and Donations

- The Academy Foundation paid FNCE® 2020 registration for the following four (4) COGA student members via donations from COGA: Michael Akers, Suzanne Chiaravallotti, Victoria Compton and Minji Lee.
- COGA donated two (2) items to the Academy Foundation's virtual silent auction held during FNCE® 2020:
 - Adidas Proshift 3DX Unisex Sunglasses
 - 2 sets of Truebuds Pro
- Three COGA members were selected to receive reimbursement for the cost of completing one of the online certificate of training programs offered by the Academy of Nutrition and Dietetics in FY 2020-2021.

Diversity and Inclusion Committee Mini-Grant

- COGA applied for and was accepted to bring to life a 2021 Diversity and Inclusion (D&I) Mini-Grant from the Academy of Nutrition and Dietetics. COGA was awarded \$996 for the program.

Member Spotlights

- A total of 3 member spotlights were featured in the COGA MIG website for FY 20-21.

Project Vote

- COGA won Project Vote! In 2020 within Category 4, “Cultures of Gender and Age (COGA) – 32.36%.”
- COGA finished in second place for Project Vote! 2021 within Category 4, “Cultures of Gender and Age (COGA) – 37.99%.”

COGA MIG Membership Grant

- COGA MIG worked on, submitted and was awarded funds from the Academy Membership Grant proposal for the program titled, “COGA MIG Dietitian-Leader Mentoring Program for DPD Graduate Students,” in FY 2020-2021 and was awarded \$500.
- The mentoring program now lives on the COGA website.

Game Nights

- For the first time in the history of COGA, Networking Events in the form of Game Nights were organized by the Communications Chair of COGA. Game nights were established for each of the MIG subgroups, NOMIN, TUND and FPIND. In total, there were 7 member attendees across all game night events.

Communications

- The Communications Committee worked diligently during the 2020-2021 program year to help support the EC priorities. COGA recognizes that one key pillar of member satisfaction is communication and knowledge of what is happening with COGA.
 - eBlasts
 - 26 eBlasts were distributed in FY 2020-2021.
 - Contacts ranged from 301-1,262.
 - Of the nearly 18,000 emails reached, our unsubscribe rate was 0.1% (18 of 18,378), open rate was 59.7% (10,938 of 18,378) and total link clicks was 12.8% (1,400).
 - COGA MIG Newsletter
 - The COGA MIG Newsletter was formally launched in Fall of 2020 entitled, “The COGA Corner.” Through FY 20-21, 4 newsletters have been distributed to COGA Membership, offering Academy Updates, COGA Updates, Upcoming Webinars, Mentorship Articles, Science Corner, Policy Updates, Recipes & Key Industry Dates.
 - All newsletters are distributed via eBlast to members and are electronically stored on the COGA website. This is an exclusive member benefit of COGA.
 - Fall issue click %: 32.87%
 - Winter issue click %: 14.52%
 - Spring issue click %: 15.55%
 - Social Media
 - Facebook
 - 788 followers were observed at the end of FY 2020-2021 (this is a 117% increase from June 2020 of 671).
 - 715 total page likes were observed at the end of FY 2020-2021 (this is a 5% increase from June 2020 of 680).
 - Maximum page views was 26 in December 2020.
 - Maximum post reach was 3,250 in June of 2020.
 - Instagram
 - 162 total posts were accrued with a gain of 364 followers as of June 2020. This marks a 106% increase in followers YOY from FY 2020-2021.
 - There are a total of 524 followers at the end of FY 2021, with up to 40 likes per post on average.
 - Twitter
 - Currently at the end of FY 2020-2021, there are 4,362 followers.
 - LinkedIn
 - COGA started a LinkedIn page as of June 2020.
 - At the end of FY 2020-2021, there were 132 followers, with a 6.13% engagement rate.

- Website
 - The COGA MIG website was completely revamped in the FY 2020-2021. A streamlined look and feel to the website was applied, and discussion boards, scholarships, member spotlights, resources and other EC programming was added to the website.

Annual Report Prepared by: Dylan Bailey, MS, RD, Chair 2020-2021, COGA