



## SNA Strategic Plan 2015-16 Annual Plan -- Potential State Strategies

### Vision:

Be the authority and resource for school nutrition programs.

### Mission:

SNA is the national organization of school nutrition professionals committed to advancing the quality of school meal programs through education and advocacy.

### Values:

- Collaboration, Relationship Building and Teamwork
- Caring Commitment and Service
- Lifelong Wellness and Healthy Lifestyles
- Passion for Lifelong Learning and Professional Development
- Integrity and Ethics

The SNA Strategic Plan includes our four priority goals and short and longer term objectives. Each year the annual plan of work focuses on priority objectives and strategies that are critical for SNA in the coming year. Priority objectives for SNA national in 2015-2016 are italicized below.

This document provides possible state strategies for SNA state affiliates to consider when developing state specific annual plans to tie in with the national annual plan. These strategies are thought starters and by no means prescriptive. Additionally, other objectives may be more relevant to state associations. State associations should consider resources and prioritization when deciding the areas on which to focus.

## 1. Professional Development Goal

School nutrition professionals will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

### Objective:

1. Increase SNA expertise and capacity in professional development programs for adult learners.
2. Increase availability of training/educational opportunities related to business operations of school nutrition programs.
3. ***Increase the availability of resources and opportunities to enable members to meet the new federal Professional Standards.***
4. Increase the value of SNA membership for school nutrition directors and their staff through education and professional development.
5. Increase funding for education and professional development programs.

### Strategies:

- Promote USDA professional standards website and SNA professional standards web resources ([www.schoolnutrition.org/professionalstandards](http://www.schoolnutrition.org/professionalstandards)) to your membership
- Review your state association's training (conferences, meetings) to determine what programming supports USDA Professional Standards
  - Create a tracking sheet with coding for each of your educational programs so that attendees can track their CEUs for Professional Standards. Sample tracking sheets will be available from SNA national and USDA has developed a tracking tool for operators
- Determine areas where further training is needed and how the state association or SNA national can help
- Collaborate with your state agency to develop and offer education programs
- Promote SNS credentialing program and encourage process for school nutrition operators to form study groups to prepare for the SNS exam
  - Schedule SNS exam dates for your conference in coordination with SNA national
  - Promote new SNS study guide, handbook, book and webinar available on SNA website
- Promote participation in SNA scholarships program to help members pursue training opportunities

## 2. Advocacy and Public Image

**Policy makers, school officials, and parents will rely on SNA as the authority for designing and funding school meal programs.**

### Objectives:

1. Increase the recognition of school nutrition programs as integral in the education process.
2. Increase policy makers' understanding of the business of operating school nutrition programs.
3. ***Increase allocation of financial and staff resources toward advocacy (lobbying and public relations.)***
4. Increase the number of SNA members trained in advocacy.
5. ***Increase SNA's leadership role in the next Child Nutrition Reauthorization.***

### Strategies:

- Contact elected officials to share SNA positions and gain support
- Participate in grassroots efforts including cafeteria site visits, letter writing, action alerts etc...
- Invite your representatives to attend your state conference
- Attend SNA's Legislative Action Conference and visit your representatives and senators
- Reach out to SNA National for support with state advocacy efforts by contacting the State SNA Legislative Affairs Director to discuss strategies for your state
- Develop a state level PR plan

### 3. Community

**School nutrition programs nationwide will be strengthened through collaboration with members, state affiliates, industry and allied partners**

#### Objectives

1. Increase School District Owned Memberships and increase membership retention.
2. Increase engagement in each membership segment.
3. Remove barriers to participation in SNA activities by anyone interested in school nutrition.
4. ***Enhance the SNA and state affiliate partnership to align efforts to achieve SNA strategic goals.***
5. ***Increase strategic collaboration with industry and allied partners.***

#### Strategies:

- Utilize SNA membership resources to increase membership and school district owned membership
  - Participate in SNA national membership drives
  - Use membership table top banner or rent large banner from SNA
  - Create a specific membership brochure using existing template
- Work with SNA National to study issues around state only memberships, if applicable
- Review all available presentations provided by SNA National for state conferences
- Attend all SNA Chats for the year (webinars for state leaders provided by SNA National)
- Encourage participation in SNA awards program
- Provide input on recommended state affiliate agreement outlining how SNA and state affiliates will support each other
- Continue to broaden strategic relationships with allied partners
- Adopt SNA ethics policy for SNA members and their industry partners
- Identify and broaden strategic alliances with industry partners

## 4. Infrastructure

**SNA will have a financially sustainable funding model with a nimble governance structure and headquarters staff organization that is aligned with the strategic plan and reflects contemporary association business practices.**

### Objectives

1. Increase the effectiveness and efficiency of decision making and work systems.
2. Increase the synergy of SNA and SNF.
3. ***Increase recruitment and development of future SNA leaders.***
4. ***Increase funding and resources to high priorities of the strategic plan.***

### Strategies:

- Review and evaluate state association infrastructure (state board configuration, committees etc...)
  - Review composition and role of nominating committee
  - Evaluate the use of committees and task forces
  - Reduce time commitment of volunteers
- Establish mega issue discussions at board meetings
- Design a process for identifying, recruiting and developing SNA leaders
- Review, enhance and promote the steps to leadership in SNA
- Enhance and promote volunteer opportunities for all member segments, by identifying and removing barriers and highlighting the rewards of volunteerism
- Nominate at least one person from your state to attend SNA's future leaders program
- Review and reallocate available financial and human resources to meet the 2015-2016 priorities, including sun-setting of programs as appropriate
- Identify potential sources for new revenue