



the **POWER**
**MEMOR**
of **WE!**

2018-19
annual report

PRESIDENT'S Letter



Nearly every single member of the School Nutrition Association (SNA) will agree: Those who work in K-12 foodservice are **deeply passionate, hardworking** and **dedicated** to helping their student customers. Their unique ideas and out-of-the-box thinking inspire many solutions to complex problems. Every day, they are on the front lines feeding kids, and the beauty of SNA is when all these passionate individuals come together they form a deeper, stronger bond. With our **collective passion**, we are **stronger together** and better able to feed America's children.

With their dedication, 2018-19 reflected what can be accomplished with the joint passion of the Association. This *Annual Report* is merely a top-line look at the many, many accomplishments we've achieved collectively. From the debut of new technology-based professional development initiatives to the advocacy efforts to ensure our members' voices are heard on Capitol Hill, and to the numerous other accomplishments highlighted in the pages that follow, these all happened because of our **collective strength**.

And, to better serve the **passionate members** of the Association, SNA headquarters relocated from Southern Maryland to Arlington County, Virginia in late 2018, in the neighborhood of Shirlington.

Take time to peruse these pages and read about the impressive year that SNA had. You'll learn about the challenges overcome and the passion our members have for their student customers. This document can act as a tool to outside stakeholders to **get them invested** in the success of school meal programs. The *Annual Report* can also act as a **helpful resource** to recruit new Association members, demonstrate the scope of activities to administrators and attract new vendors to the K-12 segment.

Thank you for being an engaged, professional member of SNA; and remember, we are **stronger together**.

Patricia Montague, CAE
SNA Chief Executive Officer

Gay Anderson, SNS
2018-19 SNA President

NOTE: Information regarding the 2018-19 financials will be available in the coming weeks.

ADVOcacy

Policy makers, school officials, parents and school nutrition professionals rely on SNA as the leading advocate for school nutrition programs. Throughout 2018 and 2019, SNA advanced influence on school nutrition program policy through effective alliances and grassroots advocacy.

During several meetings with nearly 40 Congressional offices, SNA helped identify, prioritize and communicate priorities regarding **Child Nutrition Reauthorization (CNR)**. Along with the Association of School Business Officials International (ASBO) and The School Superintendents Association (AASA), a joint CNR priorities letter was sent to Congressional leadership. Additionally, SNA, along with school board members, superintendents and other allied organization members, attended a roundtable session with U.S. Secretary of Agriculture (USDA) Sonny Purdue to discuss ways the USDA can improve the administration of school meal programs.

As members increasingly voiced their concerns with certain challenges implementing the new meal pattern, SNA championed for flexibilities to support a sustainable program. In late 2018, USDA took steps to address the challenges with school meal standards and announced its final rule on whole-grain, sodium and milk flexibilities.

Like years prior, SNA continues to promote and increase participation in the Block Grant Coalition. SNA provided the **“#StoptheBlock: Preserve School Meals”** presentation used

by SNA state affiliates at their annual conferences and SNA President, Gay Anderson, SNS, and Past President Jean Ronnei, SNS, at the Association of School Business Officials National Conference. This was an opportunity to gain nationwide and local-level support in the fight against block grants.

At SNA's annual **Legislative Action Conference (LAC)**, nearly 900 school nutrition professionals, industry partners and other supporters of K-12 school meal programs attended sessions on trending program and policy topics. Among a lineup of impressive speakers, SNA hosted the U.S. Secretary of Agriculture Sonny Purdue who used the opportunity to praise the audience; “You believe in what you do and it’s so evident and so clear that you pour your lives out into these children.” On the last day of the conference, attendees **charged the Hill**, armed with SNA’s 2019 policy positions, their expertise and commitment to keeping students well-nourished and ready to succeed.

Following robust advocacy efforts, SNA is excited to report that for the first time ever Congress appropriated **\$20 million for school breakfast programs** as part of the FY2019 and 2020 funding bills. The FY2020 bill also provides a \$22 million increase in summer EBT programs; \$10 million for School Breakfast Program (SPB) expansion grants; \$35 million for equipment assistant grants—a \$5 million increase; and a requirement that only schools with negative balances increase prices under the paid lunch equity (PLE) provision.

Since SNA’s 2018 Annual National Conference (ANC), SNA has monitored and acted on **51 Federal Register notices**. SNA informs members, consults with SNA Committees and Councils and

ADVOcacy

submits comments as appropriate. Issues addressed include proposed studies, information collections and Proposed and Interim Rule changes impacting a range of issues including summer meals, Child and Adult Care Food Program (CACFP), categorical eligibility, state administrative expense funds, hiring flexibilities and more.

SNA continues to provide state legislative and regulatory updates through the quarterly **State Legislative Summary Report**, which identifies key trends in school nutrition legislation, and the quarterly State Agency Newsletter. These resources help state-level policy makers and advocates as they advance local issues.

Child nutrition programs and mandates can be overly burdensome, and SNA continued to work with USDA to ease these complexities. Surveys on the Administrative Review and Procurement Review revealed challenges, complexities and feedback that are faced by school food authorities (SFAs). Results from the surveys have been shared with USDA staff and Congressional leaders.

In preparation of the changing *2020 Dietary Guidelines for Americans*, SNA's Past Association President Dr. Becky Domokos-Bays, RD, SNS, presented oral comments at the Dietary Guidelines Advisory Committee (DGAC) meeting in July.

MEMBERship

Individually, we are passionate about our programs and school nutrition, but when **banded together**, we are stronger and better able to feed America's children.

Through SNA professional memberships, school nutrition operators at all levels have access to numerous **professional development resources**, **legislative advocacy** and **networking opportunities**, providing members the tools and resources they need to serve their student customers.

In May 2019, SNA had **58,404 members** who firmly believe in the **power of school meals**. As of February 2019, 49 state affiliates have signed the State Affiliation Agreement, building upon the **strong partnerships** that have spanned more than six decades.

PROfessional DEVelopment

To better help school nutrition professionals grow their opportunities, their careers and their programs, SNA continues to expand and enhance its professional development offerings.



Over the course of a year, SNA researched, demoed and selected a **new learning management system (LMS)** from seven potential providers. This new platform offers a great additional benefit for SNA members by helping with the administration, documentation, tracking, reporting and delivery of educational courses. With the new LMS selected, SNA rolled out the **Training Zone**, a one-stop-shop for e-learning opportunities. It was launched in July 2019 and houses webinars and training modules on financial management, ethics and culinary skills. Just three months after launch, the LMS already has over **2,500 registered users** and over **3,000 courses** have been completed.

Webinar Wednesdays and **Webinars On-Demand** provide some of the best training in school nutrition, free for all SNA members—covering a wide variety of topics from farm-to-school programs to emotional intelligence. Throughout SY 2018-19, SNA hosted 24 live webinars that reached 5,674 participants.

SNA's On-Demand Webinars continue to grow with over 9,000 viewers.

As part of SNA's **Certificate in School Nutrition program**, a new “bridge” level was created in 2018 to **expand the program** levels from three to four. Over three-hundred members earned the Level 2 certificate during the first year it was available. A modified **School Nutrition Specialist (SNS)** exam with an increased focus on procurement in school nutrition was released in July 2019. A record 1,663 people now hold the SNS credential.

SNA offers several conferences that act as great professional development catalysts. The 2019 **School Nutrition Industry Conference (SNIC)** brought 699 attendees to Austin, Texas. Charging Capitol Hill to talk about the importance of school meal programs, the **Legislative Action Conference (LAC)** in February 2019 had 874 attendees. The **National Leadership Conference (NLC)** had 251 passionate individuals descend to Sarasota, Fla. And, the largest school-related industry conference, SNA's **Annual National Conference (ANC)** brought 6,279 school nutrition operators and industry members to St. Louis. SNA-developed training was offered at various conferences over the last year, including a procurement ethics pre-conference for state agencies to roll out critical ethics training at the state level, financial management and the SNS credentialing preparatory course.

MEDIA mentions



SNA's year-round social and traditional media outreach initiatives promote the contributions of school nutrition professionals. In SY2018-19, SNA earned widespread **positive media coverage** to improve the public's perception of school nutrition professionals and school meal programs. SNA was featured in hundreds of broadcast news clips that reached an **audience of six million** at a publicity value of \$1.4 million.

With the release of the *2018 Operations Report*, SNA's Back to School outreach campaign **promoted healthy trends** in school cafeterias, earning coverage nationwide. Key SNA advocacy messages on topics such as **school meal flexibility** and unpaid meal debt were featured in national media outlets, including the *Associated Press*, *The New York Times*, CNN, *Forbes* and ABC News.

This year, SNA's National School Lunch and Breakfast Week campaigns and New Year's outreach earned numerous live in-studio interviews in key media markets from Atlanta to Seattle. SNA members showcased healthy options in their school cafeterias and discussed ways to get kids eating healthfully. SNA's School Lunch Hero Day outreach also earned coverage profiling the passion and professionalism of SNA award winners.

NATIONAL school nutrition CAMPAIGNS



There was certainly “lots to love” about **National School Lunch Week (NSLW) 2018**—campaign hearts were seen popping up all over! The “**Lots2Love**” theme was one of the most popular in recent years, with record-breaking sales of Emporium merchandise and multitudes of students sharing what they loved most about school lunch through colorful artwork, heart-framed selfies, videos, special notes to cafeteria staff and even an original song! Many celebrity servers, including U.S. Department of Agriculture Secretary Sonny Perdue, were also spotted. #NSLW18 website pages and stories had 121,443 unique downloads, with 4,611 downloads of NSLW promotional materials. New “share the love” heart memes reached more than 8,500 people on social media.

High engagement continued in 2019 with the roar of **National School Breakfast Week (NSBW): Start Your Engines**, March 4-8. The theme focused on eight school breakfast-themed race cars and corresponding characters. The cars were featured in a website poll where 769 participants voted for their favorite. NASCAR celebrity servers were spotted and creativity was out in full force at schools nationwide with several handmade milk box car derbies, racing-themed cafeteria décor and costumes that pulled out all

the stops and even a school breakfast event at a local speedway. Internet resources, including website pages and stories, had 153,335 unique downloads and 12,638 promotional resources were downloaded. NSBW 2019 resources were made possible with the generous support of exclusive sponsor **Kellogg's**.

Now in its sixth year, **School Lunch Hero Day**, produced in partnership with the *Lunch Lady* graphic novel series by artist and author Jarrett J. Krosoczka, took place on May 3, 2019. The campaign featured a new cast of diverse characters that were wildly popular across social media. (One post reached 86,662 users!) SNA members celebrated their lunch heroes in a multitude of ways with original songs and videos, notes of appreciation, hero-themed T-shirts and costumes, artwork and special cafeteria surprises. School Lunch Hero Day website pages and stories were viewed 42,126 times with 1,664 downloads of Hero Day art-themed thank you cards.

Social media plays an important and growing role in raising awareness about SNA's school nutrition campaigns. **#NSLW18 Facebook posts** reached 35,199 users, with 4,684 engagements, while **#NSBW19 Facebook posts** reached 24,880 users, with 2,625 engagements.

We continue to see overall growth across SNA's social media accounts. As of July 2019, SNA had **16,000 Facebook page fans** (a gain of 1,431 from the previous year), **34,000 Twitter followers** (a gain of 1,600) and **3,180 followers on Instagram** (a gain of 840).

SCHOOL nutrition FOUNDATION



The philanthropic arm of SNA, the **School Nutrition Foundation (SNF)** is dedicated to **securing financial resources** for education, professional development, scholarships and research for school nutrition professionals. Its strategic focus is to help SNA members advance their **professional goals** and ensure their students are well-nourished and prepared for success. SNF has an independent board of directors composed of school nutrition directors and industry partners.

Scholarships made through SNF enable SNA members to attend career-building professional conferences and advance their education. In 2019, **87 scholarships** were awarded for conferences and education opportunities—these amounted to more than \$126,750 in support!

For SNF's **2019 Annual Fund**, as of September 30, **\$36,720 was raised** by donors from all 50 states. States play a pivotal role in helping SNF reach its goals and earn awards for their fundraising success.

SNF also experimented with **innovative fundraising initiatives** that were rolled out at conferences and other events. Through these unique efforts, more than \$127,000 was raised! In 2018, #GivingTuesday was also a successful fundraising opportunity and raised more than \$6,100.

Breakfast programs continue to expand thanks to access and efforts through Breakfast in the Classroom (BIC) initiatives and work on the School Nutrition as Hubs with Share Our Strength. To learn more about the challenges concerning school breakfast programs, SNF along with Partners for Breakfast in the Classroom (PBIC) held the first **School Breakfast Summit** in April 2019. The Summit offered a look at the success of BIC programs and how to expand school breakfast participation.

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