

SNA PROPOSED NEW MEMBERSHIP MODEL

Simplified Membership + Premium Benefits

Membership

- Simpler and less confusing model
- Reduces the number of membership categories from 12 to 8
- School District Membership (SDM) program remains

Current Operator Membership Categories	New Operator Membership Categories
Employee	School Employees & Managers
Manager	
District Director/ Supervisor	School Directors and Supervisors
Major City Director/ Supervisor	
State Agency Director & Staff	State Agency Professionals
Educator	Other School Professionals
Other	
Student	Students
Retired	Retired
Affiliate-Employee	Affiliates
Affiliate-Retired	
Life	Life

Note: New category names are not final.

Premium Benefits

- Maintains the base line of current membership benefits
- Members have the option to pay separately for additional premium benefits

Possible Premium Membership Benefits

Benefit	Baseline	Premium \$\$
Educational webinars	Some free (sponsored/USDA)	Fee for some or on demand access
Online training	First module free	Fee for additional modules/content
Advocacy (legislative and regulatory information)	Free to all members (including USDA webinars)	No premium items
Conferences/ Meetings	Discounted rates	+ access to post conference cohort
Research Reports	Access to executive summary	Access to full report or early access



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Communication Strategy

- Detailed communication strategy highlighting tools and benefits required for state associations and members
 - Enhance recruitment, retention and member engagement



Potential Implementation Timeline

2024

- New database selection – Fall 2024
- Refine new membership model and determine solutions for outstanding areas of concern – ongoing
 - Build out Premium Content
 - Solicit feedback from BOD and State Associations
- Implement elements of the communications strategy – ongoing



The new database will be critical for enhanced demographics and role delineation.

2025

- New database implementation and rollout – ongoing
 - Commence updating member records with role and demographic information
- BOD new model approval– Spring 2025
- Communicate final changes to State Associations and general membership including fee structure
- Revise By-laws – Summer 2025
- Amend State Affiliation Agreements – after Summer 2025
- Continue build-out of Premium content



Note: SNA will provide suggested bylaw amendment language once any changes have been approved.

2026

- Continue to communicate new model and benefits to State Associations and general membership
- Continue to work with State Associations on rollout
- **Launch Summer 2026!**



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