

SNA-NC Plan of Work 2018-19



Goal 1 – Professional Development Goal

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

Objective: Increase the availability of resources and opportunities to enable members to meet and exceed the USDA Professional Standards regulation, thereby increasing the value of SNA membership for school and nutrition professionals.

Strategies:

1. Collaborate with your state agency to develop and offer education programs.
2. Promote SNA as the resource for USDA professional standards.
3. Promote participation in SNA scholarships program to help members pursue training opportunities.
4. Promote the SNA Certificate Program as a way to create a career path and grow professionally in school in School Nutrition especially among employees, managers and directors who do not meet SNS academic requirements:
 - Promote rollout-out of new Certificate level 2 in July 2018 as a professional growth opportunity.

Action	When	Committee	Evidence	Status
Ensure a slate of candidates for annual election	On going	Awards/Nominations		
Work towards ensuring scholarships/award nominations for each of the 8 districts	On going	Awards/Nominations		
Continue to encourage visits with elected officials	On going	PP&L		
Create resource page to hand out during mini session called the “Nutrition Ed Pit Stop where they can refuel”	Conference	Nutrition		
Create a link on the SNA-NC website for existing and new local chapters to source and collaborate best practices and information.	8/2018	Membership		
Promote district level meetings	On going	District Directors		
Encourage use of ICN’s “Nutrition 101” as PD	On going	District Directors		
Promote SNS credentialing benefits	On going	District Directors		
Promote SNA on school/district websites	On going	District Directors		

Goal 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 efforts to improve understanding and knowledge by policy makers and other stakeholders of the scope and complexity of school nutrition operations.
3. Increase the number of SNA members trained in advocacy.

Strategies:

1. Use SNA tools, infographics and templates available for members to use in sharing their school nutrition "stories".
2. Contact elected officials to share SNA positions and gain support.
3. Participate and enhance efforts to grow grassroots advocacy including cafeteria site visits, letter writing, action alerts, etc.
4. Invite your local and state representatives, as well as local school administrators to attend your district and state conference(s.)

Action	When	Committee	Evidence	Status
Encourage nominee's for Partners in Education and Lunch Bell Awards	On going	Awards/Nominations		
Create a State Position paper for SNA-NC members	11/2018	PP&L		
Create a template to contact representatives after elections to congratulate and introduce SNA-NC. Look forward to working with them...	11/2018	PP&L		
Activities during the mini sessions that will enable schools to promote school meal programs using social media.	Conference	Nutrition		
Add section on website for local chapters to find resources to invite and attract local leaders and business partners.	8/2018	Membership		
Assure PP&L information gets to all members and district chapters	On going	District Directors		
Invite local representatives to district meetings/update them after local meetings	On going	District Directors		

Goal 3 – Membership and Community

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

Objectives:

- 1. Increase membership and member retention among all stakeholders.**
- 2. Increase pathways for involvement among different demographic segments of SNA membership that reflect the association’s core values.**
- 3. Build the capacity of state associations for stronger governance and association management practices.**
- 4. Increase awareness of the value of the School Nutrition Foundation and SNA scholarships as a resource to SNA members**
- 5. Increase recruitment and development of future SNA leaders.**

Strategies:

1. Expand opportunities for our state association/state agency collaboration to increase membership.
2. Explore creation of state NextGen Professionals Task Force to promote the profession and increase membership engagement in SNA-NC among emerging professionals
3. Encourage participation in SNA-NC Awards Program.
4. Design a process for identifying, recruiting and developing SNA-NC leaders.
5. Expand recruitment of under-represented member demographic groups in our state association and leadership positions.

Action	When	Committee	Evidence	Status
Encourage award nominee’s from all 8 districts	On going	Awards/Nominations		
Consider a Future Leaders tract for SNA-NC conference	On going	Awards/Nominations		
Encourage members to invite new & experienced officials to eat lunch in your district.	On going	PP&L		
Educate on the various awards available by using their resources gained from the make it take it sessions at conference	Conference	Nutrition		
Continue to try and increase membership of	On going	Industry		

sustaining members				
Promote SNA-NC membership through Trade Show	On going	Industry		
Continue work with broker package for manufactures to promote membership.	On going	Industry		
Create plan of action resources available on website for local chapter meetings.	8/2018	Membership		
Include SNA-NC membership information in new hire packets	On going	Membership		
Invite Elected officials to district meetings	On going	District Directors		
SNA-NC adopts NKH as a community partner w/support of fundraisers.	On going	District Directors		