

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 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 SNS credentialing program and SNA Certificate Program.

Action	When	Committee	Evidence	Status
Plan and Provide “Make it Take it” session at State Conference to educate school employees on how to promote their program.		Nutrition		
Provide promotional tools for school nutrition employees to use in their program on the SNA-NC website		Nutrition		
Local meeting to include Professional Standards	Ongoing	District Directors		
Recommend NFSMI Nutrition 101		District Directors		
Emails to Chapter President & Directors about scholarship programs		District Directors		

Develop the idea of local level scholarships		District Directors		
SNA-NC should pay for manager of the year, employee of the year, and director of the year		District Directors		
Continue to get information out to members for opportunities to promote more training and scholarships to educate members	Ongoing	PP&L		
UNC-G work with District Directors to provide Professional Development during District Meetings	District Meetings	Endowment	30 min – 1 hour training sessions: knife skills, leadership, allergens, garnishing, etc.	
New chairperson at UNC-G	Summer	Endowment	Scholarship money for members, maybe online classes / degrees	
Provide each SNA-NC Chapter with a binder of trainings that can be used as 1 hour certification trainings for meetings along with letter stating trained importance to comply with USDA Professional Standards	SNA-NC Conference or Committee Meeting	Member Services		

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.

Objective: Increase efforts to improve understanding and knowledge by policy makers and other stakeholders of the scope and complexity of school nutrition programs.

Strategies:

- 1. Attend SNA’s Legislative Action Conference and visit your representative and senators.**
- 2. Identify all potential allied organizations.**
- 3. Participate in grassroots efforts including cafeteria site visits, letter writing, action alerts etc...**
- 4. Use SNA tools, infographics and templates available for members to use in sharing their school nutrition "stories".**

Action	When	Committee	Evidence	Status
Develop a webinar for school staff to improve knowledge & provide resources to educate school officials & parents about the SNA program		Nutrition & PP&L		
Continue to invite Legislatures and Officials to schools and district meetings AND communicate upwards		District Directors		
Continue to get information out to members for opportunities to promote more training and scholarships to educate members	Ongoing	PP&L		
Look at templates along with talking points, phone templates. Provide to local members – educate them so they will feel comfortable telling their stories.	Ongoing	PP&L		
Promote education of student nutrition programs through community and student involvement	Ongoing	SNAC		
Target chefs in schools, Culinary Programs	Ongoing	SNAC		

Utilize Social Media to reach students and community to promote School Nutrition Programs	Ongoing	SNAC		
Gene Causby LAC Scholarship funded by Endowment	In Place	Endowment		
Promote Endowment	Ongoing			
Promote membership talking points and tips to each SNA-NC Chapter for Committee use at SN Staff meetings, local gov't meetings, PTA / PTO meetings, School Staff Meetings, and Principal Meetings		Member Services		
Utilize Social Media to reach allied organizations and promote SNA	Ongoing	Member Services		
Promote and Support LAC Scholarships	Ongoing	Awards and Nominating		

Goal 3 – Community – School nutrition programs nationwide will be strengthened through collaboration with members, state affiliates, industry and allied partners.

SNA Objectives:

Objective 1: Increase satisfaction and engagement among different demographic segments of SNA's membership.

Objective 2: Remove barriers to participation in SNA activities by anyone interested in School Nutrition..

Strategies:

- 1. Utilize SNA membership resources to increase membership and School District Owned Membership with an emphasis on LEA Administrators.**
- 2. Promote SNA membership to LEA administrators, allied partners and industry partners.**
- 3. Encourage participation in the SNA Awards Program.**
- 4. Share SNA chapter resources to strengthen local chapters.**

Action	When	Committee	Evidence	Status
Encourage Districts to form SNAC Committee		District Directors		
Recognize Certified members at local and District level meetings		District Directors		
Kitchen tours and Nutrition Classes		District Directors		
Recipe Testing / Sampling – Food Shows		District Directors		
Presentations at PTA meetings to educate parents and community members		District Directors		

Push for marketing and communications of committee opportunities at local and state level		District Directors		
Keep talking to Cafeteria Staff, Directors, Principals, and Superintendents – invite Representatives to schools. Reach out to New Directors	Ongoing	PP&L		
Encourage participation in SNAC with 3 tiered participation levels	Ongoing	SNAC		
Approach Art teachers, FAC teachers, existing clubs for collaboration	Ongoing	SNAC		
Promote media blitz at schools to advertise programs	Ongoing	SNAC		
Award for Overall Winner – participate in Food Show, water park passes, etc.	Ongoing	SNAC		
Increase the number of Sustaining Members	Ongoing	Industry		
Promote Membership through Trade Show and Industry Show Incentives	Ongoing	Industry		
Establish a Broker Package for Manufacturers to promote membership	Ongoing	Industry		
Look at the possibility of a Membership Scholarship for School Nutrition Employees that may need financial assistance to join SNA	Sept SNA Board Meeting	Member Services		
Provide talking points about SNA membership to each SNA-NC Chapter to provide LEA Administrators	SNA NC Committee Mtg. Nov	Member Services		
Utilize social media to reach allied organizations and promote SNA	Ongoing	Member Services		
Encourage participation in all state and national awards and scholarships	Ongoing	Awards & Nominations		

Goal 4– Infrastructure – SNA-NC will have a financially sustainable funding model with a nimble governance structure and headquarters staff organization that is aligned with the annual plan of action.

Objective:

- 1. Increase recruitment and development of future SNA leaders.**
- 2. Review the effectiveness of decision making and work systems.**
- 3. Promote initiatives to support graduates of SNA's Future Leader Leaders Program to encourage the continuation of their state leadership journey.**
- 4. Expand recruitment of under-represented member demographic groups in our state association leadership positions.**

Strategies:

- 1. Design a process for identifying, recruiting and developing SNA leaders.**
- 2. Review, enhance and promote the steps to leadership in SNA.**
- 3. Review and evaluate SNA-NC infrastructure (state board configuration, committees etc...)**

Action	When	Committee	Evidence	Status
Promote new membership at local level by more exciting meetings		District Directors		
Encourage current members to be more involved at state and national level by trying to change perceptions and thoughts		District Directors		
Continue to recruit members to serve on the PP&L Committee	Ongoing	PP&L		