

School Nutrition Association of North Carolina

Strategic Plan 2016-2019

Vision

Be the authority and resource for school nutrition programs.

Mission Statement

Empower and educate members and partners to promote quality school nutrition programs.

Target Goal 1. Advocacy and Public Image - SNA will educate and advocate to policy makers, school officials, parents and other partners regarding the operations and funding of school nutrition programs.

Objective: *Increase all partners' understanding of the operations of school nutrition programs*

Strategies:

- Identify Key Partners
- Promote legislative activities at the local, state, and national levels
- Provide resources to implement local grassroots efforts
- Provide continuity in our message

Target Goal 2. Partnerships- School Nutrition programs will be strengthened through collaboration with members, industry, and allied partners.

Objective: *Increase strategic collaboration with members, industry and allied partners.*

Strategies:

- Promote partnerships with LEA administration, allied and industry partners
- Continue to broaden relationships between members and partners

Target Goal 3. Membership - Strengthen SNA-NC by increasing participation of school nutrition professionals and industry partnerships.

Objective: *Increase membership by at least 2%.*

Strategies:

- Design a process for identifying and recruiting new SNA members.
- Promote new membership at the local level
- Encourage current members to get more involved at the state and national level
- Link membership to professional standards and requirements
- Communicate with members or potential members more effectively at all levels

Target Goal 4. Professional Growth – School Nutrition professionals will have the necessary knowledge, skill and expertise to administer, manage and deliver healthy school meal programs.

Objective 1: *Increase the value of the SNA Membership for school nutrition directors and their staff through education and professional development.*

Strategies:

- Collaborate with DPI to develop and offer education programs.
- Provide Professional standard codes for all continuing education sessions.
- Promote USDA professional standards and SNA professional standards web resources.
- Promote participation in SNA scholarships program to help members pursue training opportunities.
- Promote SNS credentialing program and SNA Certificate Program.

Objective 2: *Increase the number of certified and credentialed members as determined annually by SNA.*

Strategies:

- Provide NC Safe Plates and Smart Options training annually at the SNA-NC State Conference
- Provide the Credentialing Exam as needed at the SNA-NC State Conference

Objective 3: *Increase the number of eligible future leaders for SNA-NC*

Strategies:

- Review, enhance and promote the steps to leadership in SNA.
- Increase the number of certified members
- Send one candidate to the Future Leaders Program annually