

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 in School Nutrition and the School Nutrition Specialist (SNS) Credentialing program:
 - Encourage process for members to form study groups to prepare for the SNS Exam
 - Schedule SNS Exam dates for your conference in coordination with SNA national.
 - Promote SNS study guide, handbook and book available on SNA website.

Action	When	Committee	Evidence	Status
Provide SNA-NC membership benefits talking points document for each Chapter.	2017-18 Ongoing	Membership		
Continue partnership with UNC-G to provide professional development opportunities for membership	On-going	Endowment		
Encourage use of visits to/with elected officials as Professional Development Opportunity	On-going	PP&L		

Promote District Level Meetings as Professional Development Opportunity	On-going	Directors		
Encourage use of ICN's "Nutrition 101" as Professional Development step toward certification	On-going	Directors		
Promote use of Social Media by means of SNA-NC website, Arrow, social media sites	On-going	Marketing		
Promote SNA Award Opportunitites at NCDPI Fall Conference	On-going	Leadership Development		
Promote SNAC at all level events, encourage member involvement and increase recognition of SNAC efforts.	On-going	SNAC		
Promote SNS Credentialing Benefits	On-going	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 members to promote the public image of SN Programs by using available SNA resources to celebrate National School Lunch Week (NSLW) , National School Breakfast Week(NSBW) and School Lunch Hero Day (SLHD) during the 2017-18 school year.	2017-18 On-going	Nutrition		
Post NSLW, NSBW and SLHD Resources on the SNA-NC website for use by membership as well as a re-cap of membership efforts via an article in the SNA-NC Arrow.	2017-18 On-going	Nutrition		

Develop and implement entertaining and interactive Make It Take It Mini-Session(s) for the Annual SNA-NC Conference	On-going	Nutrition		
Work in conjunction with SNA-NC social media coordinator to promote membership incentives/drives/ect.	On-going	Membership Marketing		
Continue to promote LAC Scholarship Opportunities	On-going	PP&L		
Create and distribute templates for contacting State and National Representatives in response to Immediate Action requests	Immediately On-going	PP&L		

Goal 3 – Community

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

Objectives:

- 1. Increase individual and School District Owned Memberships and membership retention.**
- 2. Increase satisfaction and engagement among different demographic segments of SNA's membership.**
- 3. Enhance the SNA and state affiliate partnership to align efforts to achieve SNA strategic goals.**
- 4. Enhance strategic partnerships with allied organizations.**

Strategies:

- 1. Expand opportunities for our state association/state agency collaboration.**
- 2. Utilize SNA membership resources to increase membership and School District Owned Membership**
- 3. Share SNA chapter resources to strengthen local chapters.**
- 4. Encourage participation in SNA Awards Program.**
- 5. Establish opportunities to engage with allied partners.**

Action	When	Committee	Evidence	Status
Implement an "Industry 101" session at Industry Seminar	January 2018	Industry		
Increase the number of Sustaining Members	On-going	Industry		
Promote SNA-NC membership through Trade Show and Industry Seminar incentives.	On-going	Industry		
Establish a 'Broker Package ' for manufacturers to promote membership	On-going	Industry		
Investigage the possibility of SNA-NC Annual Conference Scholarship based on Financial Need	2017-18	Membership		

Invite elected officials to District Meetings	On-going	PP&L Directors		
Consider NCPA New Product Scavenger Hunt as way to promote new products via Trade Show.	On-going	Marketing		
Continue to seek out opportunities for strategic partnerships to promote the image of school professionals	On-going	All		

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 strategic plan and reflects contemporary association business.

Objectives:

- 1. Increase recruitment and development of future SNA leaders.**
- 2. Increase funding and resources to high priorities of the strategic plan**

Strategies:

- 1. Design a process for identifying, recruiting and developing SNA leaders.**
- 2. Review, enhance and promote the steps to leadership in SNA.**
- 3. Expand recruitment of under-represented member demographic groups in our state association leadership positions.**
- 4. Review and evaluate SNA-NC infrastructure (state board configuration, committees etc...)**
 - Review composition and role of leadership development committee.**
 - Evaluate the use of committees and task forces.**
 - Reduce time commitment of volunteers, consider commitment incentives.**

Action	When	Committee	Evidence	Status
Consider member incentives for Committee Involvement (i.e. conference comps or reduced rates) to increase membership involvement.	On-going	Membership		
Increase scholarship opportunities based on earnings from annual Endowment Drive	On-going	Endowment		
Scout members who are interested in PP&L and increase membership in PP&L committee.	On-going	PP&L		

Promote Pathways to Leadership as a recruiting and scouting tool for Future Leaders.	On-going	Dist. Directors		
SNA-NC Annual Conference Mini-Session on Award Application Process	On-going	Leadership Development		
Reconsider "certification" requirement for Committee Involvement	2017-18	Leadership Development		