



2020 -2021 Florida State Plan of Action

President Name: Jud Crane State: Florida

Term Dates: August 1, 2021 – July 31, 2022

Work Phone: (850) 878-1832 Email Address: jcrane@floridaschoolnutrition.org

Strategic Goal I: Professional Development

FSNA Objective #1

Offer a variety of educational opportunities to all membership levels and SFS positions.

Strategies

1. *Maintain a strong Professional Development Committee that will provide information on SFS training needs.*
2. *Seek trainers from a variety of sources to create high level educational opportunities at FSNA's education events.*
3. *Encourage members to obtain certification at FSNA events.*
4. *Promote SNA's Learning Center and online training zone where members can access online courses and webinars on demand.*
5. *Host the SNS Study Group for FSNA Members to help them prepare for the exam and host the exam to FSNA Members free of charge once per year.*

Chapter Initiatives:

- Promote the SNA Credentialing study group available through FSNA at chapter meetings and other district wide events.
- Host an event/ meeting that includes an educational component that is fun and different from trainings done in the past.

- Survey chapter members and let FSNA know what kinds of trainings Managers and Employees want and need.

Strategic Goal II: Advocacy and Public image

FSNA Objective

1. Increase efforts to enhance policy makers and the public's perception of school nutrition professionals and school nutrition programs so that they receive bonuses and appreciation from them.
2. Increase attendance at the 2nd Annual FSNA Breakfast in the Capitol by 10%.
3. Develop a bill/program that would incentivize District SFS procurement personnel to purchase food products that are grown or processed in Florida.

Strategies

1. *Research the feasibility of a "Buy Local" bill.*
2. *Workshop bill language with representative sample/group of Florida SFS Directors*
3. *Promote the importance of taking part in FSNA's Legislative Action Caucus and visiting state representatives and senators.*
4. *Write letters to the Florida Governor detailing the efforts made by school nutrition personnel in the Spring of 2021 and the summer.*

Chapter Initiatives:

- Invite a Representative and their staff to the *Breakfast at the Capitol* during the Legislative Action Caucus. Invitation Letter will be provided.
- Arrange for a chapter member to attend the Legislative Action Caucus in Tallahassee.
- Solicit a story from one of your schools to highlight the importance of your program. Post it on Facebook or send to FSNA to post.
- Post pictures on Facebook of Chapter Events to include meetings, social events and fundraisers.
- Post School Breakfast and National School Lunch activities on Facebook.

Strategic Goal III: Membership & Community

FSNA Objective

1. Increase membership and member retention among all sections of SFS.

Strategies

1. *Promote applying for FSNA awards to SFS members in your district at chapter meetings and other district wide events.*
2. *Host a Mega Membership Campaign - President Jud Crane will visit every single District SFS Director in the state to meet a SuperStar from that district and to provide information about FSNA and the value of membership.*
3. *Review data from survey that Jud provides to each Director in a strategic planning session.*
4. *Educate the districts that do not have District Owned Memberships on the benefits of a DOM.*

Chapter Initiatives:

- Promote FSNA Scholarships and Grants to members in the district.
- Provide a presentation on the benefits of Chapter participation and FSNA Membership at the beginning of the school year at the district meeting or at individual cafeterias.
- Select and carry out a service project that supports a community organization.
- Host a fundraiser to generate funds to support attendance to FSNA events.
- Send 1 Chapter Chatter submission to FSNA for inclusion in Tidbits.

Strategic Goal IV: Governance & Operations

FSNA Objective

1. FSNA will have the resources, board involvement and staffing it needs to serve its members.

Strategies

1. *FSNA will assure that one person participate in the SNA/FSNA Future Leaders Program and include funds in the budget to support this.*
2. *Increase sponsorship provided to FSNA through the development of new partnerships.*
3. *Create a cost effective Annual Conference & Expo model that unites members and vendors to maximize revenue through member and vendor engagement.*

Chapter Initiatives:

- Promote and then schedule a meeting to determine if SFS personnel would value having a chapter, what the chapter could do, and if starting or maintaining the chapter is feasible. Report results of meeting to FSNA.
- Encourage or nominate a member from the chapter to run for a position on the FSNA Board of Directors or to serve on an FSNA Committee. Send in the nomination form or help the nominee complete the form to “self-nominate”.
- Educate district leadership on the cost effectiveness and educational and motivational value of the FSNA Leadership Training in June.
- Ensure that all chapter bank accounts have appropriate signers and the District Director is aware of the account.
- Ensure that FSNA Affiliation Agreement is completed and sent to FSNA by December 31, 2021.
- Ensure 990N and Annual Reports are filed in a timely manner.