



2019 -2020 Florida State Plan of Action

Lori Dornbusch, President

lori.dornbusch@palmbeachschools.org

Strategic Goal I: Professional Development

FSNA Objective #1

Promote Certification for FSNA Members and assist in getting their Certification by providing resources.

Strategies

1. *Add an ICN Website link with info on how to get the Level 1 Certification to the FSNA Website.*
2. *Work with DOACS to partner with FSNA to offer higher level education programs in conjunction with the LEAD Summit.*
3. *Provide SFS Directors in Florida with information on ways they can incentivize SFS workers to achieve their certification.*
4. *Encourage members to obtain certification at FSNA events, on social media and in Tidbits.*
5. *Promote SNA's Learning Center and new online training zone where members can access online courses and webinars on demand.*
6. *Create a tracking sheet with coding for educational programming so that attendees can track their CEUs for Professional Standards.*
7. *Promote Certification as a way to grow professionally in school nutrition especially among employees, managers and directors who do not meet the SNA academic requirements.*
8. *Host the SNS Credentialing exam to FSNA Members free of charge once per year at a prominent conference.*

Chapter Initiatives:

- Utilize Webinar Wednesdays to obtain CEU's using SNA webinars.
- Have your district apply for at least two FSNA awards or Scholarships.
- Submit Chapter information and board meeting schedule to Region Directors by October 1, 2019.
- Encourage Directors to attend the DOACS meeting in conjunction with the Lead Summit.
- Promote the SNA Credentialing study group available through FSNA at one of your local chapter meetings.
- Develop a Regional Directors Conference Call twice a year to align the position with the needs of the members.
- Call the local IFAS extension office, a teacher, or find another resource and schedule a 1 hour presentation at a chapter meeting that will allow attendees to earn a CEU.

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.
2. Invite Legislators to attend our state conference to learn more about child nutrition in our State.

Strategies

1. *Create, or use SNA templates, infographics, videos, or press releases that tell school nutrition "stories." Solicit stories from chapters to highlight the importance of our programs.*
2. *Determine a Statewide "Invite your Legislator to Lunch Day" (TBD) and promote their attendance through social media. Provide templates for district to use to facilitate invitations and visit, date to be announced.*
3. *Attend FSNA's Legislative Action Caucus to visit state representatives and senators.*

Chapter Initiatives:

- Schedule a PPL Presentation at one meeting in the fall.
- 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 member of your chapter to attend the Legislative Action Caucus in Tallahassee.
- Host an elected public official to attend *Invite Your Legislator to Lunch Day*.
- Solicit a story from one of your schools to highlight the importance of your program.
- Post pictures on Facebook of Chapter Events to include meetings, social events and fundraisers.
- Post School Breakfast and National School Lunch Promotion on Facebook.
- Promote Local Association Meetings, FSNA Conferences and SNA events on Facebook.

FSNA Objective

2. Introduce the Buy Florida initiative, an initiative that rewards districts for purchasing food that is grown in Florida or and/processed in Florida, and advocate for it to become a law.

Strategies

1. *Research bills that other states have passed.*
2. *Find a sponsor for the bill and also gain FL Dept. of Agriculture support for the bill.*
3. *Determine appropriation request.*
4. *Create collateral materials for FSNA advocates to use to educate policy makers about the initiative.*

Chapter Initiatives:

- Have Chapter members send a letter of support regarding the initiative to each legislator in their district. A template will be provided.
- Have a discussion at one chapter meeting regarding the benefits of Buy Florida to gather support for the objective.
- Go over FSNA talking points regarding the Buy Florida initiative during a Chapter meeting.

Strategic Goal III: Membership & Community

FSNA Objective

1. Increase membership and member retention among all stakeholders.

Strategies

1. *Build capacity of the chapters to assist them in recruiting members and having successful meetings and events.*
2. *Educate the districts that do not have District Owned Memberships on the benefits of a DOM.*
3. *Promote participation in the FSNA Awards Program to increase nominations.*

Chapter Initiatives:

- Maintain your current state-only or dual membership level.
- Increase your state-only or dual membership by 10% by creating an incentive.
- Chapters are encouraged to submit for at least two awards.
- Select and carry out a service project that supports a community organization.

Strategic Goal IV: Governance & Operations

FSNA Objective

1. Enhance FSNA processes, practices and structures that contribute to a substantial and robust business model to increase funding.

Strategies

1. *Review FSNA Bylaws and current practices regarding Region Director's activities to assure their responsibilities best support the FSNA mission and vision.*
2. *Review composition of and role of nominating committee.*
3. *Review the use of committees and taskforces.*
4. *Create Financial Policies and Procedures.*
5. *Nominate one person to participate in the SNA/FSNA Future Leaders Program.*
6. *Develop initiatives and activities for graduates of the SNA Future Leaders Program to encourage them to participate in the association and grow their leadership skills.*
7. *Develop Region Directors Conference Call twice a year to align the position with members' needs.*
8. *Continue to recruit individuals from under-represented demographics groups for state association leadership positions.*

Chapter Initiatives:

- Encourage District Leadership to nominate a person to participate in the SNA/FSNA Future Leaders Program.
- 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".
- Provide input to determine the revised role of Region Directors.
- Review duties of various State level positions to familiarize & encourage interest in serving FSNA.
- Work to identify potential sources for new revenue. Enact in your local Chapter as a fundraiser.
- Review and reallocate available staff and volunteers' resources to meet priorities including discontinuing or revision of programs as needed.