



2020 -2021 Florida State Plan of Action

President Name: Roy Pistone State: Florida

Term Dates: August 1, 2020 – July 31, 2021

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Strategic Goal I: Professional Development

FSNA Objective #1

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

Strategies

1. *Promote the Institute of Child Nutrition Website link with info on how to get the Level 1 Certification on the FSNA Website.*
2. *Work with Florida Department of Agriculture and Consumer Services to partner with FSNA to offer higher level education programs in conjunction with the LEAD Summit.*
3. *Encourage members to obtain certification at FSNA events, on social media and in Tidbits.*
4. *Promote SNA's Learning Center and online training zone where members can access online courses and webinars on demand.*
5. *Create a tracking sheet with coding for educational programming so that attendees can track their CEUs for Professional Standards.*
6. *Host the SNS Credentialing exam to FSNA Members free of charge once per year at a prominent conference.*
7. Chapter Initiatives:
 - Utilize Webinar Wednesdays to obtain CEU's using SNA webinars.
 - Encourage chapter members to apply for at least two FSNA awards or Scholarships by going over the guidelines during a chapter meeting.

- Submit Chapter information and board meeting schedule to Region Directors by October 1, 2020.
- Promote the SNA Credentialing study group available through FSNA at one of your local chapter meetings.
- Host a meeting that is a “Hackathon” to discuss and share ideas: topics could be - improving a work practice, a new cooking technique, implementing a short cut, using a new piece of equipment, adding balance to life, relieving stress, stretching exercises that promote work performance.
- 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 the FSNA Breakfast in the Capitol 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. *Promote the importance of taking part in FSNA’s Legislative Action Caucus and visiting state representatives and senators.*

Chapter Initiatives:

- Schedule a Public Policy and Legislative Committee 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 chapter member 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 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 Promotion on Facebook.
- Promote Local Association Meetings, FSNA Conferences and SNA events on Facebook.

FSNA Objective

2. Re-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.*
- 4. Promote FSNA as a Chapter resource*

Chapter Initiatives:

- Increase Chapter state-only or dual membership by 10% by creating an incentive.
- 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.

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. Review FSNA Bylaws and current practices regarding Region Director's activities to assure their responsibilities best support the FSNA mission and vision and examine the board composition and reconfigure to assure optimum representation of the FSNA membership.*
- 2. Create Financial Policies and Procedures.*
- 3. Nominate one person to participate in the SNA/FSNA Future Leaders Program.*
4. Develop additional revenue streams to diversify FSNA revenue and reduce dependence upon the Annual Expo and membership dues.
5. Create a cost effective Annual Conference & Expo model that unites members and vendors to maximize revenue through member and vendor engagement.

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”.
- Include a presentation at a chapter meeting on the 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.