



FSNA Membership & Marketing Committee Information

The Chair of the Membership and Marketing Committee shall be appointed by the President. This committee shall consist of up to seven (7) members of the Association, one from each region (if possible), appointed for a period of three (3) years by the President and subject to approval of the Executive Board.

Responsibilities of the Membership and Marketing Committee are as follows:

1. Recommends to the Executive Board policies and procedures pertaining to the implementation of a membership Plan of Action. Works closely with the Executive Director and staff liaison.
2. Promotes membership through Chapter Membership Chairs and assists chapter affiliates in developing membership drives. Works with Region Directors in this effort.
3. Analyzes membership trends and recommends appropriate action.
4. Develops a written Plan of Action with supporting budget, subject to the Executive Board approval, which meets the public image and needs of the Association.
5. Recommends to the Executive Board standards, policies, and procedures pertaining to the implementation of the Association's public information program.
6. Informs the public of the aims, purposes, and goals of the school nutrition program.
7. Coordinates state public communication efforts with the School Nutrition Association's Marketing Committee's goals and activities.
8. Evaluates and interprets Association public information efforts with chapter affiliates.
9. Ensures that press releases are written and appropriately distributed for special Association events, i.e., FSNA Annual Conference, FSNA Legislative Action Caucus, National School Lunch and Breakfast Weeks and Florida School Breakfast Week.
10. Works with and seeks support from allied groups and associations in promoting a positive image of child nutrition programs and the Association.
11. Establishes and maintains a positive rapport with all media contact people (i.e., public media and school district public information officers).
12. Creates a calendar of special events for promoting marketing activities.
13. Maintains and passes on a file of past, present, and proposed activities and plans of the Committee.
14. Implements National School Lunch Week and National School Breakfast Week activities developed in the committee's Plan of Action.
15. Establishes priorities for types of information that will be disseminated and identifies channels through which messages can be communicated.
16. Implements Child Nutrition Personnel Day/Week which is always observed the first full week in May.
17. Works with the Professional Development Committee on writing articles with tests for certification in *School Food in Florida*.



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FSNA Bylaws Article IV, Section G, 4(e)

e. Membership and Marketing Committee.

Responsibilities:

- 1) Recommends to the Board policies and procedures pertaining to the implementation of a membership program.
- 2) Promotes membership through chapter Membership Chairs and assists chapters in developing membership drives.
- 3) Analyzes membership trends and recommends appropriate action.
- 4) Recommends to the Board standards, policies, and procedures pertaining to the implementation of the Association's public information program.
- 5) Evaluates and interprets Association public information efforts with chapter affiliates.
- 6) Works toward creating a positive image for the Association and school nutrition programs.
- 7) Creates a calendar of special events for promoting marketing activities.
- 8) Establishes priorities for types of information that will be disseminated and identifies channels through which messages can be communicated.