

FSNA State Plan of Action and Chapter Initiatives

2018-2019

1. Professional Development Goal

SNA: School nutrition professionals will continually improve their knowledge and skills to administer, manage, deliver and sustain successful school meal programs.

State Objectives:

Increase the number, accessibility and utilization of professional development tools, resources and opportunities to enable success for members at all levels.

State Strategies:

- Collaborate with FDACS to develop and offer higher level education programs for directors and supervisors. (Professional Dev. Chair; Admin/Supervisory Chair; State Agency Advisor)
- Create a taskforce lead by the President-Elect to acquire conference content that meets all levels of membership. (Professional Dev. Chair; Admin/Supervisory Chair; FS Employee/Manager Chair)
- Continue to promote and host the SNA Credentialing study group program to FSNA Members free of charge. Promote and host the exam once a year. (Admin/Supervisory Chair)
- Research the feasibility, structure and resources required to develop and deliver a future leader training program at the state level. (President-Elect; Admin/Supervisory Chair; Professional Dev Chair)
- Restructure the Regional meetings to better meet the needs of members. (Regional Directors; President-Elect)

Chapter Initiatives:

- Provide one hour (1 CEU) of professional development at a local chapter meeting using resources provided by FSNA or SNA (i.e. SNA's live Webinar Wednesdays and SNA's webinars on-demand, available free to all SNA members).
- Have your district apply for at least three (3) FSNA awards and/or scholarships.
- Promote the SNA Credentialing study group available through FSNA at one of your local chapter meetings.
- Provide the local chapter and board meeting schedule for 2018-2019 to your Region Director by November 1st.

2. Advocacy & Public Image

SNA: Policy makers, school officials, parents and school nutrition professionals will rely on SNA as the leading advocate for school nutrition programs.

State Objectives:

Increase efforts to educate policy makers and other decision-makers on the value, scope, and complexity of school nutrition programs.

Increase efforts to enhance the public's perception of school nutrition professionals and school nutrition programs.

State Strategies:

- Survey director/supervisors to develop proactive state legislative priorities and strategies. (Public Policy and Legislative Chair)
- Review lobbyist contract and make recommendation to Board for the best path going forward. (Public Policy and Legislative Chair)
- Continue to educate members on block grants and negative impact on school meal programs. (Public Policy and Legislative Chair)
- Update FSNA website to promote professional image and increase resources available to members. (Marketing and Membership Chair)
- Share updates from FSNA and promote FSNA events through the use of pod-casts, video clips, etc. (Marketing and Membership Chair)
- Provide a training session on legislative actions in Regional. (Region Directors; region PP&L Members)

Chapter Initiatives:

- Have your Director/Supervisor and/or at least one local member attend the Legislative Action Caucus in Tallahassee.
- Contact your state and local elected officials' scheduler to set up a visit to your school cafeterias (i.e. NSLW, NSBW, Farm to School Program, National Nutrition Month, etc.)
- Post schedule of chapter meetings on chapter or district Facebook page or website.
- Post pictures of chapter meetings or events using social media (Facebook, Twitter, Instagram, etc.)
- Post positive stories and pictures using social media (Facebook, Twitter, Instagram, etc.) of your District's fresh, wholesome meals and/or special promotions in your cafeterias.

3. Membership & Community

SNA: School nutrition programs nationwide will be strengthened through the engagement, leadership, and collaboration among SNA's members, state associations, the School Nutrition Foundation, allied partners and other stakeholders.

State Objectives:

Increase membership and member retention among all stakeholders.

Increase pathways for involvement among different demographic segments of SNA membership that reflect the association's core values.

State Strategies:

- Explore creation of state NextGen Professionals Task Force to promote the profession and increase membership engagement among emerging professionals. (President; President-Elect)
- Update/develop marketing materials to recruit new members. (Marketing & Membership Chair)
- Contact District Directors not currently active in association to solicit input on what would better meet their needs. (President; President-Elect)
- Develop strategy to recruit new within each region. (Region Directors)
- Develop strategy to identify members willing to serve on committees and/or run for elected office. (Region Directors)

Chapter Initiatives:

- Promote a scholarship program for high school graduating senior going into Nutrition and/or Foodservice area of study.
- Organize a chapter community service project.
- Develop and implement a new strategy to increase membership and/or meeting attendance. Share idea and % increase resulting from implementation.
- Implement one strategy to encourage chapter attendance at Region Seminars (financial assistance, child care, etc.)

4. Governance & Operations

SNA: SNA will have a financially sustainable funding model with a nimble governance and headquarters staff structure that is aligned with the strategic plan and reflects contemporary business practices.

State Objectives:

Develop a Strategic Plan for the growth and strengthening of FSNA..

Align funding and resources to high priorities of the Strategic Plan.

State Strategies:

- Involve Board members, delegates and other stakeholders in Mega Discussion to begin developing 5 Year Strategic Plan. (President; President-Elect)
- Review SNA Affiliation Agreement with Board and present to House of Delegates. (President; President-Elect)
- Nominate at least one person to attend SNA's Future Leaders Program.
- Solicit vendor support (financial and attendance) to restructure annual conference Friday night social allowing all members and industry representatives to participate. (President; SIP Representative)
- Review revenue streams and determine ways to increase them.
- Review FSNA Office staffing plan with Executive Director to determine if it is aligned with strategic plan and reflects contemporary business practices. (President; President-Elect)
- Promote and implement a silent auction to support the FSNA Foundation. (Region Directors)

Chapter Initiatives:

- Submit list of 2018-2019 Chapter officers to FSNA state office by October 1st.
- Financially support one chapter member in attending the FSNA Annual Conference.
- Bring a chapter created basket to the FSNA Annual Conference to support the Foundation's Silent Auction
- Host a Chapter Table at the FSNA Annual Conference to support the local chapter members.