



*Making the right food choices, together.*

## SCHOOL DISTRICT OWNED MEMBERSHIP PROGRAM OVERVIEW

### Background

In July 2007, the School Nutrition Association's (SNA) House of Delegates approved three Bylaw amendments that enable the Association to offer School District Owned Memberships (SDM) for personnel working in school nutrition programs as an option in addition to the standard Individual Memberships (IM). SNA's most recent Strategic Plan identified the challenges that the more service based United States economy and low employment rates have had on the school nutrition workforce. The Plan included strategies to address the decreasing membership because of these challenges. SNA will continue to offer IMs as it has for the past 60 plus years. SDMs are being introduced as an option for school districts.

### School District Owned Memberships

- ❖ A SDM is a membership that is owned by a school district in the name of an individual that is transferable to another employee in the same membership category if the original assignee or person leaves the districts employ. The membership is nonrefundable. While in the employ of the district, the individual or assignee receives all the same benefits of an IM. All materials will be sent to the school district office or school address provided on the membership application and the home mailing option will not be available. Please note that this is not one membership for an entire school district's child nutrition staff. It is a new individual membership option to meet the needs of the changing workforce that enables a school district to keep its child nutrition staff informed and educated about feeding students.
- ❖ SDMs will only be available as a membership option in those states where the state associations have made the decision to offer it as a membership option at the state level as well. It is not enough that SNA offers it as an option because the state and national membership options need to be the same.

### School District Owned Membership Categories and Dues

- ❖ Membership dues for SDMs will be the same as IMs. The SDM option is not available for the Student, Retired and Affiliate membership categories

Member Type	Individual Membership	School District Owned Membership
FN Employee	\$25	\$25
FN Manager	\$27	\$27
District Directors & Supervisor	\$90	\$90
Major City Directors & Supervisor	\$90	\$90
State Agency Personnel	\$90	\$90
Nutrition Educators	\$90	\$90
Other	\$90	\$90
Retired	\$25	NA
Students	\$25	NA
Affiliates	\$10	NA

- ❖ A new SNA membership application has been designed to incorporate the SDM option.

### **School District Owned Membership Pilot Program**

- ❖ A six month SDM Pilot Program was launched in spring 2008 to introduce this new program, and identify and work out any issues. The Pilot Program runs from April 2008 through September 2008. Three states were selected to participate in the pilot – Arizona, Georgia and Tennessee. At the conclusion of the Pilot Program, the SDM option will be opened to all state affiliates that want to offer it as an option. SNA established the following criteria in order for a state to qualify to participate in the Pilot Program. Selected states must have agreed to:
  - Offer SDMs as a membership option from April 2008 forward. A state cannot revert to only offering IMs once it begins offering SDMs because it would be too confusing for members and detrimental to the association overall.
  - Have a paid state executive director or staff person who will be available to work with SNA's staff on the Pilot Program.
  - Offer one free SDM in the FN Employee or FN Manager membership category for every five SDMs that a school district signs up for during the Pilot Program. SNA Board of Directors will assess the success of this incentive at the October 2008 Board meeting and make a decision regarding any future incentives.
  
- ❖ SNA will work closely with each of the three states during the Pilot Program.

### **Tracking of School District Owned Memberships**

- ❖ All persons in SNA's database, regardless of whether their membership is an IM or SDM, are assigned a membership number that is automatically generated when that individual's information is entered into the database for the first time. For certification and credentialing tracking purposes, membership numbers stay with an individual and are not transferred to the new employee assigned to that SDM.
  
- ❖ All SDM dues are linked to a school district in SNA's database. This will enable memberships to be easily transferred to another district employee when an authorized individual notifies SNA of a change.
  
- ❖ SNA's membership reports will be modified so state leaders and members can easily track total members as well as the number of IMs and SDMs.

### **Transferring of School District Owned Memberships**

- ❖ All SDM transfers to another individual or assignee will only be accepted and processed when submitted on the official SDM Transfer Authorization Form that will be posted on SNA's website.
  
- ❖ Transfers can only be between individuals in the same membership categories. For example, SNA will not accept a transfer of a SDM for a Manager to a District Supervisor. The form will require the name, title and contact information for the school district official requesting the change.
  
- ❖ When SNA is notified of a SDM transfer, a new membership number will be assigned to the new person and tracked in the school district's record in SNA's database. SNA's database is being programmed so that persons formerly assigned a SDM will be sent a membership application and letter encouraging them to rejoin SNA as an IM retaining their membership number.
  
- ❖ There will be no limit in the number of SDM transfers or no fee to make such transfers.

### **School District Memberships and State Associations**

- ❖ The SDM option will only be available in those states that decide to offer it as an option once the Pilot Program is completed and the SDM option is available to all states. Once a state decides to offer SDMs along with IMs, it may not revert to only offering IMs.
  - States should review their bylaws to determine whether they need to amend them to incorporate the SDM option just as SNA did.
  - SNA highly recommends that state dues for SDMs be the same as IMs for consistency purposes. It would be very confusing for SNA to charge the same dues across the board for all member categories and for states not to do the same.
  - SNA will announce when the SDM option will be open to all states. States will need to notify SNA that they want to offer the SDM option and sign an agreement as they did with the Direct to National Membership Processing Program. Once SNA receives the signed agreement, it will make the necessary changes in its membership database and send a draft membership application to the person designated in each state to review.
  - SNA will provide states with new marketing materials to launch SDMs in their state.
  - All monthly reports will be revised to incorporate SDMs. This includes the membership portal in MySNA that state processors, chairs, state association staff and state presidents can access. The portal will be revised so states can access real time data and any changes denoted.
  - Any SDM transfer information received in the state office should be sent to SNA immediately via fax or email so that SNA's records can be updated.

### **Introduction of School District Memberships to Members**

- ❖ Since the launch of the Pilot Program in April, SNA has been promoting the introduction of SDMs in all promotional materials, publications and on its website. SNA states that it is being introduced on a state-by-state basis and directs members to a list of participating states on its website. As states sign on to offer this new option, their name will be added to the list.
- ❖ SNA will work with school districts to convert IMs to SDMs to coincide with members' renewal dates. There will be no refunds when memberships are switched from IM to SDM.
- ❖ Once a state notifies SNA that it is offering SDMs, SNA will send an information packet to the state agency director and all child nutrition directors to introduce this new membership option. A copy of the information will be sent ahead of time to the state president, president-elect, state association executive and membership chair and processor. The information packet will include:
  - A letter from SNA's president introducing this new membership option;
  - New SNA membership brochures;
  - Revised SNA membership applications;
  - A copy of USDA's letter regarding the use of CN funds to pay for memberships; and
  - An Overview of the SDM program.