

SNA-NC Plan of Work 2020 - 2021



Goal 1 – Professional Development Goal

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

Objectives:

1. Increase the number, accessibility and utilization of professional development tools, resources and opportunities to enable member success.
2. Increase availability of training/educational opportunities to help SNA members enhance their professional development with the SNA Certificate Program

Strategies:

1. Enhance the quality of educational programming at meetings and expand on ways to leverage this content for wider reach to more SNA-NC members.
2. Provide training, innovative ideas, best practices, and resources to help SNA members sustain and grow school nutrition programs considering the COVID-19 pandemic.
3. Promote the certificate program as a way to grow professionally in school nutrition especially among, employees, managers and directors who do not meet SNS academic requirements.

Action	When	Committee	Evidence	Status
Continue to improve and increase number of vendors at our annual SNA NC Trade Show. During this annual event, it provides professional development opportunities for our SNA Members with our Industry Partners.	Annual Event in June	Industry		
Educate members on public policy and advocacy	SNA-NC Conference Opportunities	PP&L		
Educate members through virtual public policy and advocacy 101 course	Early Spring (Prior to 2021 Long Session)	PP&L		
Enhance SNA-NC website page to list of local Chapter activities and ideas to increase professional development at local chapter	Fall	Membership	Local Chapter Activity List	

meetings.				
Continue momentum of virtual learning and communication through promotion/support	On going	District Directors	Established Zoom/email monthly contact dates	
Development of training "blue print" addressing virtual learning and collaboration progress	2020-2021	District Directors	Information sheet/flyer referencing streamlined sources	

Goal 2 – Advocacy and Public Image

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

Objectives:

1. Increase efforts to educate policymakers and other decision-makers on the value, scope, and complexity of school nutrition programs.
2. Increase advocacy support in order to drive policy change at state level.
3. Increase efforts to enhance the public’s perception of school nutrition professionals and school nutrition programs.

Strategies:

1. Increase strategic partnerships with like-minded organizations in support of feeding children and providing school meals across the country.
2. Monitor and support USDA’s and Congress’ efforts to simplify overly burdensome child nutrition mandates to improve efficiencies and reduce costs and work with USDA and Congress to implement new mandates.
3. Implement new strategies, as needed, to support child nutrition program advocacy and emerging issues, such as Universal Meals, in light of COVID-19.
4. Collect and share successful advocacy stories for members to utilize in their advocacy work.
5. Monitor state legislative issues, especially those addressing COVID-19, and support advocacy efforts on those issues, as needed.
6. Serve as a trusted resource and utilize all media outlets to educate and promote school nutrition programs (NSBW and NSLW) to the public, policy makers, and all stakeholders.

Action	When	Committee	Evidence	Status
Drop off/email agendas and graphics to legislator offices	On-Going	PP&L		
Video saying thank you to all stakeholders and legislators	Immediate	PP&L		
Create area on SNA-NC website for Best Practice “Brag Page” where districts can submit some of their innovative best practices to share with others.	Spring	Membership	Best practice Brag Page	
Work with PP&L to create “did you know” sheet on some of the PP&L success stories for COVID-19 relief and funding.	Fall	Membership, PP&L	PP&L did you know fact	

			sheet	
Partner with PP&L committee to revive and redevelop SNA-NC LAC	Spring 2021	Marketing		
Fun Fact sheet/Did You Know brochure for other organizations, representatives and new members. Work with PP&L committee for information.	Spring 2021	Marketing/PP&L		
Attend a zoom meeting with other organization/association meetings to have a presence.	Fall 2020/Spring 2021	Marketing		
Partner with District Directors to gather special stories happening around the state and share on social media for "Tell me something good Tuesday"	Fall 2020/Spring 2021	Marketing/District Directors		
Promote PP&L activity to local members through advocacy with Chapter Presidents	2020-2021	District Directors	PowerPoint	
Encourage partnerships with vendors to assure continued support in consideration of altered operating plans	2020-2021	District Directors	Vendor support at local SNA activities	

Goal 3 – Membership and Community

School nutrition programs nationwide will be strengthened through the engagement, leadership and collaboration among SNA-NC members, chapter affiliates, allied partners and other stakeholders.

Objectives:

1. Increase membership and member retention among all stakeholders.
2. Increase pathways for involvement among different demographic segments of SNA-NC membership that reflect the association’s core values.

Strategies:

1. Explore alternative membership models to ensure long-term sustainability and relevance for all member segments.
2. Increase collaboration between SNA-NC Board and the Leadership Development Committee to improve targeted recruitment efforts and monitor key demographic trends among volunteer leaders, to create a more inclusive environment for SNA-NC members of different demographic groups.

Action	When	Committee	Evidence	Status
Continue working to increase sustaining memberships amongst our Industry Partners.	Ongoing	Industry		
Create slideshow to show advocacy benefits of membership for District Directors to utilize at District Meetings	Fall 2020	PP&L		
Increase Recruitment with Membership invite Letter sent to directors	Fall/Spring	Membership	Membership Letter	
Create Membership Survey to post on website & Facebook page that has questions targeted to get a better idea if current members are getting what they want/need/or how we can improve.	Fall/Winter	Membership	Membership Survey	
Invite school district administration (Superintendent, CFO, etc.) to attend SNA-NC food show and promote their membership in the organization.	SNA-NC Annual Conference 2021	Marketing		
Information table at SNA-NC Annual Conference to help	SNA-NC	Marketing		

members, research membership, recruit and develop new leaders. Designate Q&A/Future Leaders graduates to circulate at the conference.	Annual Conference 2021			
Direct solicitation through SNA local chapters to SN Directors promoting SNA efforts and benefits	Fall 2021	District Directors	Successful email contact to Chapter Presidents/SN Directors	
Promotion/sharing links references to SNA webinars and virtual learning opportunities	Quarterly	District Directors	Successful email contact to Chapter Presidents/SN Directors	

Goal 4 – Governance & Operations

SNA-NC will have a nimble governance structure that is aligned with the strategic plan and reflects contemporary business practices.

Objectives:

1. Enhance assessment of association governance structure to support our Strategic Plan.

Strategies:

1. Recruit diverse leadership talent for open elected and appointed SNA-NC positions.

Action	When	Committee	Evidence	Status
Partner with membership to create “Ask me about Leadership” buttons for all board and committee members to wear to events.	Spring	PP&L (Membership?)/ Marketing	Committee members interact with membership at SNA-NC Annual Conference to answer questions about leadership opportunities	
Information table at SNA-NC Annual Conference to help members, research membership, recruit and develop new leaders. Designate Q&A/Future Leaders graduates to circulate at the conference.	SNA-NC Annual Conference 2021	Marketing	Committee members interact with membership at SNA-NC Annual Conference to answer questions about leadership opportunities	
Empower current members and educate potential members toward increased involvement at state & national level	On going	District Directors	Enlarged candidate pool	

Link membership to professional standards/requirements	On going	District Directors	Successful completion of required hours by membership	
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