

## Goal 1 – Professional Development Goal

School nutrition professionals will have the necessary knowledge, skill and expertise to administer, manage and deliver healthy school meal programs.

**Objective:** Increase the number, accessibility and utilization of professional development tools, resources and opportunities to enable member success.

### Strategies:

1. Expand ethics professional development programming to reach more SNA-NC members.
2. Continue to enhance the quality of educational programming at meetings and expand on ways to leverage this content for wider reach.
3. Develop opportunities for professional development such as food waste, sustainability and cultural intelligence/diversity and inclusion for SNA-NC members.
4. Promote the SNA Certificate Program as a way to create a career path and grow professionally in School Nutrition especially among employees, managers and directors who do not meet SNS academic requirements:
  - Track newest Certificate Level 2 members for it's effectiveness in professional growth.

Action	When	Committee	Evidence	Status
"Creating Exciting Grain Bowls" at UNCG	6/19/19	Endowment	Use in school café to prepare healthy meal choices	Registration open for participants
Educate members on public policy and advocacy	SNA-NC Annual Conference 2019, NCIC 2020, & SNA-NC LAC 2021	PP&L	Classes & conferences listed	
Innovation station and breakout sessions at the SNA-NC Industry Conference	Feb. 10-12, 2020	Industry	Conference	
New Horizons Trade Show Managers/Assistants (8-10 a.m.) Buyer's Afternoon (10:30-2:30)	June 19, 2019	Industry	Trade Show	

Expand and collaborate on district director tools to include strategies	On-going	District Directors	Powerpoints	
Breakout session at SNA-NC Annual Conference	June 2019	District Directors	Session at conference	
Add professional development hours as part of the job description	Immediately	District Directors	Updated job descriptions	
Provide an information sheet on Certification and resources for professional development at the MITI sessions.	Immediately	Nutrition	Information sheet	
Considering recognizing/celebrating individuals who have achieved Level 1 and Level 2 certification with Gold and Silver stickers. And, a third sticker for those who make it their goal to achieve certification in the 2019-2020 school year.	SNA-NC Annual Conference 2020	Nutrition	Stickers/Ribbons	

## Goal 2 – Advocacy and Public Image

Policy makers, school officials, and parents will rely on SNA-NC as the authority for designing and funding school meal programs.

### Objectives:

1. Increase efforts to educate policymakers and other decision-makers on the value, scope, and complexity of school nutrition programs.
2. Increase efforts to enhance the public's perception of school nutrition professionals and school nutrition programs.

### Strategies:

1. Use SNA tools, infographics and templates available for members to use in sharing their school nutrition "stories".
2. Contact elected officials to share SNA-NC's position and gain support. (North Carolina Position Paper)
3. Participate and enhance efforts to grow grassroots advocacy including cafeteria site visits, letter writing, action alerts, etc.
4. Invite your local and state representatives, as well as local school administrators to attend your district and state conference(s.)
5. Continue to educate members on block grants and other threats that could negatively impact school meal programs.

Action	When	Committee	Evidence	Status
Attend other organization/association meetings and have a presence.	Spring 2020	Marketing	Attendance	
Creat a Fact Sheet/Did You Know brochure for other organizations.	Fall 2019	Marketing	Brochure	
Partner with the PP&L committee to revive and redevelop SNA-NC LAC.	Winter/Spring 2021	Marketing & PP&L	SNA-NC LAC	
Put out and RFP for SNA-NC lobbyist	Immediately	PP&L	RFP	
Drop off SNA-NC infographic in politician offices.	Immediately	PP&L	Infographic	
Reach out to colleges, high schools and political leaders to inform them and get them involved.	On-going	District Directors	Attendance of guests at district meetings	

Ethically request products from vendors with the assistance of the industry representative and Executive Director.	On-going	District Directors		
Feature employees successes and other school staff that support the school meals program.	Immediately	Nutrition		
At MITI encourage districts to employ Social Media outlets, if they have not already done so, to promote their programs, to create enthusiasm and to spark interest.	June 2019	Nutrition		

### Goal 3 – Membership and Community

School nutrition programs nationwide will be strengthened through collaboration with members, state affiliates, industry and allied partners.

#### 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.
3. Increase recruitment and development of future SNA-NC leaders.

#### Strategies:

1. Expand opportunities for our state association/state agency collaboration to increase membership.
2. Explore creation of state NextGen Professionals Task Force to promote the profession and increase membership engagement in SNA-NC among emerging professionals
3. Encourage participation in SNA-NC Awards Program.
4. Design a process for identifying, recruiting and developing SNA-NC leaders.
5. Expand recruitment of under-represented member demographic groups in our state association and leadership positions.

Action	When	Committee	Evidence	Status
Invite school district administration (Superintendent, CFO, etc.) to attend SNA-NC food show and promote their membership in the organization.	SNA-NC Annual Conference 2020	Marketing	Attendance & Membership	
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 2020	Marketing	Information table at conference & leadership recruitment	
Partner with district directors to continue to encourage Awards/Scholarships applications from all districts.	On-going	Leadership Development/Awards	Increased applications	

Continue to encourage involvement among members through taking the first step of certification & committee involvement.	On-going	Leadership Development/Awards	New committee members	
Educate prospective members on the advocacy benefits of having membership in SNA.	On-going	PP&L	Increase membership	
Continue to work on increasing sustaining members withing our industry partners.	On-going	Industry	Increase of sustaining members	
Recruitment booth at conference for new committee members	SNA-NC Annual Conference 2019	Membership	Booth	
Consider “out of the box” thinking on how to reach members.	On-going	District Directors	Surverys & District Meetings at different times/days that all can attend	