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GOAL 1 - PROFESSIONAL DEVELOPMENT

STATE OBJECTIVE:
CONTINUALLY WORK WITH ASSOCIATION MEMBERS TO EXPAND KNOWLEDGE AND SKILLS RELATING TO SCHOOL NUTRITION.

State Strategy 1: Develop and implement MdSNA Leadership Academy.

- *Year 1:* Determine membership training needs.
- *Year 2:* Develop task force, create curriculum and research material.
- *Year 3:* Train the Trainers. Create an application/selection process.
- *Year 4:* Implement MdSNA Leadership Academy.

Chapter Strategy 1: Identify chapter training needs.

Plan to identify chapter training needs:

List how chapter training needs were identified (survey, association meeting, etc.):

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Chapter Strategy 2: Communicate chapter training needs to MdSNA.

List key training needs identified for local chapter (minimum 2):

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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State Strategy 2: Encourage MdSNA members to actively participate in professional development opportunities.

- Publicize SNA's live Webinar Wednesdays, SNA training zone and additional online training available to association members.
- Advocate SNA Certificate program to association members who do not meet SNS academic requirements to enhance knowledge and/or prepare for future career advancement.
- Promote the School Nutrition Specialist (SNS) Credentialing program and provide opportunities for members to prepare for the exam. Continue to offer scholarships for examination fees.
- Offer SNS exam at annual state convention.

Chapter Strategy 1: Promote SNA online training tools and webinars to local association.

Describe plan to promote online training tools to local members.

Explain how chapter strategy was achieved. Provide examples of training, delivery and numbers of members who participated.

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Chapter Strategy 2: ***Promote SNA Certificate and School Nutrition Specialist (SNS) Credentialing programs to local members.***

Explain how chapter strategy was achieved and information was shared with membership.

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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GOAL 2 – ADVOCACY AND PUBLIC IMAGE

STATE OBJECTIVE:
TO INCREASE EFFORTS TO EDUCATE POLICY MAKERS AND ENHANCE PUBLIC PERCEPTION OF SCHOOL NUTRITION PROGRAMS AND PROGRAM PROFESSIONALS.

State Strategy 1: **Continue advocacy efforts through federal legislative action:**
Increase membership involvement in the SNA Legislative Process.

Chapter Strategy 1: ***Discuss the SNA Position Paper at chapter meeting utilizing SNA Talking Points provided by MdSNA.***

Date strategy achieved. Submit copy of agenda with report.

Chapter Strategy 2: ***Advocate issues addressed in SNA Position Paper.***

- *Communicate congressman and/or senators.*
- *Convey information to state officials.*

Explain how strategy was accomplished, providing examples.

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Chapter Strategy 3: ***Send 1-2 members of local association to participate in MdSNA Legislative Action Conference. Information will be provided by MdSNA.***

List members who attended conference.

State Strategy 2: **Provide association response addressing regulatory issues and testimony advocating for school nutrition as requested by appropriate entities (SNA, USDA, Maryland House of Delegates).**

Chapter Strategy 1: ***Provide testimonial and/or information to MdSNA to be included in state association response to appropriate entities.***

Provide copy of testimonial and/or information sent to MdSNA.

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Chapter Strategy 2: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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GOAL 3 – MEMBERSHIP AND COMMUNITY

STATE OBJECTIVE:

TO INCREASE MEMBERSHIP AND MEMBER RETENTION WHILE INCREASING PATHWAYS FOR INVOLVEMENT AMONG DIFFERENT DEMOGRAPHIC SEGMENTS OF MDSNA.

State Strategy 1: **Continue to develop NextGen Task Force to promote the profession and to increase membership engagement in SNA among emerging professionals. Provide professional development by sending members to SNA National Leadership Convention.**

Chapter Strategy 1: ***Discuss ways to increase membership within the local association and identify members with potential leadership in the county.***

Explain how strategy was accomplished, providing examples.

Chapter Strategy 2: ***Provide MdSNA with names of chapter members identified.***

List of names and date information sent to MdSNA:

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Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

State Strategy 2: Promote participation in SNA Awards Program to increase state nominations

- Replicate SNA Star Program at the state level recognizing achievement at annual state convention.

Chapter Strategy 1: Advertise SNA awards to local association members and discuss at chapter meetings.

Explain how strategy was accomplished, providing examples.

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Chapter Strategy 2: ***Collaborate with Food and Nutrition Director and/or Supervisor to continually promote awards and criteria to staff.***

Explain how strategy was accomplished, providing examples.

Chapter Strategy 3: Complete appropriate award nomination and submit to Awards Chair.

Provide award type and date submitted below:

Chapter Strategy 4: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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State Strategy 3: **Utilize SNA membership resources to increase individual membership and school district owned membership:**

Chapter Strategy 1: ***Utilize resources available on MdSNA and SNA website to encourage new county members to join.***

List resources used and how chapter plans to incorporate.

Chapter Strategy 2: ***Promote local, state and national association within the county.***

- *Presenting information at meetings*
- *Advertising local fundraisers and/or drives*

Explain how strategy was accomplished, providing examples.

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Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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GOAL 4 – GOVERNANCE AND OPERATIONS

STATE OBJECTIVE:

TO ALIGN MDSNA STATE GOVERNANCE WITH SNA NATIONAL GOVERNANCE.

State Strategy 1: **Review MdSNA governance to check for alignment with SNA governance.**

Chapter Strategy 1: ***Fill all vacant positions on the chapter executive board.***

Please explain what your chapter did and your results.

Chapter Strategy 2: ***Hold regularly scheduled meetings with chapter officers in attendance.***

Provide meetings dates and copy of 1 attendance roster.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

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Chapter Strategy 3: ***Hold chapter meetings that follow Roberts Rules of Order that are used at the MdSNA House of Delegates meeting (refer to the agenda for MdSNA House of Delegates meeting as an example).***

Please explain what your chapter did and your results.

Chapter Strategy 4: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

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State Strategy 2: Promote initiatives to support leadership development of MdSNA Board and committee members.

- **Onboarding procedures for new board and committee members.**
- **Support ongoing growth of SNA Future Leader graduates within MdSNA.**

Chapter Strategy 1: Review current orientation procedures for new board members.

Please explain what your chapter did and your results.

Chapter Strategy 2: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.