



2017 – 2018 Strategic Goals and Plan

Goal 1

Professional Development

Objective

Offer Conference classes and promote SNA / ICN Classes that align with our professional standards

Strategies

1. Survey members prior to conference class planning to determine the needs and wants of the membership.
2. Find facilitators for classes suggested
3. Have an incredible conference with 95% satisfaction
4. Increase level 1, 2, 3 certificates in WY by 3%

Goal 2

Advocacy and Public Image

Objective

1. Keep WY SNA members informed of current issues. Make information available to public and potential future membership. Give back to WY Nutrition Services Departments.

Strategies

1. Keep the WY SNA website up to date and advertise it throughout WY Nutrition Services Departments.
2. Pick a School District in WY to obtain meal debt donations for at 2018 conference, in the WY SNA name. Make this an annual event at State Conference.
3. Per our bylaws create and distribute via electronic sources (email and website) a quarterly OR bi-annual newsletter to membership.

Goal 3

Community

Objective

Obtain an Industry Representative

Strategies

1. Create an industry committee
2. Research the role of industry representative, define the role for our industry representative
3. Bring nominees to board for approval

Goal 4

Infrastructure

Objective

Update and align the WY SNA bylaws with the SNA National bylaws, including job descriptions

Strategies

1. Create a committee to review bylaws and job descriptions. Update and align as needed.
2. Review National bylaws and other states bylaws who are current.
3. Reword as needed
4. Bring committee recommendations to board for approval
5. Rewrite WY SNA bylaws / job descriptions formally
6. Present to membership via WY SNA Website