

# SNA-NC Plan of Work

## 2024 - 2025

### Goal 1: Voice of the School Nutrition Industry

#### Objective:

- 1- Enhance the image of school nutrition professionals and our profession.
- 2- Acknowledge and recognize members as the school nutrition experts.
- 3- Empower school nutrition professional to be the experts.
- 4- Advocate for nourishing the mind, body, and soul of our members and students.

#### Strategies:

1. Provide ideas, resources, and training for school nutrition members to enhance programs, increase efficiency, and support career development.
2. Provide resources to school nutrition professionals to promote the profession and the value that they bring.
3. Educate our members on the importance of proper nutrition and the value of educating our students about nutrition.
4. Share clear and consistent message of advocacy with our stakeholders regarding our student's nutrition for a strong future.
5. Provide guidance and training to nominate individuals for awards and recognition.

Action	When	Committee	Budget	Review	Status
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Promote new & innovative products, services & concepts while networking with individual partners at the annual trade show.	Summer 2025	Industry			
Collaborate with Marketing Committee to work on promoting the videos on various places on our website.	Fall 2024	Endowment Marketing			
Encourage the board to continue to	Bi-Annual	Nutrition			

publish school nutrition professionals in the Arrow who acquired their SNA certifications and SNS credential					
Move focus of advocacy to the state level, legislative day	Ongoing	PP&L			
Possible virtual meetings with legislators based on other states' success in this area		PP&L			
A public service announcement about UNCG videos to highlight the relevance of the information. Write article.	General sessions- Chapter Presidents continued through Arrow	Marketing		Trying to locate copies of the videos	
Create a quick link on the SNA-NC website for ease of use and promotion	Before conference	Marketing w/Kristen Bealler		Carryover from 23-24	Ongoing

## Goal 2: Career Development and Growth

### Objective:

1. Promote opportunities for professional growth to broaden interest in future leadership roles.
2. Encourage members to network and build lifelong relationships around common goals and interests.
3. Continue to educate members in diversity, equity, inclusion, and access.
4. Promote self-nomination opportunities for awards to all members.

**Strategies:**

1. Create goals to grow school nutrition professionals through mentorship.
2. Promote pathways that are engaging with new and relevant opportunities for all members.

Action	When	Committee	Budget	Review	Status
Continue to share and promote UNCG videos on social media- rename videos to increase interest among stakeholders to view. Topics- 1. Scaling Recipes 2. Measuring Liquid vs. Dry 3. Cross Contact for Allergies 4. How to Cook in a Combi Oven 5. Cooling it Down Safely in a Blast Chiller 6. Handwashing 101 7. Wearing Gloves 8. Receiving Orders- More Than Just Signing a Delivery Ticket	Fall 2024	Endowment Marketing			

Provide SNA Officers Duty Descriptions in Arrow Magazine	Fall 2024 and/or Spring 2025	District Directors			
Have a breakout session at SNA-NC Conference	Annual Conference	District Directors			
Address, educate, and guide through district meetings- Professional growth in SNA	District Meetings	District Directors			
Advocate for resources to grow participation in networking and advocacy, utilizing certified members as a Segway through Membership committee for future growth in SNA-NC committees and positions	Ongoing	Membership			
Promote Chapter Leadership within the Annual Conference culinary competition for future.	June 2025	Membership			
Work closer with District Directors to promote membership and have tools available to do so. * Job descriptions for committee positions * Link on webpage to National page for		Membership			

awards.					
Committee members will research and seek additional guidance and knowledge on the requirements of obtaining the SNA certifications and SNS credentials in order to develop a mentoring opportunity/session at NCDPI state conference or SNA-NC conference to encourage/empower/promote the value of members to acquire SNA certification or SNS credential		Nutrition			
Advocate members through committee members to reach out to local representatives and stakeholders to promote our goals		PP&L			

**Goal 3: A vibrant community of School Nutrition Stakeholders**

**Objective:**

- 1. Elevate the relationship with School Nutrition Industry Partners.**
- 2. Develop or strengthen existing relationships with internal stakeholders, such as superinte education, principals, teachers, etc.**
- 3. Develop or strengthen existing relationships with external stakeholders such as legislators, community outreach organizations, parents, etc.**

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**Strategies:**

- 1. Continue to create new partnerships with allied organizations to maximize influence on topics of mutual interest and benefits.**
- 2. Share strategies, research, and solutions to drive positive change and innovation to the school nutrition industry.**
- 3. Engage in conversation with stakeholders, encouraging open dialogue to find solutions that benefits the best interest of the program.**

<b>Action</b>	<b>When</b>	<b>Committee</b>	<b>Budget</b>	<b>Review</b>	<b>Status</b>
Encourage Industry Partners to become more involved with SNA-NC by becoming sustaining members.	Ongoing	Industry			
Culinary Team to UNCG 2024 will determine theme for the 2025 session at UNCG	June 2025	Endowment			
Collaborate with UNCG interns to offer “Healthy Kitchen, Healthy You” education session during Annual State	June 2025	Endowment			

Education session during Annual State Conference 2025					
Invite community stakeholders to district meetings (Superintendents, Finance, HR, County Commissioners, etc.)	Ongoing	District Directors			
Promote NSLW, NSBW, Make it, Take it session and School Lunch Hero Day	Fall, Winter, Spring	Nutrition			

through Arrow articles.					
Engage parent organizations to advocate for Free Meals for All-connect with NCAH, etc.		PP&L			
Work with Industry members prior to LAC or Local/State Legislative days.		PP&L			
Promote local advocacy and provide information and support materials towards that end. 1-4 hour module-Marketing Collaboration in the Community	Throughout 24-25 year	Marketing		6 months Spring Committee Day	Ongoing