**SNA-NC Plan of Work**

**2022 - 2023**

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

**Objective:**

1. **Acknowledge and recognize school nutrition experts**

**2- Enhance the professional, diverse image of school nutrition**

**3- Advocate for nourishing the mind, body, and soul of our country’s future**

**Strategies:**

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

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| **Action** | **When** | **Committee** | **Budget** | **Review** | **Status** |
|  Keep members and legislators updated on current issues | Ongoing | PP&L |  |  |  |
| Make awards/scholarships information available monthly to more members via email, social media & website informing them to apply for scholarships year-round. | Ongoing  | Leadership & Development |  |  |  |
| Celebration themes for website and social media “Across County Lines” efforts. Market awards and scholarship guidelines for awards. | Ongoing | Marketing |  |  |  |
| Promote new and innovative products, services, and concepts while networking with individual partners at the annual trade show. | Summer 2023 | Industry |  |  |  |
| Promote nutrition education with self-wellness to members. | Fall & Spring Arrow 2022-2023 | Nutrition |  |  |  |

**Goal 2: Career Development and Growth**

**Objective:**

1. **Increase the opportunities for professional growth of members and build their capacity to lead in their schools and districts.**
2. **Serve as a hub for members to network and build lifelong relationships around common goals and interests.**
3. **Educate members in diversity, equity, inclusion, and access.**

**Strategies:**

1. Enhance the quality of professional development offered in a variety of formats for all members.
2. Create goals to grow school nutrition professionals through mentorship.
3. Promote pathways that are engaging with new and relevant opportunities for all members.

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| **Action** | **When** | **Committee** | **Budget** | **Review** | **Status** |
| Annual PP&L education session at SNA-NC conference | June 2023 | PP&L |  |  |  |
| Enhance SNA-NC website page to list local chapter activities and ideas to increase professional development at local chapter meetings. | Fall 2023 | Membership |  |  |  |
| Promote new recipes & educate on nutrition requirements. Each district will share a recipe. | Fall & Spring Arrow | Nutrition |  |  |  |
| Continue sharing UNCG kitchen skills, safety and sanitation videos on the SNA-NC and YouTube website. | Spring 2023 | Endowment |  |  |  |
| Consider changing “Chapter Leadership” session to “Leadership,” to be more inclusive of members. Still have “Chapter Leadership” and include the additional leadership course to enhance the pre-con session content.  | 2022-2023 | Leadership & Development |  |  |  |
| Provide SNA officer duty descriptions in the Arrow. | Fall & Spring 2022-2023 | District Directors |  |  |  |
| Have a Breakout session at SNA-NC Conference. | Annual Conference 2023 | District Directors |  |  |  |
| Promote Diversity, Equity, and Inclusion sessions at SNA-NC Conference.  | SNA-NC Annual Conference 2023 | Marketing |  |  |  |

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

**Objective:**

1. **Elevate the relationship and partnerships with school nutrition industry.**
2. **Develop relationships with internal stakeholders, such as superintendents, local board of education, principals, teacher, etc.**
3. **Develop relationships with external stakeholders such as legislators, community outreach organizations, parents, etc.**

**Strategies:**

1. Continue to create new partnerships with allied organizations to maximize influence on topics of mutual interest and benefits.
2. Strengthen our existing relationships both within and outside our current sphere of influence.
3. Share strategies, research, and solutions to drive positive change and innovation to the school nutrition industry.
4. Invite and include contributions from school nutrition members equally while encouraging mutual respect and collaboration.

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| **Action** | **When** | **Committee** | **Budget** | **Review** | **Status** |
| Collaborate with other allied associations  | Ongoing | PP&L |  |  |  |
| Provide materials to directors to share w/local stake holders. | Ongoing | PP&L |  |  |  |
| Create a membership video for the webpage with other members answering the question” why are you an SNA member, etc. | Summer/Fall2022 | Membership |  |  |  |
| Promote “National take your parents/guardians to lunch Day” & “NSLW” & “NSBW” | Fall & March 2023 | Nutrition |  |  |  |
| Have a membership drive and advocacy drive that will involve partners and stakeholders. | Fall/ Spring 2022-2023 | Marketing |  |  |  |
| Provide template for director presentation at school board meetings. | Fall/Spring 2022-2023 | Marketing |  |  |  |
| District Directors will invite community stakeholders to district meetings (Superintendents, Finance Officers, County Commissioners, etc.) | Ongoing | District Directors |  |  |  |
| Encourage Industry Partners to become more involved with SNA by becoming sustaining members. | Ongoing | Industry |  |  |  |
| Collaborate with UNCG to provide training and scholarships to prepare for career development.  | June 2023 | Endowment |  |  |  |
| “Culinary Medicine” education mini session, “Art of Food and Cooking with the Science of Medicine” provided by intern stakeholders at UNCG. | June 2023 | Endowment |  |  |  |

**Goal 4: School Nutrition is a thriving organization.**

**Objective:**

1. **Create a strong pathway to volunteer leadership and provide inclusive opportunities for contribution.**
2. **Find ways to enhance our business models to lead the way to innovation and new revenue opportunities.**

**Strategies:**

1. Bring forth aspiring association leaders who are qualified, motivated, and representative of the membership.
2. Increase in the diversity and number of members who contribute their time and talent to our organization.
3. Create diverse revenue streams which contribute to the financial health of the association.
4. Increase our membership with innovative programs.

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| **Action** | **When** | **Committee** | **Budget** | **Review** | **Status** |
|  Create survey to find out what can SNA do for me? What can I contribute to SNA? What are my strengths? | SNA-NC Conference 2022-2023 | Membership |  |  |  |
| Encourage Industry Partners to become more involved with SNA by becoming sustaining members. | Ongoing  | Industry |  |  |  |
| Recruiting the next great leaders for our association | Fall 2022 | Leadership & Development |  |  |  |
| Provide SNA officer duty descriptions in the Arrow. | Ongoing 2022-23 | District Directors |  |  |  |
| Have a Breakout session at SNA-NC Conference. | SNA-NC Annual Conference 2023 | District Directors |  |  |  |