

SNA-NC Plan of Work

2021 - 2022



Goal 1: Voice of the School Nutrition Industry

Objective:

- 1- Acknowledge and recognize school nutrition experts
- 2- Enhancing the professional image of school nutrition
- 3- Advocate for feeding 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. Enhance our professional image to represent all levels of diversity in school nutrition.
4. Share clear and concise message of advocacy with our stakeholders regarding our student's nutrition for a strong future.

Action	When	Committee	Budget	Review	Status
District Specific meetings/breakfast or lunch event with elected officials. Event planned and scheduled around district meetings.	2021-22 in alignment with district meetings	PP&L			
Promote Healthy Nutritional Marketing tools through positive feedback to industry partners	Ongoing and at conference	Industry			
Promote NSLW and NSBW to our members	Fall 2021 and Spring 2022	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.

Strategies:

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

Action	When	Committee	Budget	Review	Status
"How to be your own local advocate"-Create an advocacy page on SNA-NC website. Including a video training on how to conduct elected official meetings, templates for school visit invitations, phone calls and thank you's.	August 2021	PP&L and District Directors			
Annual PP&L education session at SNA-NC conference	June 2022	PP&L			
Enhance SNA-NC website page to list local chapter activities and ideas to increase professional development at local chapter meetings.	Fall	Membership			
Continue to foster industry relationships and share that expertise with local employee groups	Ongoing and at conference	Industry			
Videos created to share on SNA-NC website	June 2021	Endowment			
Training and Scholarships to prepare for career development in conjunction with UNCG	Spring 2022	Endowment			

Recruiting members from all Districts to apply for various awards and scholarships	Spring 2022	Leadership & Development			
Provide Professional Development through District Meetings	Ongoing 2021-22	District Directors			
Recruiting new leaders through their District meetings to replace those that have served terms or retire	Ongoing 2021-22	District Directors			
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 2022	Marketing			

Goal 3: A vibrant community of School Nutrition Stakeholders

Objective:

- 1- Connect with those that shape our school nutrition industry.
- 2- Elevate the relationship and partnerships with industry.

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.

Action	When	Committee	Budget	Review	Status
Continue to find and build relationships with partner organizations.	2021-2022	PP&L			
Partnership Page on SNA-NC website showing logos and linking to partner organizations.	November 2021	PP&L			
Increase recruitment with Membership invite letters sent to directors.	Fall/Spring	Membership			
Create membership survey to post on website & Facebook page that has questions targeted to get a better idea if current members are getting what they want/need/or how we can improve.	Fall/Winter	Membership			
Prepare Make It, Take It packets to be placed on website for NSLW	Fall	Nutrition			

Partner with PP&L committee to revive and redevelop SNA-NC LAC	Spring 2022	Marketing			
Fun Fact sheet/Did You Know brochure for other organizations, representatives, and new members. Work with PP&L committee for information.	Fall/Spring 2021-22	Marketing			

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.

Action	When	Committee	Budget	Review	Status
Create Ad Hoc committees in each District to assist with the planning and execution of the District Advocacy meetings. Finding “stars” and leaders through these opportunities to promote onto standing committees and into further leadership.	2021-2022	PP&L and District Directors			
Mine industry partners to identify viable new revenue sources	Ongoing and at conference	Industry			
Recruiting the next great leaders for our association	Fall 2021	Leadership & Development			
Looking for new leaders through District meetings	Ongoing 2021-22	District Directors			
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 2022	Marketing			

