

SNA-NC Plan of Work 2025 - 2026



Goal 1: Voice of the School Nutrition Industry

Objective:

1. Enhance the image of school nutrition professionals and our profession.
2. Acknowledge, recognize, and empower members as the school nutrition experts.
3. 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. 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 resources, guidance, and training for nominations of School Nutrition Professionals resulting in awards and recognition of the value they bring.

Action	When	Committee	Budget	Review	Status
Promote new & innovative products, services & concepts while networking with individual partners at the annual trade show and industry seminar.	January 2026 June 2026	Industry			
Promote all awards and scholarships.	Ongoing	Leadership & Development			
Collaborate to create and promote videos for training purposes and post them on our SNA website.	Ongoing	Endowment & Marketing			
Focus on advocacy at the state level – Legislative Day	Ongoing	Legislative			

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. Promote to members that most awards may be self-nominated.

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
Have a breakout session at SNA-NC Conference	Annual Conference	District Directors			
Use district meetings to educate and guide members.	District Meetings	Membership & District Directors			
Create resources to educate and guide members through certification levels and credentialing.	Ongoing	Nutrition			
Contact and connect with counties that do not have chapters to encourage them to establish a chapter.	Ongoing	District Directors			
Connect with certified members to transition them into future growth in SNA-NC committees and leadership positions.	Ongoing	Membership			
Offer video training on various topics.	Fall 2024	Endowment			
Encourage districts to invite representatives to visit schools.	Ongoing	Legislative			

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 superintendents, local board of education, principals, teachers, etc.
3. Develop or strengthen existing 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. 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.

Action	When	Committee	Budget	Review	Status
Encourage Industry Partners to become more involved with SNA-NC by becoming sustaining members.	Ongoing	Industry			
Promote NSLW, NSBW, “Make-it Take-it” session and School Lunch Hero Day through Arrow articles.	Fall, Winter, Spring	Nutrition			
Continue the partnership with UNCG.	Annual Conference & Ongoing	Endowment			

Goal 4: School Nutrition is a thriving organization.

Objective:

- 1. Promote the value of membership to existing and potential members.**
- 2. Determine ways to enhance positive experiences for members.**
- 3. Advocate to encourage membership for School Nutrition Directors and all School Nutrition Professionals.**

Strategies:

- 1. Determine and share the value of membership to all stakeholders.**
- 2. Develop a foundation of simple steps that have lasting positive experiences for all stakeholders.**

Action	When	Committee	Budget	Review	Status
Encourage Industry Partners to become more involved with SNA-NC by becoming sustaining members	ongoing	Industry			
Have a breakout session at SNA-NC Conference	Annual Conference	District Directors			
Work with SNA Membership Manager to review all school district owned memberships that have not renewed.	Fall	Membership			
Enhance positivity by creating fun engagement in the “Make-it-Take-it” session at conference.	Annual Conference	Nutrition			
Utilize space at the registration table to answer questions, promote certification, and committee information.	Annual Conference	Marketing & Membership			
Give away endowment tickets at the “first timers” session to promote interest.	Annual Conference	Membership & Endowment			