

# Maryland School Nutrition Association

## 2020-2021 Plan of Work OVERVIEW

### GOAL 1 - PROFESSIONAL DEVELOPMENT

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#### STATE OBJECTIVE:

**TO INCREASE THE ACCESSIBILITY AND UTILIZATION OF ONLINE OR VIRTUAL PROFESSIONAL DEVELOPMENT TOOLS, RESOURCES AND OPPORTUNITIES TO ENABLE MEMBER SUCCESS.**

**State Strategy 1:** Expand availability of virtual professional development programming to reach additional MdSNA members.

*Chapter Strategy 1: Identify available programming that supports chapter membership needs.*

*Chapter Strategy 2: Determine members' ability to access online resources.*

*Chapter Strategy 3: Chapter's Choice*

**State Strategy 2:** Provide virtual training, innovative ideas, best practices and resources to assist MdSNA members to sustain nutrition programs during Covid-19.

*Chapter Strategy 1: Promote virtual training and resources to members specific to Covid-19.*

*Chapter Strategy 2: Provide resources for innovative ideas and best practices specific to Covid-19 pandemic for local members.*

*Chapter Strategy 3: Chapter's Choice*

**State Strategy 3:** Establish a professional development plan for MdSNA virtual meetings.

*Chapter Strategy 1: Provide resources for online meeting platform to local association.*

*Chapter Strategy 2: Provide format for chapter virtual meetings.*

*Chapter Strategy 3: Chapter's Choice*

**State Strategy 4:** Incorporate relevant technologies and platforms to maximize delivery of professional development content to MdSNA members.

*Chapter Strategy 1: Identify technologies that maximize participation.*

*Chapter Strategy 2: Incorporate SNA and partner online training tools and webinars in chapter plan.*

*Chapter Strategy 3: Chapter's Choice*

**State Strategy 5:** Encourage MdSNA members to actively participate in professional development opportunities.

*Chapter Strategy 1: Promote SNA Certificate and SNS Credentialing program to chapter members.*

*Chapter Strategy 2: Coordinate in-person or virtual study groups for members.*

*Chapter Strategy 3: Chapter's choice.*

*Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.*

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## 2020-2021 Plan of Work OVERVIEW

### GOAL 2 – ADVOCACY AND PUBLIC IMAGE

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#### STATE OBJECTIVE:

**TO INCREASE THE EFFORTS TO ENHANCE THE PUBLIC’S IMAGE OF SCHOOL NUTRITION PROFESSIONALS AND PROGRAMS.**

- State Strategy 1:** **Increase strategic partnerships with organizations in support of feeding children.**  
Encourage Congress to study school lunch participation and develop strategies to address participation impacts of Covid-19.  
Monitor and communicate emerging public policy issues that could negatively impact school nutrition programs.
- Chapter Strategy 1:** ***Discuss the SNA Position Paper at chapter meeting utilizing SNA Talking Points provided by MdSNA.***
- Chapter Strategy 2:** ***Advocate issues addressed in SNA Position Paper.***
- *Communicate congressman and/or senators.*
  - *Convey information to state officials.*
- Chapter Strategy 3:** ***Send 1-2 members of local association to participate in MdSNA Legislative Action Conference. Information will be provided by MdSNA.***
- State Strategy 2:** **Strengthen the capacity of state officers to carry out state and local advocacy through development of new tools and training.**  
Create a database of identified state advocacy champions.  
Collect and share successful advocacy stories for members to utilize in their advocacy work.
- Chapter Strategy 1:** ***Provide testimonial and/or information to MdSNA to be included in state association response to appropriate entities.***
- Chapter Strategy 2:** ***Provide chapter member names for advocacy champions.***

*Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.*

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## 2020-2021 Plan of Work OVERVIEW

### GOAL 3 – MEMBERSHIP AND COMMUNITY

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**STATE OBJECTIVE:  
TO MAINTAIN MEMBERSHIP AMONG ALL CATEGORIES.**

**State Strategy 1: Maintain level of state membership.**

Advocate for +1 membership and School Districts memberships via *Serving Spoon*.  
Provide support to Chapters to expand school district membership.

**Chapter Strategy 1:** *Discuss strategies to maintain/increase membership within the local association.*

**Chapter Strategy 2:** *Provide chapter resources to encourage district membership.*

**Chapter Strategy 3:** *Chapter's Choice*

**State Strategy 2: Utilize expertise and knowledge of Industry Chair and Chair Elect to identify challenges and trends in industry and gather input for educational sessions.**

**Chapter Strategy 1:** *Collaborate with Industry Chair / members for input on educational sessions.*

**Chapter Strategy 2:** *Collaborate with Food and Nutrition Director and/or Supervisor to identify trends for education sessions.*

**Chapter Strategy 3:** *Chapter's Choice*

**State Strategy 3: Build capacity of MdSNA for stronger governance and management practices.**

Develop opportunities for governance and association management training for chapter leaders in diversity and equity, crisis leadership, association management and next generation leaders.

Provide coaching to chapter leaders in addressing governance challenges in light of Covid-19 and its negative impact on associations.

**Chapter Strategy 1:** *Provide resources via MdSNA and SNA website for training to county members on governance and management.*

**Chapter Strategy 2:** *Incorporate opportunities for training in diversity and equity, crisis leadership and association management.*

**Chapter Strategy 3:** *Address governance challenges in light of Covid-19 for chapters.*

*Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.*

# Maryland School Nutrition Association

## 2020-2021 Plan of Work OVERVIEW

### GOAL 4 – GOVERNANCE AND OPERATIONS

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#### STATE OBJECTIVE:

**TO ENHANCE MDSNA PROCESSES AND PRACTICES TO CONTRIBUTE TO A SUSTAINABLE, STRONG BUSINESS MODEL AND OPTIMIZE FUNDING AND RESOURCES TO HIGH PRIORITIES OF MDSNA STRATEGIC PLAN.**

**State Strategy 1:** Expand MdSNA digital transformation efforts to implement changes to tech infrastructure and operations to ensure they align with strategic plan and long term operational needs.

Update systems and processes related to member management platform with focus On customer experience and user efficiencies.

**Chapter Strategy 1:** *Establish digital communication process for chapter board and members.*

**Chapter Strategy 2:** *Hold regularly scheduled meetings with chapter officers virtually.*

**Chapter Strategy 3:** *Chapter's Choice*

**State Strategy 2:** Assure sufficient resources are allocated to programs of high value to members.

Engage in review and reallocation of financial resources to assure long-term sustainability of MdSNA.

Identify and develop additional funding opportunities for MdSNA.

**Chapter Strategy 1:** *Review current budget for chapter and determine economic sustainability.*

**Chapter Strategy 2:** *Survey chapter members for funding opportunities.*

*Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.*