

1. Professional Development

GOAL: School Nutrition professionals will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

A. Objective:

Increase the availability of resources and opportunities to enable members to *meet the new USDA Professional Standards*.

Strategies:

- a. Promote USDA Professional Standards website and webinars
- b. Provide education regarding professional standards
- c. Utilize the statewide Education Coalition to develop and offer education programs
- d. Engage chapters to provide training on Professional Standards.
- e. Promote free or low-cost online training.
- f. Promote free or low-cost training available to members via email blast every other month. (Education Chair)
- g. Explore how to best utilize and partner with Education Cooperatives as training hubs in outstate MN

B. Objective:

Increase the availability of resources and opportunities to enable members *to understand and complete the SNA Certificate Program*.

Strategies:

- a. Promote SNA website and webinars.
- b. Provide information to members on certificate program process.
- c. List specific sites where members can get free or low-cost training.
- d. Offer training to members at annual conference on certificate program process.
- e. Offer training to Director's Group annually on USDA Professional Standards / certificate program process.

2. Advocacy and Public Image

GOAL: MN School Nutrition Policy Makers, school officials, and parents will rely on SNA/MSNA as the authority and voice for child nutrition for designing and funding school meal programs.

A. Objective:

Increase the recognition of school nutrition programs as integral to the education process.

Strategies:

- a. Give guidance to nutrition programs on how to engage collaboration with parents, school officials, superintendents, principals, educators, and community members
- b. Continue to utilize PR firm

B. Objective:

Increase policy makers' understanding of the business of operating school nutrition programs.

Strategies:

- a. Participate in grass roots efforts including cafeteria site visits, letter writing
- b. Invite MN representatives to attend our state conference
- c. Promote attendance to MSNA LAC "Day on the Hill" to visit representatives and senators
- d. Collaborate with the director's group to increase advocacy
- e. Continue to utilize PR firm
- f. Collaborate with PR firm to create infographic or quick reference materials to share with legislators
- g. Continue to work with contracted lobbyists
- h. Work cooperatively with school nutrition groups to create a plan to send attendees to SNA LAC from Greater MN

3. Community

GOAL: MSNA will be strengthened through collaboration with members, state affiliates, industry and allied partners.

Objectives:

- A. Utilize the Industry Advisory Board (IAB) to identify and broaden opportunities for collaboration with industry partners
- B. Remove barriers to participate in SNA/MSNA activities by anyone interested in school nutrition
- C. Increase membership by 3% yearly
- D. Increase retention and district-owned membership

Strategies:

- a. Collaborate with Directors Group to participate in SNA National membership drives
- b. Encourage participation in SNA Awards program
- c. Promote value of membership
- d. Collaborate with MDE to advertise MSNA membership; inform about MSNA during reviews (Ask Deb L if conflict...)
- e. Promote the professionalism of membership to gain new members for MSNA
- f. Explore opportunities to provide membership to contract management school nutrition employees
- g. Communicate needs and opportunities for MSNA and IAB

4. Infrastructure

GOAL: MSNA will have a governance structure that is aligned with the strategic plan and reflects contemporary association business practices.

Objectives:

- A. Increase the effectiveness and efficiency of decision making and work systems
- B. Increase recruitment and development of future MSNA Leaders

Strategies:

- a. When applicable, have Mega Discussion issues at board meetings
- b. Evaluate and promote the use of committee task forces to reduce time commitment of volunteers which includes Board Members
- c. Implement the process for identifying, recruiting and developing MSNA Leaders
- d. Enhance and promote volunteer opportunities for all member segments by identifying and removing barriers and highlighting the rewards of volunteerism
- e. Review meeting format and board reporting
- f. Implement the concept of a consent agenda based on board reports