



## **MSNA Plan of Action 2013-2014**

### **Together Transforming School Nutrition**

#### **SNA Pillar I: Education & Professional-Create a “Climb the Ladder” training program**

*Objectives:*

1. Determine the training needs of target audience
2. Develop a collaboration of partners
3. Educate members

#### **SNA Pillar II: Public Image/Advocacy**

*Objectives:*

1. Develop a three year marketing plan
2. Identify key marketing strategies to reach target audiences
3. Promote Child Nutrition programs legislatively
4. Promote MSNA key messages

#### **SNA Pillar III: Community/Membership**

*Objectives:*

1. Increase pool of new leaders for school nutrition programs and MSNA
2. Create protocol competency outlines for college educators
3. Maximize local education opportunities for members

#### **SNA Pillar IV: Governance**

*Objectives:*

1. Update By-Laws
2. Include Industry Partners in more structured communications with MSNA Executive Board
3. Create an effective Executive Board transition process
4. Review communication strategies for effectiveness with various age groups



## MSNA Chapter Plan of Action 2012-2013

The following is a guide to the association's pillars and objectives for a successful year as a Chapter Leader. The desired outcomes are based on SNA's 2013-2014 Pillars and MSNA's Annual Plan of Action. Your challenge as a chapter leader will be to create an action plan that energizes members and helps them meet desired goals. Each chapter should complete at least one strategy in each pillar, or develop your own.

### **SNA Pillar I: Education & Professional-Create a "Climb the Ladder" training program**

*Complete at least one strategy from this list, or develop your own:*

- Invite MSNA Board member to a Chapter Meeting to promote membership, mentor program, and explain SNA and MSNA or to present topic of your choice
- Hold a hands-on culinary skills training meeting by inviting an area chef to teach a class. Ask the chef to incorporate Farm to School products in the training
- Find a trainer through the MSNA trainer network and schedule a session at a chapter meeting. One good focus is the Farm to School initiative, which trainers are ready to deliver with "taste and try" events
- Assist members with applying and submitting SNA & MSNA awards to MSNA Membership Chair by the deadlines. Call MSNA for help as needed
- Highlight Farm to School at a Chapter Meeting. *Ex. Invite a local farmer to speak or visit the farm*
- Offer basic computer skills training for chapter members and show them how to navigate the MSNA website
- Explore online and webinar options and, during a chapter meeting, discuss how to complete a course remotely
- Partner a new chapter member with an experienced one and encourage them to meet together outside of chapter meetings
- Conduct a chapter training on utilizing the National Food Service Management Institute website to show members the wealth of free training curriculums, videos etc. Contact a Board Member for more information.
- Partner with other chapters to provide training opportunities or field trips
- Conduct an "Iron Chef" cook off utilizing common commodities and/or school foods

## Priority Issue II: Public Image/Advocacy

Complete at least one strategy from this list, or develop your own:

- Update your chapter's information on MSNA Web site ([www.mnsna.org](http://www.mnsna.org)). Include information on your leadership (with contact information), dates and locations of upcoming meetings, pictures and/or stories about past meetings, and other "fun facts" about your chapter
- Hold a fund raising or service project that directly benefits your local community, such as a food shelf drive, a "Kids against Hunger" packaging event. Take pictures and gather some quotes from participants, and submit the story to MSNA for publication
- Send stories and pictures about successful past meetings to the quarterly newsletter, the MSNA Thymes, for publication
- Encourage Chapter members to "Like" the MSNA Facebook page and follow SNA on Twitter
- Invite a speaker to talk about SNA's Traytalk and send in your positive school nutrition stories for publication
- Hold a Boss' Night event for your chapter, and invite principals, superintendents and business managers. The event can include dinners, tributes and recognition and time for networking
- Invite a School Board Member or Administrator to a chapter meeting
- Include time for positive peer-to-peer recognition at every chapter meeting, and then publicize it on your Web page or send to MSNA to publish. Example: *"Nancy did a great job helping us connect with a local produce farmer, arranging a field trip and a giving us a chance to learn more about Farm to School. Thanks for the extra effort, Nancy!"*
- Invite your local news media to a chapter meeting to promote what you are doing to educate members on child nutrition issues
- Send one or more chapter members to the MSNA Legislative Conference
- Invite a local elected official to a chapter meeting and have them share how they support child nutrition issues

### **Priority Issue III: Community/Membership**

*Complete at least one strategy from this list, or develop your own:*

- Prepare a chapter budget using the leadership tool it template
- Utilize meeting ideas from the leadership tool kit
- Discuss how to contact your legislator during a chapter meeting, and prepare a plan for each chapter member to write at least one email or make one call
- Participate, as a chapter, in the fall and spring membership drive. Set a goal for number of new members
- Try a creative membership incentive to attract new members to your chapter
- Invite an MSNA board member to a chapter meeting to discuss best financial practices
- Attend the MSNA state legislative conference
- Create incentives for members to step up for leadership positions in your chapter (example-state annual conference registration fee and/or room paid by chapter)
- Take a survey of chapter members to find out what kind of training/field trips etc. they would like to draw them to meeting
- Invite students from your districts FAC's class to your chapter meeting to develop their interest in child nutrition as a career choice
- Invite students from local technical colleges and universities who are enrolled in food and nutrition related course work to attend your chapter meeting to spotlight child nutrition as a career choice
- Invite a FAC's Teacher to your chapter to learn more about MSNA to foster future collaboration and to inform students of career opportunities in child nutrition
- Consider joining forces with other chapters to share in cost of high quality speakers and training
- Have an instructor/professor from a Culinary School or College speak on cooking or nutritional techniques or relevant information

#### **Priority Issue IV: Governance**

*Complete at least one strategy from this list, or develop your own:*

- Send representatives from your chapter for the House of Delegates (HOD)
- Create an effective elected officer transition by establishing a yearly orientation for new officers
- Invite an industry representative to your chapter to provide a meal and/or show case their products
- Review the MSNA and SNA websites to enhance members ability to navigate and obtain information they need
- Review chapter leadership tool kit for information on conducting effective chapter meetings
- Communicate with local elected officials to support child nutrition issues