

2014-2015 MSNA Strategic Action Plan

Goal I Education and Professional Development

- Promote Keys to Excellence as an online business planning tool
- Collaborate with MN Department of Education (MDE) for educational development
- Promote participation in SNA Scholarship Program to help members pursue training opportunities
- Provide information and presentations on how Certification and Credentialing can help support professional standards.
- Boot Camp or other skills training –Professional Standards

Goal II Advocacy & Public Image

- Develop a state level PR Plan
 - CJ Public Relations Firm to work with key people around the state to promote key MSNA messages
 - Update website
- Invite your state and/or local representatives, school board members to attend state conference
- Create a useable Power Point presentation for MSNA Executive Board members to promote legislative awareness, awards, Star Club, conferences and scholarships at chapter meetings
- Create an annual paper/increase legislative activity

Goal III Community

- Make Child Nutrition a Viable Career Option
- Increase membership by 5%
- Develop brochures that can be sent out to directors, high schools, colleges to promote child nutrition careers
- Encourage participation in new awards program
- Promote participation in SNA's future leader programs.

Goal III Infrastructure

- Review and update bylaws annually
- Board Orientation for Executive Board and committees
- Review composition and role of nominating committee
- Industry Representative and Industry Advisory Board meet for more structured communications with the Board

MSNA Chapter Plan of Action 2014-2015

The following is a guide to the association's goals and objectives for a successful year as a Chapter Leader. The desired outcomes are based on SNA's 2014-2015 Goals 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 goal, or develop your own.

Goal I: Education & Professional Development

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

- Invite MSNA Board member to a Chapter Meeting to promote:
 - Membership
 - Peer/mentor program
 - NFSMI online training & SNA webinar options
 - Present SNA and MSNA topics (financial, awards, conferences)
- 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
- 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
- Partner a new chapter member with an experienced one and encourage them to attend conferences together.
- Partner with other chapters to provide training opportunities or field trips
- Have a "pot luck" promoting a fruit or vegetable or grains recipes during a chapter meeting

Goal II: Public Image/Advocacy

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

- Send your upcoming chapter's meeting dates, times and location for placement on the website. Send to msna@citescape.com

- 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
- Encourage Chapter members to “Like” the MSNA Facebook page and follow SNA on Twitter
- 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, Administrator or State/Local Representative to a chapter meeting
- Include time for positive peer recognition at every chapter meeting. 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
- Pay registration fee for a first time attendee to participate in to the MSNA Legislative Conference
- Send stories and pictures about successful past meetings to the quarterly newsletter, the MSNA Thymes, for publication

Goal III: Community/Membership

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

- Prepare a chapter budget using the leadership flash drive template
- Utilize meeting ideas from the leadership flash drive
- 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
- Create incentives for members to step up for leadership positions in your chapter: Examples that could be paid by Chapter:
 - State annual conference registration fee and/or room
 - MSNA Legislative Conference
 - MSNA Nutrition Conference
 - Midwest Regional Leadership Seminar
- Survey your chapter members to find out what they would like to see at a chapter 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

Goal IV: Infrastructure

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

- Create a communications process so all members are informed of MSNA/SNA activities
 - Announcements at meetings
 - Emails to members/Print & Share
 - Email to Directors to share with kitchen staff
 - Calling Tree
 - US Mail
- Send representatives from your chapter for the House of Delegates (HOD)
- Create an chapter officer transition by establishing a yearly orientation for outgoing and incoming 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 flash drive for information on conducting effective chapter meetings
- You can make a difference! Participate in SNA communications on legislative issues when sent out to you. Communicate with your local elected officials to support child nutrition issues