



Strategic Action Plan

2010 - 2011

MSNA Strategic Plan of Action 2010 - 2011

Table of Contents

Mission, Vision, Values	Page 3
Strategic Plan Goals 2010-11	Page 4
Organization Chart	Page 5
Chapter Guidance	Page 6
Chapter Plan of Action	Page 7-9
Committee Guidance	Page 10
Roles & Responsibilities for Committees Admin Coordinator	Page 10
Conferences / Committee Structure	Page 11
Board Meeting Schedule	Page 12
Strategic Goal I: Quality Education and Training For All Members	Page 13
Strategic Goal II: Positive Communications	Page 14
Strategic Goal III: Financial Stability	Page 15
Executive Board	Page 16



Mission

The purpose of Minnesota School Nutrition Association is to provide our members opportunities for professional development and to build relationships that make a difference in the lives of children.

Vision

- We will change the face of Child Nutrition, including:
 - Quality nutritious food choices will be available and accessible at no charge to the student as an integral component of the education day.
 - Society recognizes the high value of quality school nutrition programs.
 - Childhood hunger ends on our watch.
- The Child Nutrition profession will attract motivated and diverse job candidates.
- All members will be well-trained, highly skilled professionals who care about children.
- Members will be advocates for Child Nutrition Programs.

Values

Values	What they mean
<p>We work hard</p> <p>We care deeply</p> <p>We have fun!</p>	<p>Professionalism and Self-fulfillment</p> <ul style="list-style-type: none"> • Improving skills through education and training to achieve self-fulfillment in our careers. • Meeting the standards, feeling like you know what you are doing; dedication; leadership • Caring about others, feeling good about your service, feeling good about learning, and developing skills • Through education and training, members gain confidence, recognition, and support for our programs. • Being part of a greater cause, such as nourishing children and supporting each other. <p>Relationships</p> <ul style="list-style-type: none"> • Developing positive relationships with all stakeholders. • Building relationships with colleagues, children, the community, the district, and the industry • Personal and professional friendships and mentoring; the “pick up the phone” kind <p>Kids</p> <ul style="list-style-type: none"> • The reason for our existence! <p>Fun</p> <ul style="list-style-type: none"> • Making it educational but enjoyable • Demonstrating a balance between work and play • Camaraderie and support

MSNA Strategic Plan Goals 2010-2011

Learning and Growing Together

Goal I: Quality Education and Training for All Members

Desired Outcome: Offer worthwhile education and training options that will be accessible to all members and supportive of MSNA's goals

Guiding Principle: MSNA exists to help members strengthen knowledge, skills and leadership abilities

Goal II: Positive Communications

Desired Outcome: Provide multiple touch points of communications that help our members, and local communities, understand and appreciate the mission of MSNA

Guiding Principle: MSNA is a vital part of many communities, and we will share positive communications with fellow members and others

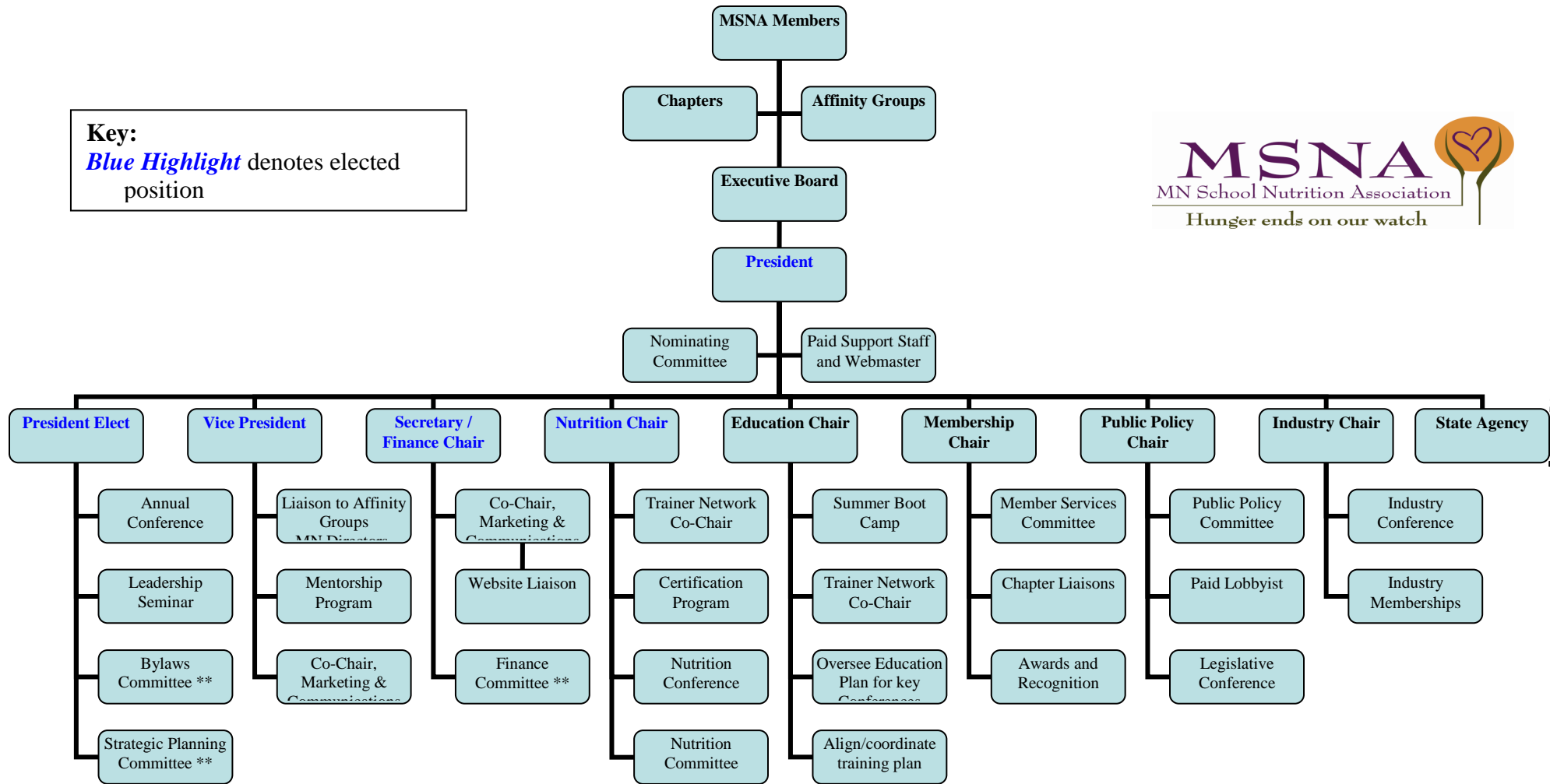
Goal III: Financial Stability

Desired Outcome: Ensure best financial practices, adequate federal funding and an effective supply chain

Guiding Principle: MSNA maintains nutrition quality and involves all stakeholder groups, while supporting supply chain efficiencies



Key:
Blue Highlight denotes elected position



Additional Committee Assignments

President	President Elect	Vice President	Sec/Finance	Nutrition Chair	Education Chair	Public Policy	Membership Chair	Industry Chair	State Agency
<ul style="list-style-type: none"> Member Services 	<ul style="list-style-type: none"> Nominating Public Policy 	<ul style="list-style-type: none"> Nominating Leadership Seminar 	<ul style="list-style-type: none"> Nominating Annual Conf Industry 	<ul style="list-style-type: none"> Liaison to Collaborative Groups 	<ul style="list-style-type: none"> Annual Conf 	<p>None</p>	<ul style="list-style-type: none"> Leadership Seminar Annual Conf 	<ul style="list-style-type: none"> Annual Conf Nutrition Conf Member Services Finances** 	<p>Public Policy</p>

MSNA Chapter Guidance

Component / Type of Structure / Purpose	Simple Rules	MSNA Support and Benefits	Autonomy
<p>Chapters</p> <ul style="list-style-type: none"> Type of Structure: Max-mix geographic groups tightly-connected to MSNA. The “operational arm” of MSNA. Purpose: Provide education, networking, camaraderie, and leadership development to members within geographic areas in alignment with MSNA mission and goals. 	<ul style="list-style-type: none"> Organize flexibly - - Identify leaders and create an effective leadership structure. Be proactive -- Arrange educational and/or networking opportunities to support MSNA mission and goals. Learn and have fun! Be welcoming and hospitable. Attend conference sessions on leadership. Conduct business and finances ethically and professionally. 	<ul style="list-style-type: none"> MSNA’s first line of distribution for new training offerings and information about training opportunities. Receive credits for training. Participation in awards and scholarship programs MSNA sponsorship for fundraising efforts. Opportunities for leadership and leadership development <ul style="list-style-type: none"> Conference sessions on leadership designed to meet the needs of chapter leaders. Designated mentors and MSNA liaisons for chapter leaders. Ability to post and share information on the website, including meeting times and locations. Ability to influence MSNA programming and training via input and feedback mechanisms. Ability to call upon the resources of MSNA. MSNA support in influencing FS Directors to encourage their staff to participate in chapter meetings. 	<ul style="list-style-type: none"> Key: Flexibility! Can create the leadership structure that works for them. This includes: <ul style="list-style-type: none"> Combining, sharing, or splitting traditional leadership roles. Setting the length of leadership terms to meet their needs. Can create new bylaws. Can decide how many meetings to have, when and where to have them, and how to conduct them. Can decide how they want to install their new members. Can create and document their own rules of business (versus Roberts Rules). Can set their own training agenda based on MSNA mission and goals, and members needs and interests. Can decide what they want to charge for chapter membership and training opportunities. Can choose to provide daycare or not to help members attend.



MSNA Chapter Strategic Plan of Action

The following is a guide to goal setting for a successful year as a Chapter Leader. These goals are based on SNA’s 2010-2011 goals and MSNA’s Strategic Plan of Action. Your challenge as a chapter leader will be to create an action plan that energizes members and helps them meet goals. Each chapter should complete at least one action item in each of the goals, or develop your own.

Goal I:	Quality Education and Training for All Members
Desired Outcome	Offer worthwhile education and training options that will be accessible to all members and supportive of MSNA’s goals
Guiding Principal:	MSNA exists to help members strengthen knowledge, skills and leadership abilities <i>Complete at least one action item from this list, or develop your own:</i>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> ▪ Apply for CEU credits before every chapter meeting. (All chapter meetings are eligible for CEUs). ▪ Provide a checklist of “ought to know” topics and assign one chapter member to each; encourage new members to contact those resources for guidance ▪ Find a trainer through the training 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 ▪ Go online for the U of M’s Farm to School toolkit and utilize it within your chapter ▪ Contact an alternative trainer, which might include a U of MN Extension Service’s trainer, to conduct a session for chapter members ▪ 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 •

Goal II:	Positive Communications
Desired Outcome	Provide multiple touch points of communications that help our members, and the our local communities, understand and appreciate the mission of MSNA
Guiding Principal:	MSNA is a vital part of many communities, and we will share positive communications with fellow members and others
<p>Action List: Complete at least one action item from list.</p>	<ul style="list-style-type: none"> ▪ Update your chapter’s information on the newly updated Web site (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 ▪ Use the Web site information on your chapter to encourage new members to join, especially during the membership drive ▪ 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 or <i>World of Hope: One Potluck at a Time</i> event. Take pictures and gather some quotes from participants, and submit the story to MSNA for publication ▪ Send stories about successful past meetings to the quarterly newsletter, the <u>MSNA Thymes</u>, 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 to a chapter meeting ▪ Include time for positive peer-to-peer recognition at every chapter meeting, and then publicize it on your Web page. Example: “<i>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!</i>”

Goal III:	Financial Stability
Desired Outcome	Ensure best financial practices, adequate federal funding and an effective supply chain
Guiding Principal:	MSNA maintains nutrition quality and involves all stakeholder groups while supporting supply chain efficiencies.
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> ▪ Prepare a chapter budget. ▪ 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 ▪ Download the Supply Chain Toolkit from the SNA Web site and conduct training on it during a chapter meeting ▪ Invite an MSNA board member to a chapter meeting to discuss best financial practices ▪ Attend the MSNA state legislative conference ▪ Cover the topic of reauthorization at a chapter meeting, and ensure that all chapter members are aware of current reauthorization status

MSNA Committee Guidance

<p>Committees</p> <ul style="list-style-type: none"> • Voluntary, statewide cross-section of MSNA membership. • Purpose is to implement MSNA programs within the mission, vision, goals, and strategies defined by the board. 	<ul style="list-style-type: none"> • Be member-focused – identify and address member needs in your programming. • Align with MSNA mission, vision, and goals. • Stay within budget. • Meet critical timelines. • Report progress and results. • Value and respect the contributions of all members. <ul style="list-style-type: none"> ○ Diversity is healthy! 	<ul style="list-style-type: none"> • Committee receives a budget and administrative support. • Expenses are paid for those who participate on committees, within MSNA guidelines. • Active board liaison and support. • Recognition for their work. 	<ul style="list-style-type: none"> • Can create the leadership structure that works for them. This includes combining, sharing, or splitting committee roles. • Can create own project plans. • Can decide how many meetings they want to have, when and where to have them, and how to conduct them. • Are encouraged to be innovative and creative in their programming efforts.
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MSNA Roles & Responsibilities

<h3>Roles & Responsibilities</h3>	
<p><u>Conference Committee</u></p> <ol style="list-style-type: none"> 1. Submit committee names and contact information to Admin Coordinator 2. Get Board approval on Conference Fee changes 3. Meetings <ul style="list-style-type: none"> ▪ Plan and coordinate meetings ▪ Develop agendas ▪ Prepare minutes ▪ Send meeting notices 4. Recommend to Board member the next year's location and date <p>Notes:</p> <ol style="list-style-type: none"> 1. DO NOT commit MSNA to any contracts – refer to the President 2. A Board member has been assigned to assist each committee as needed. Use this member as a sounding board and an avenue to providing information to the Board. 	<p><u>MSNA Administrative Coordinator</u></p> <ol style="list-style-type: none"> 1. Registration Activities <ul style="list-style-type: none"> ▪ Proof and Print ▪ Mailing or insert in newsletter ▪ Collect registrations ▪ Report on registration #'s 2. Key contact for members w/ questions 3. Make hotel arrangements for those paid by MSNA 4. <p>Notes:</p> <ol style="list-style-type: none"> 1. Admin Coordinator serves on the Annual Conference Committee & Leadership Seminar Committee 2. Requests for additional support (Admin Coordinator or facilitator) should be submitted to the President

MSNA Conference / Committee Structure

These committees plan, develop and implement educational activities for the membership based on MSNA's Plan of Action. Membership is described below:

Conferences

Annual Conference

2 Conference Co-chairs
 Exhibit Hall Chair
 President-elect (ad hoc)
 20 (or fewer) at large members
 MSNA Admin Coordinator

Summer Boot Camp Conference

Conference Chair
 Education Chair (ad hoc)
 10 (or fewer) at large members

Industry Conference

Industry Board Member serves as Chair
 Secretary / Finance
 11 (or fewer) at large members

Leadership Seminar

President-elect serves as Chair
 Membership Chair
 Vice President
 MSNA Admin Coordinator

Public Policy Conference

Public Policy Chair serves as Chair
 President Elect
 10 (or fewer) at large members

Nutrition Conference

Conference Chair
 Nutrition Chair (ad hoc)
 8 (or fewer) at large members

Committees

Nominating Committee

Responsible for developing a slate of officers.

- President, Chair
- President elect
- Vice President
- Secretary / Finance Chair

Member Services Committee

Responsible for: Purse Education Raffle, , Chapter Liaison activities, Awards, membership drives.

- Member Services Chair
- President
- Members at large

Bylaw Committee (as needed)

Meets if a bylaw change is proposed.

- President elect, Chair
- Members as needed

Marketing & Communications Committee

Responsible for developing and implementing marketing strategies that showcase the value of membership.

- President elect, Co-chair
- Secretary / Finance Chair, Co-chair
- Webmaster, as needed
- Members at large

Education Outreach Committee

Responsible for developing training, distance learning, mentoring and on-line tools for existing and potential new members.

- Education Chair, Chair
- Nutrition Chair
- President elect
- State Agency Rep (or designee)
- Members at large

Strategic Planning Committee (as needed)

Meets as needed.

- President elect, Chair
- Members as needed

Board Meeting Schedule

Note: At each board meeting, in addition to key board tasks, Board members who have responsibility for conference committees need to provide a short report on committee progress and share draft agendas if available.

- The Board’s role is to ensure alignment with mission, vision, and goals and to identify linkages and/or areas of unintended overlap with other committee work.
- The Board is NOT to micromanage conference agendas or committee planning and preparations.

Board Meeting Schedule	Key Board Tasks
October 13 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Committee Rosters Due ▪ Budget presented ▪ Annual Conference Report
January 12 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Report out on Strategic Plan ▪ Adopt Budget ▪ Approve Administrative Coordinator Contract & Lobbyist Contract ▪ Nutrition Conference Committee Report ▪ Approve Legislative Issue Paper
March 16 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Report out on Strategic Plan ▪ Slate of Officers ▪ Legislative Conference Committee Report
May 25 9:00 -12:00 12:00 - 2:00	<ul style="list-style-type: none"> ▪ Report from Lobbyist ▪ Industry Conference Committee Report ▪ Second half of meeting dedication to Transition between Boards and orient new members (Conducted by President - elect)

Planning Meetings will be held on Wednesday’s 9:00 – 11:00 AM in Anoka as follows:

Date

- September 22
- December 1
- February 16
- April 20

Attendees: Deb, Allison, Amy, Sharon and others as needed



MSNA Strategic Action Plan 2010-11

GOAL I: Provide Quality Training Opportunities for all members

Desired Outcome:	Offer worthwhile education and training options that will be accessible to all members and supportive of MSNA's goals					
Guiding Principle:	MSNA exists to help members strengthen knowledge, skills, and leadership abilities					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		October 13	Jan. 12	March 16	May 25	Final Results
Develop comprehensive yearly action calendar by September 22, 2010 (planning session) and present at the October 13, board meeting	Sharon Gather inform from board members					
Update "Fundamentals" incorporating MDE "School Basics"						
Develop a plan to provide training of Sanitation and Fundamentals: <ul style="list-style-type: none"> At annual conference for new members successful completion at Certification Level 1 Accomplish 2-3 quadrant trainings in Sanitation by Spring 2011 Accomplish 6 quadrant trainings in fundamentals in fall 2011 Expand plan to provide classes for advancement to level 2 certification	Nutrition Chair/Trainer network & Education Chair/Education Outreach committee Brenda & Melissa					
Provide training at each conference around Farm to School	All Conference Chairs					
Collaborate with Great Trays on Boot Camp and other trainings as appropriate	All Chairs					
Add training on Keys to Excellence (SNA Initiative) at Annual Conference	SNA Representative					



MSNA Strategic Action Plan 2010– 11

GOAL II: Communications and Marketing Outreach

Desired Outcomes:	1) Utilize current methods of communications, ie Thymes, website to inform, educate and provide MSNA membership, goals and programs. 2) Develop Marketing policy to promote sponsorship opportunities and logo usage for Industry members.					
Guiding Principle:	MSNA is a vital part of many communities, and we will share positive communications with fellow members and others.					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		October 13	Jan. 12	March 16	May 25	Final Results
Share data and success stories of MSNA's initiatives in newsletter and on website.	All Board Members and Guests					
Board Members encouraged to participate in a chapter meeting or hosting a community service project.	All Board Members					
Promote and Participate in Farm to School Week, Sept. 20, 2010. Provide information & pictures to Website and Thymes.	All Board Chairs					
Plan social media (Face book) connections through website and further develop website. Continue to provide MSNA and SNA website training at Leadership and conferences (along with potential for Computer 101)	Amy , Marketing Committee					
Research National 100% membership and certification awards for addition to annual awards at annual conference and highlight in newsletter and on website.	Membership Mary					
Research neighbor states and SNA policy for rates and fees for industry sponsorships.	Amy/Janeen					
Update Industry mailing, membership application and newsletter.	Laurance Amy/Janeen					
Survey industry for needs and desires	Laurance Amy/Janeen					
Develop MSNA marketing brochure and consult with Julie Kendrick	Amy, Janeen Marketing Committee					
Ask Directors for industry leads. Masbo,Asbo	Janeen					
Return to "Board Briefs" on website & chapter presidents.	All					



MSNA Strategic Action Plan 2010-2011

GOAL III: Financial Stability

Desired Outcome:	Ensure member districts are using best financial practices, has adequate federal/state funding and uses an effective supply chain.					
Guiding Principle:	MSNA maintains nutrition quality and involves all stakeholder groups while supporting supply chain efficiencies					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		October 13	Jan. 12	March 16	May 25	Final Results
Advocate and enlist MSNA members to attend the SNA Legislative Conference in Washington D.C.	Public Policy Rachel					
Work with Director's Group to complete financial management training in remaining quadrants by end of 2010-11	Janeen					
Ensure Purse Education Funds will be utilized for all members training	All					
Advocate for legislative funding to support school meal programs statewide	Public Policy Rachel					
Promote and market MSNA Legislative Conference to all members	All					
Chapters to host / invite a MN Legislator to a chapter meeting or to a local school	Membership Mary					
Participate in SNA fall and spring Membership Drives.	Membership Mary					

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