



MSNA Priority Issues 2011-2012

Navigating the Waves of Change

Priority Issue I: Professionalism through Training for All Members

Desired Outcomes:

1. Better trained school nutrition employees
2. Increase in members with SNA certification or SN credential
3. School nutrition employees will be recognized as professionals in the industry

Guiding Principle: Trained MSNA members are a source of improved professionalism in the industry

Priority Issue II: Positive Communications

Desired Outcomes:

1. Informed members
2. Members regularly access the MSNA and SNA websites
3. Members Utilize SNA's new toolkits and online communities

Guiding Principle: MSNA is the credible voice of school nutrition in Minnesota

Priority Issue III: Financial Stability through Membership

Desired Outcomes:

1. Membership will increase by at least 2%
2. The pool of future leaders will be enhanced
3. MSNA will remain financially sound

Guiding Principle: Increased membership will provide association sustainability



MSNA Chapter Plan of Action 2011-2012

The following is a guide to the associations Priority Issues and desired outcomes for a successful year as a Chapter Leader. The desired outcomes are based on SNA's 2011-2012 Priority Issues 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 outcomes. Each chapter should complete at least one strategy in each priority issue, or develop your own.

Priority Issue I: Professionalism through Training for All Members

Desired Outcome: Trained MSNA members are a source of improved professionalism in the industry

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

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

- Apply for CEU credits before every chapter meeting. (All chapter meetings are eligible for CEUs)
- 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
- Forward MSNA and SNA awards from the Chapter and Chapter Schools to MSNA 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

Priority Issue II: Positive Communications

Desired Outcome: MSNA is the voice of school nutrition in Minnesota

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

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

- Update your chapter's information on MSNA 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 MSNA Web site information about 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 *World of Hope: One Potluck at a Time* 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 join 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 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!*"

Priority Issue III: Financial Stability through Membership

Desired Outcome: Increased membership will provide association sustainability

Guiding Principle: MSNA maintains and builds all membership categories through proven and new creative methods to strengthen and sustain the organization in to the future

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

- Prepare a chapter budget using the leadership tool it template
- 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
- Recognize all Chapter Board and committee members for their work on behalf of the chapter and MSNA at a well attended meeting