



Minnesota
State Association Guide
2011 - 2012

MSNA Annual Plan of Action 2011 - 2012

Table of Contents

Mission, Vision, Values	Page 3
Priority Issues 2011-12	Page 4
Organization Chart	Page 5
Chapter Guidance	Page 6
Board Plan of Action	Page 7-9
Committee Guidance	Page 10
Roles & Responsibilities for Committees Executive Director	Page 10
Conferences / Committee Structure	Page 11
Board Meeting Schedule	Page 12
Priority Issue I: Professionalism Through Training For All Members	Page 13
Priority Issue II: Positive Communications	Page 14
Priority Issue III: Financial Stability Through Membership	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 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 SNS credentialing
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

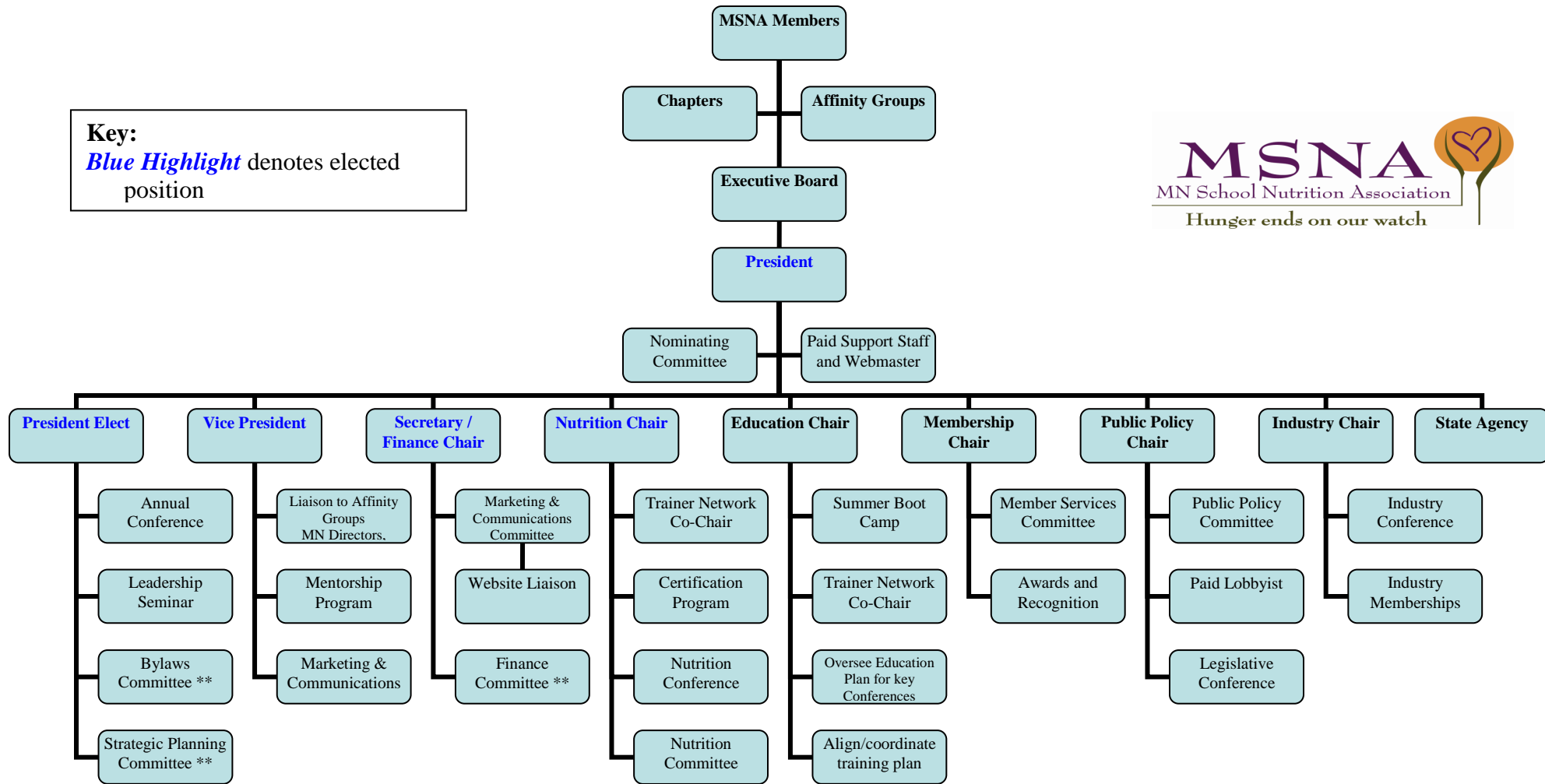
Priority Issue III: Financial Stability through Membership

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

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 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 Annual Plan of Action 2011-2012

The following is a guide to preliminary strategies for the MSNA 2011-2012 Board Annual Plan of Action . These priorities are based on SNA's 2011-2012 priorities and MSNA's Annual Plan of Action.

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
Strategies	<ul style="list-style-type: none"> • Offer Keys to Excellence training at Annual Conference • Utilize partnership with Great Trays to promote certification and credentialing throughout the state. (Possibility of having Great Trays fund credentialing exam in MN) • Continue the SNA Level 1 and offer Level 2 certification at Annual Conference • Offer hands-on basic culinary skill training at Annual Conference • Add Nutrition Basics training at one of the major MSNA conferences (could this training be the HHFK Act training in partnership with MDE?). • Implement Mentorship program and develop feedback loop • MSNA Membership will be promoted at MDE Basics training • Create School Nutrition internship program with area universities • Forward at least one entry in every SNA award category on to SNA (Louise Sublette, Heart of the Program, Outstanding Director of the Year) • Train members in culinary skills necessary for implementation of new meal pattern through active promotion and expansion of MSNA's Boot Camp training. • Highlight Farm to School at each MSNA conference

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
Strategies	<ul style="list-style-type: none"> • Provide MSNA website training for MSNA members at conferences • Provide basic computer training for MSNA members at conferences • Promote SNA's Traytalk and Chef's Table on MSNA website and member district websites. Promote through back to school functions. • Encourage schools to promote Traytalk on their menus • Encourage people to join the MSNA Facebook page • Promote MSNA resources to school district decision-makers • Promote mentorship program • Develop an MSNA promotional presentation and speakers bureau for external organizations (i.e. MASBO, School Board Association) • Post Nutrition Conference recipe contest recipes on MSNA website and include participants pictures • Post MSNA Boot Camp pictures and include member testimonials from the experience • Post other MSNA conference pictures and related information on website • Develop MSNA member services FAQ for chapters and website utilization

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 into the future
Strategies	<ul style="list-style-type: none"> • Develop communication plan to share district owned membership as a new SNA membership option for MN school districts • Explore feasibility of future leader mentoring through industry sponsorships • Explore creative membership incentives • Explore creative conference attendance incentives (include incentives for committee members to meet attendance goals) • Recognize all committee members at annual conference • Work on membership benefits brochure that appeals to potential members and school district decision makers • Partner with NFSMI (National Food Service Management Institute) new Finance Training course and offer at a conference • Develop an Annual Conference Exhibits Committee to coordinate and document the process • Update MSNA membership brochure

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.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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 Executive Director 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 Executive Director</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 <p>Notes:</p> <ol style="list-style-type: none"> 1. MSNA Executive Director serves on the Annual Conference Committee & Leadership Seminar Committee 2. Requests for additional support (MSNA Executive Director 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)
 Sec/Finance Chair
 Education Chair
 20 (or fewer) at large members
 MSNA Executive Director

Industry Conference

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

Public Policy Conference

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

Summer Boot Camp Conference

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

Leadership Seminar

President-elect serves as Chair
 Membership Chair
 Vice President
 MSNA Executive Director

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
- Secretary / Finance Chair

Bylaw Committee (as needed)

Meets if a bylaw change is proposed.

- President elect, Chair
- Members as needed

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

Member Services Committee

Responsible for: Purse Education Raffle, Awards, membership drives.

- Member Services Chair
- President
- Members at large

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

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 12 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Committee Rosters Due ▪ Budget presented ▪ Annual Conference Report
January 11 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Report out on Plan of Action ▪ Adopt Budget ▪ Approve Executive Director & Lobbyist Contract ▪ Nutrition Conference Committee Report ▪ Approve Legislative Issue Paper
March 21 9:00 – 2:00	<ul style="list-style-type: none"> ▪ Report out on Plan of Action ▪ Slate of Officers ▪ Legislative Conference Committee Report
May 23 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 dedicated to Transition between Boards and orient new members (Conducted by President - elect)

Executive Director Meetings will be held on Wednesday’s 9:00 – 11:00 AM by Conference Call as follows:

Date

- September 21
- December 7
- February 15
- April 18

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

President

Allison Bradford
Anoka-Hennepin School District
2727 N Ferry Street
Anoka MN 55303
763-506-1243 (w)
763-360-7908 (cell)
763-506-1253 (fax)
Allison.Bradford@anoka.k12.mn.us

President Elect

Janeen Peterson
Rosemount-Apple Valley-Eagan
4187 Braddock Trail
Eagan MN 55123
651-683-8558 (w)
651-683-6817 (fax)
612-708-8756 (cell)
Janeen.peterson@district196.org

Vice President

Brenda Braulick
Sartell –St. Stephen School District
212 3rd Ave N
Sartell MN 56377
320-656-3725 (w)
320-656-3765 (fax)
Braulick@sartell.k12.mn.us

Secretary/Finance

Amy Thering
St. Paul Public Schools
1930 Como Ave
St. Paul MN 55108
651-603-4953 (w)
651-293-5322 (fax)
amy.thering@spps.org

Nutrition Chair

Melissa Anderson
Holdingford School District
Box 250
Holdingford MN 56340
320-746-2221 ext 328 (w)
320-746-2956 (fax)
manderson@holdingford.k12.mn.us

Education Chair

Nicole Barron
Minneapolis School District
812 Plymouth Ave N
Minneapolis, MN 55411
612-668-2823 (w)
612-668-2830 (fax)
nicole.barron@mpls.k12.mn.us

Member Services Chair

Mary Fish
Anoka-Hennepin School District
1374 111th Ave NW
Coon Rapids MN 55433
763-506-2711 (w)
mary.fish@anoka.k12.mn.us

Public Policy Chair

Rachel Valesano
Owatonna School District
515 West Bridge St
Owatonna MN 55060
507-444-8607 (w)
507-444-8699 (fax)
rvalesano@owatonna.k12.mn.us

Industry & Allied Chair

Laurance Anderson
Vader & Landgraf, Inc
1047 10th Ave SE
Minneapolis MN 55414
612-331-1251 (w)
800-852-0447 (toll free)
612-331-1846 (fax)
952-457-4312 (cell)
laurance@vaderandlandgraf.com

MN State Agency

Deb Lukkonen
MDE – Food & Nutrition
1500 Highway 36 W
Roseville MN 55113
800-366-8922 (toll free)
651-582-5801 (fax)
debra.j.lukkenon@state.mn.us

MSNA Executive Director

Sharon Maus
21997 County Road 141
Kimball MN 55353
320-251-2344 (phone)
877-251-2344 (toll free)
320-251-2343 (fax)
msna@citescape.com