



## **Strategic Action Plan**

**2008 - 2009**

# MSNA Strategic Plan of Action 2008 – 09

## Table of Contents

<b>Mission, Vision, Values</b>	<b>Page 3</b>
<b>Strategic Plan Goals 2008-09</b>	<b>Page 4</b>
<b>Organization Chart</b>	<b>Page 5</b>
<b>Chapter Guidance</b>	<b>Page 6</b>
<b>Committee Guidance</b>	<b>Page 7</b>
<b>Roles &amp; Responsibilities for Committees Admin Coordinator</b>	<b>Page 7</b>
<b>Conferences / Committee Structure</b>	<b>Page 8</b>
<b>Board Meeting Schedule</b>	<b>Page 9</b>
<b>Strategic Goal I: Improve Communication To and From Members</b>	<b>Page 10</b>
<b>Strategic Goal II: Membership will be increased at the Out-State Cook Manager/Supervisor/Director Level</b>	<b>Page 11</b>
<b>Strategic Goal III: Provide Training around Current Crisis SNP Revenue Is Not Keeping Pace with Rising Costs</b>	<b>Page 12</b>
<b>Strategic Goal IV: Make an Impact on Childhood Hunger</b>	<b>Page 13</b>
<b>Strategic Goal V: Provide Strong Support to SNA Reauthorization Efforts &amp; Seek State Funding</b>	<b>Page 14</b>





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

## **Strategic Plan Goals 2008-09**

### **Goal I: Improve Communication To and From Members**

Desired Outcome: Current members will be maintained and new members will be added when the value or membership is high

Guiding Principals: MSNA exists to serve members

### **Goal II: Membership will be increased at the Out-State Cook Manager, Supervisor, Director Level**

Desired Outcome: Increased membership from this underserved group

Guiding Principals: MSNA provides a tangible Return on Investment (ROI)

### **Goal III: Provide Training Around Current Crisis: SNP Revenue Is Not Keeping Pace with Rising Costs**

Desired Outcome: Financially sound food service programs

Guiding Principle: We are strong when all food service programs are strong

### **Goal IV: Make an Impact on Childhood Hunger**

Desired Outcome: MSNA raises awareness and funds to combat childhood hunger

Guiding Principle: "Hunger Ends on Our Watch"

### **Goal V: Provide Strong Support to SNA Reauthorization Efforts & Seek State Funding**

Desired Outcome: Increased State and Federal funding

Guiding Principle: MSNA and SNA are seen as Spokespersons on Child Nutrition Issues



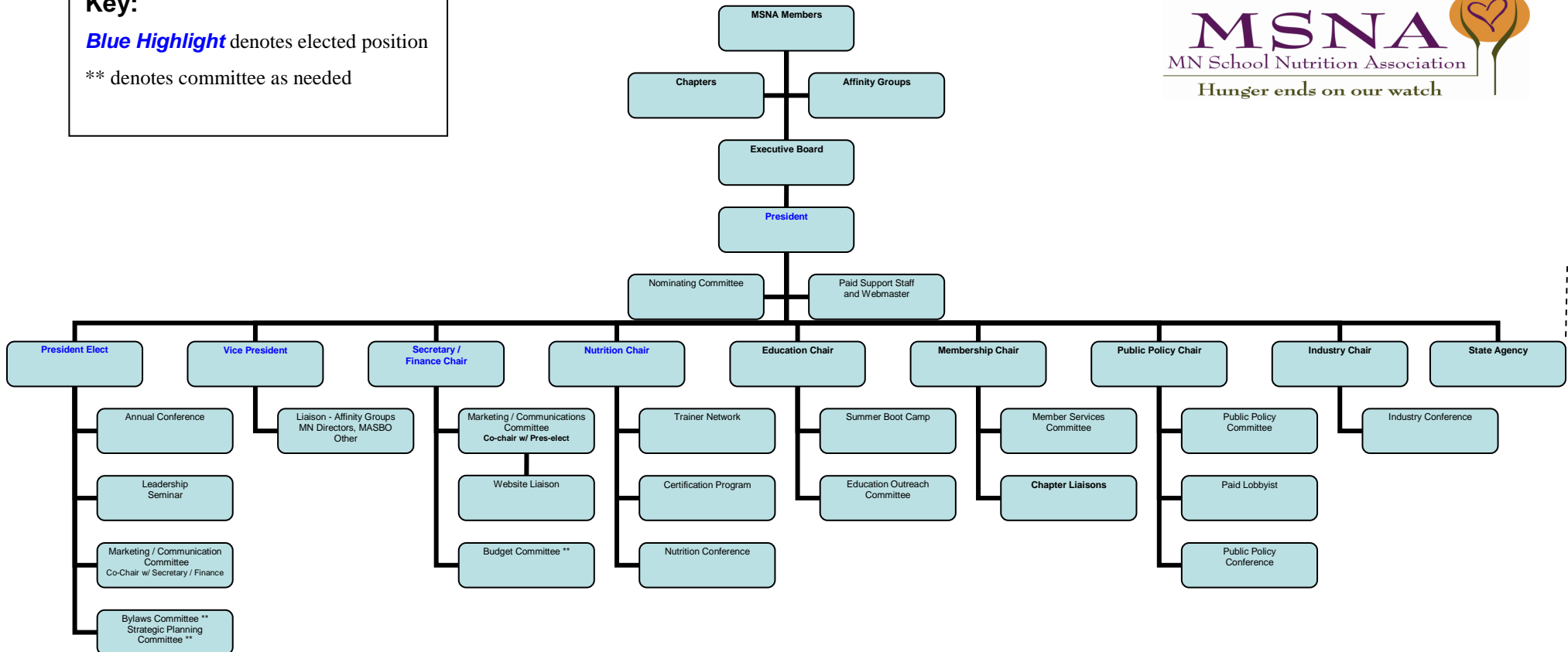
# MSNA Organization 2008 – 2009



**Key:**

*Blue Highlight* denotes elected position

\*\* denotes committee as needed



## Additional Committee Assignments

President	President Elect	Vice President	Secretary/Finance Chair	Membership Chair	Nutrition Chair	State Agency
<ul style="list-style-type: none"> <li>Nominating</li> <li>Member Services</li> </ul>	<ul style="list-style-type: none"> <li>Nominating</li> <li>Education Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Nominating</li> <li>Public Policy</li> <li>Leadership Seminar</li> <li>Marketing/Communications</li> </ul>	<ul style="list-style-type: none"> <li>Nominating</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Seminar</li> </ul>	<ul style="list-style-type: none"> <li>Education Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Education Outreach (or designee)</li> </ul>

# MSNA Chapter Guidance

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

# MSNA Committee Guidance

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

## MSNA Roles & Responsibilities

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



# 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  
Vice President  
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
- 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: Silent Auction, Scholarships, Chapter Liaison activities, 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
- Vice President
- 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.

<b>Board Meeting Schedule</b>	<b>Key Board Tasks</b>
August 13 8:30 – 11:30	<ul style="list-style-type: none"> <li>▪ Orient new board to plan of action</li> <li>▪ Budget development</li> <li>▪ Roles and responsibilities</li> </ul>
September 24 8:30 – 2:00	<ul style="list-style-type: none"> <li>▪ Committee Rosters Due</li> <li>▪ Budget presented</li> </ul>
November 19 8:30 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> <li>▪ Lobbyist Contract</li> <li>▪ Adopt Budget</li> </ul>
February 18 8:30 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> <li>▪ Approve Legislative Issue Paper (earlier by email if necessary)</li> <li>▪ Administrative Coordinator Contract</li> <li>▪ Slate of Officers</li> </ul>
April 15 8:30 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> </ul>
May 27 8:30 – 11:30 12:00 - 2:00	<ul style="list-style-type: none"> <li>▪ Report from Lobbyist</li> <li>▪ Second half of meeting dedication to Transition between Boards and orient new members (Conducted by President - elect)</li> </ul>

*Planning Meetings will be held on Wednesday's 8:30 – 10:30 AM in Wayzata as follows:*

<u>Date</u>	<u>Special Topic</u>
October 29	Nominations, Lobbyist contract
December 10	Nominations, Administrative Coordinator contract
January 28	Review Awards
March 25	Schedule report out from committees at last 2 Board meetings

Attendees: Sharon, Jean, Mary, Deb, Bernie and others as needed



# MSNA Strategic Action Plan 2008 – 09

## GOAL I: Improve Communication To and From Members

<b>Desired Outcome:</b>	<b>Current members will be maintained and new members added when the value or membership is high</b>					
<b>Guiding Principle:</b>	<b>MSNA exists to serve members</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	<b>May 27 Final Results</b>
Develop comprehensive yearly action calendar by October 29 (planning session) and present at the November 19 board meeting	Sharon	Calendar to be updated for the May 27 <sup>th</sup> Board Transition Meeting and distributed.			<i>Complete.</i>  Calendar includes all topics needed for meeting targets and deadlines to members, SNA and Board.	
	Gather inform from board members	Calendar being used to develop next year's plan of work Updated Calendar with dates of yearly information. Will need to finish updating with dates of newsletter deadlines and printing schedules and also Award/scholarship deadlines. NA for Sept 24 Note: Sharon will be providing calendar items to Sarah Carroll, Hillcrest Group for the Processor. (Awards, Scholarships, conference registrations, ballots, etc.)				
Develop a members communications survey and present draft at November 19 Board meeting for distribution in January. Results shared at January 28 (planning session) and summary shared at Feb 18 Board meeting.	Marketing / Communications Committee	Key Findings were: Member Benefits- Workshops for CEUs and SNA certification were rated as the most important member benefits. Member Communication- Email emerged as the preferred method to send and receive MSNA information. Networking Through Local Chapters- Chapters are an underutilized avenue to share information and build relationships. Reaching out to Non-Members- Two-thirds of non-members surveyed would join MNSA to take advantage of projects to increase funding and promote school foodservice.			<i>Complete</i> Feedback showed that members perceived an improvement in Communications from MSNA	
	Bernie & Mary	Based on results, additional work was done: Paper copies of survey were sent to 50 non- email members to get total representation of members. Results will be tallied and final results will be compiled and presented on April 15.				
		Membership survey was shown to board for review. Survey will be mailed out January 5, 2009 to all school districts with MSNA members and non-members.				
		A proposal to retain Sarah Carroll, Hillcrest Group to conduct the survey was presented to the Board. Board approved the proposal with modifying the billing rate to hourly. The cost between \$ 240.00 and \$ 480.00. The communications survey will include paper and electronic formats.				

## GOAL I: Improve Communication To and From Members (continued)

<b>Desired Outcome:</b>	<b>Current members will be maintained and new members added when the value or membership is high</b>					
<b>Guiding Principle:</b>	<b>MSNA exists to serve members</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	<b>May 27 Final Results</b>
Solicit success stories from members to post and/or print. Ongoing	Marketing / Communications Committee	Award Winners to be featured in Summer Issue Rosemary Deiderichs and others featured Brenda Braulick and others featured			<i>Complete.</i> Thymes editor interviews members based on timely topics such as legislative action & conferences. Other interviews are based on newly created newsletter format.	
	Bernie & Mary	A proposal to retain Sarah Carroll, Hillcrest Group to create a new format for our Processor (name may change) was submitted to the Board. The Board approved the proposal. The first issue will be \$2,000. Subsequent issues will be \$1,500. An editorial calendar will be established and stories will be written and / or edited by Hillcrest Group.				
Develop member-only section of web page to increase value of membership (SNA model) to be presented at Feb 18 board meeting with "go live" coordinated with next newsletter.	Marketing / Communications Committee	Meeting with Barb McIntyre cancelled. After dialog with a strategic tech person, and reviewing annual expense of approximately \$6,000/yr, Mary Anderson brought forward Board proposal to hire strategic tech help to create a site that we can manage internally. A member-only section would be part of discussion.			<i>Modified Key Action Item:</i> Committee will be evaluating the web page structure before establishing a member-only section. This item will not be complete during this year.	
	Bernie & Mary	Marketing committee has met and compiled ideas to be presented at the March Admin. Meeting with Barb McIntyre Of TCWeb tech to review for Member's only page.				
		It was reported that there is no legal concern about MSNA liability.				
		Discussion regarding language needed holding MSNA not liable for shared information				



## GOAL I: Improve Communication To and From Members (continued)

<b>Desired Outcome:</b>	<b>Current members will be maintained and new members added when the value or membership is high</b>					
<b>Guiding Principle:</b>	<b>MSNA exists to serve members</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	<b>May 27 Final Results</b>
Present MSNA news / updates at MN Directors and MASBO meetings. Ongoing	Deb	Director's Group will meet on May 15 <sup>th</sup> for meeting on by-law changes.			<i>Results:</i>  Board has renewed its interest in keeping an active role in MASBO. Role of MSNA to the MN Director's Group is defined by Bylaw changes at MN Director's meeting on May 15.  Ongoing for 2009 -10- Will continue to be defined as the Director's Group meets to continue work on Bylaws	
		MN Directors news is being shared via the MN Thymes and website. Deb had knee surgery and was unable to attend the previous MASBO and MN Director meetings.				
		Deb LaBounty attended the MASBO conference Oct. 3, 2008. Went to food service breakout session on financial reporting. Will share this information with Directors group.				
		Deb met with Barb Mechura, Director's Group Chair. Discussion was about format for reporting out by MSNA and financial support from the Director's Group. Deb will be providing a report at the October 3 <sup>rd</sup> meeting based on feedback from our Board meeting.				



# MSNA Strategic Action Plan 2008 - 09

## GOAL II: Membership will be Increased at the Out-State Cook Manager, Supervisor, Director Level

<b>Desired Outcome:</b>	<b>Increased membership from this underserved group</b>				
<b>Guiding Principles:</b>	<b>MSNA provides a tangible Return on Investment (ROI)</b>				
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>			
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>
					<b>May 27 Final Results</b>
Conduct survey of non-member cook managers, supervisors and directors in out-state MN by Feb 18, to determine awareness of MSNA, obstacles to joining, and resources they would need to make membership attractive	Marketing / Communications Committee  Bernie & Mary	N/A			It appears that more members use email and the internet to get information about MSNA and prefer that method.
		Results show that most mailed surveys came back via the on-line version.			
		See Goal 1 Key Action 2 above			
		See Goal I, Key Action 2 above			
Develop marketing tool(s) by March 25, planning meeting for presentation at April 15 <sup>th</sup> board meeting that will bring these Child Nutrition Professionals into MSNA, including use of new Video Briefs	Marketing / Communications Committee  Bernie & Mary	NA for April 15			Not complete due to committee workload.
		NA for Feb 18			
		N/A for Nov 19			
		NA for Sept 24			
Collect sample policies, procedures, forms and links and place on member-only web location. Ongoing.	Education Outreach Committee Allison	The "how-to" of this will be considered as the website is reviewed.			<i>Incomplete</i>
		NA for Feb 18			
		NA for Nov 19			
		Allison reported that she is working on pulling the committee together.			
Conduct feasibility review and needs assessment of a one day "peer review assessment" service for districts seeking assistance. Present findings Feb 18. Service may be similar to trainer network w/ a fee to district. May require review by attorney, use of facilitator.	Education Outreach Committee  Allison				<i>Complete.</i>  <u>Results of Peer Review Study</u> MSNA will explore a no-cost mentoring program for new directors. Write Peer Review article for the newsletter. Have document and Power Point posted on website. Presentation to Directors Group will be made.
		Julie Kendrick presented the report results as outlined in the Final Results section			
		Proposal for "Peer Review" research study has been received from Julie Kendrick. Allison will create a list of people who could be part of focus group(s).			
		Allison reported that she has had some initial discussion with a facilitator. Board approved \$3000.00 to conduct a feasibility study with a report due by February 18, 2009.			



## GOAL II: Membership will be Increased at the Out-State Cook Manager, Supervisor, Director Level (continued)

Desired Outcome:	Increased membership from this underserved group					
Guiding Principles:	MSNA provides a tangible Return on Investment (ROI)					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		Sept 24	Nov 19	Feb 18	April 15	May 27 Final Results
Engage MN Director's group in discussion about collaboration strategies and membership issues.	Deb	MN Director's group is voting on Bylaw changes on May 15. Director's group will meet at Rutger's to present Bylaw changes.				<i>Incomplete</i> See Goal I Key Action I
		Strategic Plan results will be shared at the March 13 <sup>th</sup> MN Directors meeting.				
		Contact will be made with Barb Mechura by Mary Anderson to fund their strategic plan effort up to \$5437.50 and have MSNA represented on Strategic Planning Committee.				
		See Goal I, Key Action 5				
Gather feedback from membership about awards/scholarships to determine awareness, ease of application, and meaningfulness. Restructure based on membership needs by April 15	Membership Committee  Sheri M	Committee work was presented and Board gave their input for Sheri Moen to use to finalize project work.				<i>Complete</i> <ul style="list-style-type: none"> <li>Award template letters developed</li> <li>Some awards were retired</li> <li>Some new awards developed</li> <li>Scholarship program changed from individual support to Training sessions statewide.</li> <li>Sample award submissions posted on website</li> <li>Providing hands-on help at Annual Conference to attendees</li> </ul>
		Results of survey were presented to board. Committee is in process of reworking the MSNA awards and Scholarships with timeline for implementation. MSNA will not have a Friend of the Association Award this year. Award letter templates were created to be used for various purposes such as press release, letter to superintendents and nominee. Implementation of other changes will be in 2010. A new Industry Member of the Year nomination and selection process was developed in part based on SNA format.				
		A survey for awards/scholarships has been developed and will be sent out to all members via email and paper copies via chapter liaisons to approximately 70 members to complete. Committee met with Cathy Perme, Facilitator, on Nov 25 to develop plans for focusing on MSNA/SNA awards and recognition planning. Results will be tallied and distributed to committee in January.				
		Post note: Sheri, Mary, Sharon, Jean and Deb met with potential contractor, Cathy Perme to get a proposal on facilitation of work groups and development / analysis of data. The Board approved up to \$5,000 for this project. Progress will be reported out via the Processor and web.				



## GOAL II: Membership will be Increased at the Out-State Cook Manager, Supervisor, Director Level (continued)

<b>Desired Outcome:</b>	<b>Increased membership from this underserved group</b>					
<b>Guiding Principles:</b>	<b>MSNA provides a tangible Return on Investment (ROI)</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
MSNA mailings working with Industry partners on Extreme Cafeteria Makeover.	Marketing Communications	Sarah Carroll will report out at the May 27 <sup>th</sup> meeting on the Extreme Cafeteria Makeover and update the Board on the Thymes Newsletter			Complete Project is scheduled to be complete with the media and SNA awareness for summer and fall of 2009.	
		19 Applications were reviewed and judged by Katie Wilson, Kathy Burrill and Jean Ronnei. The winner is the Glenville-Emmons school District.  On January 26, 2009 press releases were sent to press outlets around the country announcing winner.				
		Deadline for Extreme Cafeteria Makeover is December 1, 2008. A reminder email blast was sent out to members.				
		A mailing has gone out to Business Officials and/or Superintendents and has included a letter from MSNA president and a membership brochure. Applicants must be MSNA members.				



# MSNA Strategic Action Plan 2008 – 09

## GOAL III: Provide Training Around Current Crisis: SNP Revenue Is Not Keeping Pace with Rising Costs

<b>Desired Outcome:</b>	Financially sound food service programs					
<b>Guiding Principle:</b>	We are strong when all food service programs are strong					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Provide training at each conference around cost controls and increasing participation	All Conference Chairs			SNA Webinar for Feb 18 was posted on website. General Mills on School Breakfast. NA for Nov 19		Not included in all conference agendas
Provide training and on-line resources on standardized procurement process	Industry Chair Jay B			Industry Conference will be held May 5-6 at Rutger's in Deer Lake. Theme is School Foodservice is a Risky Business. General Session speakers in place. Registration form will be in the April MSNA Thymes. NA for Nov 19		Not Included in agenda
Conduct a presentation at MASBO about current state of affairs. Inform about legislative issues, membership, financial and need for funding	Deb L / Sherri K			After dialog at the Board meeting, a presentation will not be done this school year. May be pertinent next year. Deb will be joining MASBO.		<i>Complete</i>  While the initial thought was not to do any presentations for 08 – 09 because of poor attendance at previous sessions, it seems we need to stay active due to the volatile economic times.
Provide training on making a presentation to your Board, staff or others at Public Policy Conference on rising costs. Consider Power Point tool as take-away.	Public Policy Committee  Sherri K			NA for Feb 18 NA for Nov 19  NA for Sept 24		Presentation to 50 Business MASBO members on MSNA Certification benefits.



# MSNA Strategic Action Plan 2008 – 09

## GOAL IV: Make an Impact on Childhood Hunger

<b>Desired Outcome:</b>	MSNA raises awareness and funds to combat childhood hunger					
<b>Guiding Principle:</b>	"Hunger Ends on Our Watch"					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Share data and success stories of this initiative and encourage participation	All Conference Chairs	NA for Feb 18				<i>Modified Key Action Item:</i> Committee will be evaluating how stories can be shared more easily on the web page. This item will not be complete during this year
		The MSNA website has been updated and improved				
		A co-authored letter from Sheri M and Jean will go to Chapter Presidents and Liaisons reminding them of this goal and others.				
Create an MSNA committee to expand World of Hope program to include a local component	Deb L	Committee Planning is in progress.				<i>Complete</i> An expanded committee has been established.
		The board desires an expansion of the World of Hope program to include a local component. Deb LaBounty will work with Mary Paula Deane, Pat Mergens, Jay Bravinder and Shawn Shoutz. Carrie Frank will be chair for this committee.				
		NA for Sept 24				
Develop recipe book for sale with profits going to GCHC and/or KAH when enough collected	Mary Paula Deane	As part of dialog about MSNA website, World of Hope needs to be reviewed and changed.				During the first year of World of Hope, we experienced challenges with the process between members, MSNA and Cool School.  Process review to be done 2009 - 10
		Ongoing				
		Ongoing				
		Ongoing				



## GOAL IV: Make an Impact on Childhood Hunger (continued)

<b>Desired Outcome:</b>	<b>MSNA raises awareness and funds to combat childhood hunger</b>					
<b>Guiding Principle:</b>	<b>“Hunger Ends on Our Watch”</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Board Members encouraged to host an event and submit data and photos for web	All	Carrie Frank to present at Industry Conference, May 5, 2009 on her trip to Honduras with Kids Against Hunger				<i>Incomplete</i> Committee will be working on encouraging members to tell their stories.  Carrie Frank and Deb LaBounty held an informative session on Kids Against Hunger at the MSNA Industry Conference.
		Na for Feb 18				
		Jean Ronnei hosted an MSNA board potluck October 11, 2008. 14 guests were in attendance. Photos and checks were forwarded to the World of Hope website.				
		Discussed at meeting. Pat Mergens has joined Mary Paula Deane on this initiative. They met on 9/25 with Cool School staff to further develop website to drive participation. Post Note: Pat reports that meeting was very successful. Site will look more like a scrapbook with in a month. Stories and photos will be fresh and easy to submit. Cool School holding a Halloween potluck (costumes too) to collect \$.				
Chapters encouraged to host one <i>World of Hope: One Potluck at a Time</i> event during the year	Membership Services  Sheri M	Chapter Gold Award submissions due by May 28, 2009 to President.				Information will not be available until Leadership Seminar in Duluth, August 2, 2009
		MSNA Chapter 20 held a chapter kickoff meeting to host a World of Hope potluck using recipes from the MSNA cookbook. \$336.00 was raised by Chapter 20 members				
		See Goal IV, Key Action 1				
		NA for Sept 24				



## GOAL IV: Make an Impact on Childhood Hunger (continued)

<b>Desired Outcome:</b>	<b>MSNA raises awareness and funds to combat childhood hunger</b>					
<b>Guiding Principle:</b>	<b>“Hunger Ends on Our Watch”</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Create a MSNA promotion around World of Hope during National Volunteer Week, April 27 – May 3 or other date(s) in order to expand awareness	World of Hope Committee: Deb LaBounty with Carrie Frank	NA for April 15			<i>Incomplete</i>	
		NA for Feb 18				
		This item has been transferred to the expanded World of Hope Committee from Marketing & Communications				
		NA for Sept 24				
Create a promotion around World of Hope, Global Child Nutrition Foundation	World of Hope Committee: Deb LaBounty with Carrie Frank	Pat Mergens succeeded in raising \$10,600. She will be attending ANC to present check and participate in workshops. Currently, GCNF has offered to pay her registration fee. Pat continues to look for other funds to help pay her way.			MSNA will pay airfare for Pat to go to ANC. St. Paul Chapter 32 will pay other travel costs to ANC	
		Pat Mergens will be hosting a “World of Hope Festival” on March 28, 2009 in St. Paul. Will be hosting a potluck, Silent Auction, Cake walk and children’s activities. Goal is \$10,000.00				
		NA for Nov 19				
		NA for Sept 24				



# MSNA Strategic Action Plan 2008 - 09

## GOAL V: Provide Strong Support to SNA Reauthorization Efforts & Seek State Funding

<b>Desired Outcome:</b>	Increased State and Federal funding					
<b>Guiding Principle:</b>	MSNA and SNA are seen as Spokespersons on Child Nutrition Issues					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Advocate and enlist MSNA members to attend the SNA Legislative Conference in Washington D.C.	Public Policy	10 MN Industry and other members attended.			Complete	
	Sherri K	5 Board members will attend SNA Legislative Conference March 1-4.				
		Members will be made aware of SNA Legislative conference through a President's letter which will be sent out. A review of our budget before a decision to send additional members to SNA's LAC.				
		NA for Sept 24				
Engage MN Director's group in discussion about collaboration strategies around legislative issues	Deb w/ Sherri K	N/A			Incomplete See Goal I Key Action 1	
		Survey was sent to all in the MSFSD group. Survey results will be reviewed with the Strategic Planning Committee on Feb 25 and shared with the Directors group on March 13.				
		The first planning meeting with Director group committee, Cathy Perme, Administrative Coordinator with Deb L to start working on setting up outline for strategic planning. Meeting date is December 12.				
		Breakfast Mandate survey was sent to Directors for input on Issue Paper				
		Sherri reported that Elaine Keefe will solicit feedback from the Directors.				



## GOAL V: Provide Strong Support to SNA Reauthorization Efforts & Seek State Funding (continued)

<b>Desired Outcome:</b>	<b>Increased State and Federal funding</b>					
<b>Guiding Principle:</b>	<b>MSNA and SNA are seen as Spokespersons on Child Nutrition Issues</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Seek support of MSNA's Issue Paper through allied groups such as Hunger Solutions	Public Policy	N/A				Complete Committee reached out to various agencies to share issues and in turn supported other agency issues.
	Sherri K	Issue Paper completed and board approved. Will be posted on website. MSNA will sign on to the Legal Aid Society Initiative bill #784.				
		Committee will meet December 8 <sup>th</sup> to start work on issue paper. Will include an Initiative for Farm to School and increase in funding.				
		Sherri has included allied groups to participate in our Legislative process and committee. An MSNA booth provided information at a Hunger advocacy forum held at Como Park.				
Find ways to share the MSNA Legislative Video Brief to advocate support	Public Policy	N/A				Incomplete
	Sherri K	NA for Feb 18				
		NA for Nov 19				
		NA for Sept 24				
Chapters to host / invite a MN Legislator to a chapter meeting or to a local school	Membership Services					Information will not be available until Leadership Seminar in Duluth, August 2, 2009
	Sheri M	NA for Feb 18				
		NA for Nov 19				
		NA for Sept 24				



## GOAL V: Provide Strong Support to SNA Reauthorization Efforts & Seek State Funding (continued)

<b>Desired Outcome:</b>	<b>Increased State and Federal funding</b>					
<b>Guiding Principle:</b>	<b>MSNA and SNA are seen as Spokespersons on Child Nutrition Issues</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				<b>May 27 Final Results</b>
		<b>Sept 24</b>	<b>Nov 19</b>	<b>Feb 18</b>	<b>April 15</b>	
Begin collaboration discussions with the Institute for Ag and Trade Policy (IATP), Community Food Security Coalition and others to seek support and funding for Farm to School activities	Mary A w/ Annette D	Board had dialog on development of a Farm to School logo. A session at Annual Conference will occur. Currently, several partners are working on marketing materials for the conference as well as an on-line toolkit.				<i>Complete</i>  This initiative will continue in 2009 - 2010
		Ongoing: A presentation will be given at the May 15 Director's meeting.				
		Mary held a conference call with IATP's, Joanne Berkenkamp to draft survey questions to be sent to directors about the Farm to School issues. Survey was sent out November 18 to all directors. Mary will compile the results.				
		NA for Sept 24				