

1. Professional Development

School Nutrition professionals will continually improve their knowledge and skills to administer, manage deliver and sustain successful school meal programs.

A. Objective:

Increase the availability of professional development tools and resources to enable member success.

Strategies:

- a. Expand the availability of virtual professional development program to reach more MSNA members
- b. Develop contingency plan in case MSNA face to face meetings cannot take place during COVID-19 distance requirements
- c. Utilize relevant technologies to maximize professional development to all MSNA members

2. Advocacy and Public Image

Policy Makers, school officials, parents and school nutrition professionals will rely on SNA/MSNA as the leading advocate for school nutrition programs.

A. Objective:

Increase the recognition of school nutrition programs as integral to the education process.

Strategies:

- a. Focus on social media for full membership perception of school nutrition programs.
- b. Inform and educate members of the MN Legislature on school nutrition programs.
- c. Strengthen the capacity of state Public Policy Chair and MSNA Chapters to carry out state and local advocacy
- d. Collect and share successful advocacy stories for state members to utilize in their work

3. Membership & Community

School nutrition programs will be strengthened through the engagement, leadership and collaboration with MSNA members, state affiliates, industry and allied partners and other stakeholders.

Objectives:

- A. Increase membership and membership retention
- B. Increase Industry Membership category
- C. Increase awareness of value of MSNA as a resource to MSNA members

Strategies:

- a. Participate in SNA National membership drives
- b. Encourage participation in SNA Awards program
- c. Identify and broaden strategic alliances with industry partners
- d. Promote value of membership
- e. Promote the professionalism of membership to gain new members for MSNA

4. **Governance & Operations**

MSNA will have a financially sustainable funding model with a nimble governance structure that is aligned with the strategic plan and reflects contemporary association business practices.

Objectives:

- A. Review and adhere to all written policies/procedures for financial, moral, ethical, and professional impact.
- B. Develop a new process to assess the feasibility of implementing new products that serve to meet member needs during the COVID-19 time and beyond.
- C. Review Bylaws for Amendments

Strategies:

- a. When applicable, have Mega Discussion issues at board meetings
- b. Evaluate and promote the use of technology platforms to utilize trainings
- c. Utilize bylaw committee to review the following: director elections, and how to modify leadership qualifications for members to serve on the board