

CORE PURPOSE:

Well-nourished students,
prepared for success

VISION:

Be the authority and resource for school
nutrition programs

MISSION:

MSNA is a state organization of school food
professionals committed to advancing school
nutrition programs through education and
advocacy.



MINNESOTA
**SCHOOL
NUTRITION
ASSOCIATION**

www.mnsna.org

MSNA

STRATEGIC PLAN

2018-2021

CORE
VALUES
6

Integrity

- Act ethically and responsibly, always.

Inclusion

- Embrace different perspectives and ideas from MSNA's diverse membership.

Collaboration

- Share strategies and solutions to achieve professional excellence.

Commitment

- Embody care and compassion for student well-being.

Innovation

- Drive change with creativity and strategic thinking.

Courage

- Resolve to protect and defend school nutrition programs.

4 STRATEGIC
GOALS

Professional Development

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

Advocacy & Public Image

- Policy makers, school officials, parents and school nutrition professionals will rely on MSNA as the leading advocate for school nutrition programs.

Membership & Community

- School nutrition programs will be strengthened through the engagement, leadership and collaboration among MSNA's members, allied partners and other stakeholders.

Governance & Operations

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

YEAR ONE OBJECTIVES

Professional Development

- Increase conference attendance by providing more relevant workshops focused on skill levels of members (not just Directors)
- Increase attendance from members in outstate MN

Advocacy & Public Image

- "Media 2.0" = Promote MSNA & increase social media relevancy/footprint
- Increase work to educate school boards & districts re: MSNA & our work

Membership & Community

- Increase outreach & membership to & from Millennials
- Increase training opportunities to other groups & teachers (FACs, Ag, FFA)

Governance & Operations

- Be a resource & provide support for smaller districts to maintain their own Food Service operations
- Provide financing for any new Board or Executive Committee actions and/or programs.
- Review & evaluate board members' partnership commitments for value to MSNA, it's mission, members and time required.

1 National
Organization

24
MN Chapters

3000 Thousand
Individual
Members

98 Million
Meals
Served
Annually

62 Years &
Going
Strong!