



MSNA Chapter Plan of Action 2020-2021

The following is a guide to the association's goals and objectives for a successful year as a Chapter Leader. The desired outcomes are based on SNA's 2020-2021 Goals 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 goals. Each chapter should complete at least two strategies in each goal or develop your own.

Goal I: Education & Professional Development

Complete at least two strategies from this list, or develop your own:

- Invite MSNA Board member to a Chapter Meeting to promote:
 - USDA's professional Standards
 - SNA Certificate Programs
 - Membership
 - ICN Institute of Child Nutrition online training & SNA webinar options
 - Present SNA and MSNA topics (financial, awards, conferences, SNA & MSNA websites)
- Hold a skills training meeting by inviting Industry members or local chefs to teach a class. Ask to incorporate Farm to School products in the training if possible.
- Utilize Industry members to present on topics to chapter such as: Food Safety, Equipment, Nutrition
- Assist members with applying and submitting SNA & MSNA awards to MSNA Membership Chair by the deadlines. Call MSNA for help as needed **GOAL: At least one (1) award application per chapter**
- Partner with other chapters to provide training opportunities or field trips. Have an area chapter meeting with multiple chapters present.
- Promote SNA membership drives

Goal II: Public Image/Advocacy

Complete at least two strategies from this list, or develop your own:

- Send your upcoming chapter's meeting dates, times and location to minnsna@gmail.com and current member services chair, Lori Landowski, llandowski@apps.isd51.org

- To allow MSNA Board members to attend chapter meetings, send chapter invite 2 weeks prior to the MSNA office.
- Encourage Chapter members to “Like” the MSNA Facebook and SNA Facebook page and follow SNA on Twitter
- Invite a School Board Member, Administrator or State/Local Representative to a chapter meeting
- Invite your local news media to a chapter meeting to promote what you are doing to educate members.
- Participate in the MSNA Legislative Week of town halls. TBD
- Send stories and pictures about successful past meetings to the quarterly newsletter, the MSNA Thymes, for publication. Articles should be at least 200 words in length. All articles due one month before the mailing of the Thymes.

Goal III: Community/Membership

Complete at least two strategies from this list, or develop your own:

- Participate, as a chapter, in the fall and spring membership drive. Set a goal for number of new members
- Create incentives for members to step up for leadership positions in your chapter: Examples of items that could be paid by Chapter:
 - California Annual Virtual Conference
 - State annual conference registration fee and/or room
 - SNIP Conference
 - MSNA Nutrition Education Series
 - SNA Annual Conference
- Be a “host” chapter to volunteer at the annual 2021 conference.
- Survey your chapter members to find out what they would like to see at a chapter meeting
- Consider joining forces with other chapters to share in cost of high-quality speakers and training
- Other membership and community opportunities

Goal IV: Governance & Operations

Complete at least two strategies from this list, or develop your own:

- Prepare a chapter budget using the tools from the SNA website
- Create a communications process so all members are informed of MSNA/SNA activities

- Announcements at meetings
- Emails to members/Print & Share
- Information flyers
- Email to Directors to share with kitchen staff
- Calling Tree
- US Mail
- Send two (2) chapter officers from your chapter for the House of Delegates (HOD) if held. This is required by the MSNA Bylaws.
- Create a chapter officer checklist and establish a yearly orientation for outgoing and incoming officers
 - Update bank records with new officers' information
 - Send in new officer form to MSNA office
- Be Inspired and Shoot for the Stars!