



MSNA Chapter Plan of Action 2019-2020

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 2019-2020 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 hands-on 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.
- If requesting MSNA Board to attend chapter meeting, fill out visitation form at least 1 month in advance.

- 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.
- Pay registration fee for a first-time attendee to participate/attend the MSNA Legislative Conference
- 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:
 - State annual conference registration fee and/or room
 - MSNA Legislative Conference
 - SNIP Conference
 - MSNA Nutrition Conference
 - SNA Annual Conference
- Be a “host” chapter to volunteer at the annual conference.
- Survey your chapter members to find out what they would like to see at a chapter meeting
- Invite students from your districts FAC’s class to your chapter meeting to develop their interest in child nutrition as a career choice
- Invite students from local technical colleges and universities who are enrolled in food and nutrition related course work to attend your chapter meeting to spotlight child nutrition as a career choice
- Invite a FAC’s Teacher to your chapter to learn more about MSNA to foster future collaboration and to inform students of career opportunities in child nutrition
- 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
- You can make a difference!