

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 resources and opportunities to enable members to meet USDA Professional Standards.

Strategies:

- a. Create track-based workshops focused on all skill levels at annual conference
- b. Create a sustainable conference workshop scholarship program for members
- c. Review workshops to ensure relevancy to all skill levels

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. Increase efforts to enhance the public perception of school nutrition programs.

B. Objective:

Increase policy makers' understanding of the business of operating school nutrition programs.

Strategies:

- a. Participate in grass roots efforts including cafeteria site visits, letter writing
- b. Invite your representative to attend state conference
- c. Promote attendance to MSNA LAC conference to share information on school nutrition programs with your representatives and senators

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. Work with state service cooperatives in Greater MN to increase training opportunities for members
- B. Offer leadership opportunities through committee and/or chapter roles to encompass diverse leadership
- C. Develop criteria for qualifications for potential candidates for future board elections.
- D. Increase membership retention and district-owned membership
- E. Reach out to MAND to explain MSNA membership benefits
- F. Recruit at college fairs, outreach to college placement offices

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 impact.
- B. Provide financing for any new board or executive committee actions and/or programs.
- C. Review and evaluate member's partnership commitments for value to MSNA, it's mission, members and time required.

Strategies:

- a. When applicable, have Mega Discussion issues at board meetings
- b. Evaluate and promote the use of committee task forces to reduce time commitment of volunteers which includes Board Members