

School Nutrition Association of South Carolina



2015-2016 PLAN OF ACTION



Kimberly Johnson
President

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Vision: The vision of the School Nutrition Association of South Carolina, the voice of child nutrition, is that all children in South Carolina have access to healthy meals and nutrition education: therefore, enhancing their physical and mental well-being for a lifetime.

Mission: Members of the School Nutrition Association of South Carolina (SNA of SC) are the primary advocates for quality school nutrition programs in the state. While working towards goals to insure children have access to nutritious meals during the course of the school day, the association also serves the membership by providing the following services: Training/education, most current information, professional standards, networking opportunities and scholarships.

SNA of SC reaches beyond the school-age child to benefit parents, teachers, administrators and our communities.

Values:

- Collaboration, Relationship Building and teamwork
- Caring Commitment and Service
- Lifelong Wellness and Healthy Lifestyles
- Passion for Lifelong learning and Professional Development
- Integrity and Ethics

The SNA of SC Strategic Plan includes four priority goals and short and longer term objectives. Each year the annual plan of work/action focuses on priority objectives and strategies that are critical for SNA of SC in the coming year. Priority objectives for SNA of SC 2015-2016 are italicized and highlighted. Strategies are highlighted below as well.

GOAL 1--Professional Development

School nutrition professionals will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

Objectives:

1. Increase SNA of SC expertise and capacity in professional development programs for adult learners.
2. Increase availability of training/educational opportunities related to business operations of school nutrition programs.
3. ***In conjunction with the state agency, increase the availability of resources and opportunities to enable members to meet the new federal Professional Standards.***
4. ***Increase the value of SNA of SC membership for school nutrition directors and their staff through education and professional development.***
5. Increase funding for education and development programs.

Strategies:

- Promote USDA professional standards website and SNA professional standards web resources(www.schoolnutrition.org/professional standards)to our membership.
- Review our association's training (conferences, meetings) to determine what programming supports USDA Professional Standards.
*Create a tracking sheet with coding for each of our educational programs so that attendees can track their CEUs for Professional Standards.
- Determine areas where further training is needed and how we or national can help.
- Collaborate with our state agency to develop and offer education programs.
- Promote SNS credentialing program and encourage process for school nutrition operators to form study groups to prepare for the SNS exam.
*Schedule SNS exam dates for our conference in coordination with SNA national.
*Promote new SNS study guide, handbook, book and webinar available on SNA website.
- Promote participation in SNA and SNA of SC scholarships program to help members pursue training opportunities.

Goal 2--Advocacy and Public Image

Policy makers, school officials and parents will rely on SNA as the authority for designing and funding school meals programs.

Objectives:

- 1. Increase the recognition of school nutrition programs as integral in the education process.**
- 2. Increase policy makers' understanding of the business of operating school nutrition programs.**
3. Increase allocation of financial and staff resources toward advocacy (lobbying and public relations).
4. Increase the number of SNA of SC members trained in advocacy.
5. Increase SNA's leadership role in the next child reauthorization.

Strategies:

- Contact elected officials to share SNA and SNA of SC positions and gain support.
- Participate in the Annual Hospitality Day at the SC State House - A taste of South Carolina.
- Promote SNA position paper and other advocacy related communications to our members.
- Promote LAC (Legislative Action Conference).
- Invite elected representatives to visit school cafeterias and/or attend conferences.
- Promote National School Lunch Week, National School Breakfast Week and School Lunch Hero Day.
- Reach out to SNA National for support with state advocacy efforts by contacting the State SNA Legislative Affairs Director to discuss strategies for our state
- Develop a state level plan

GOAL 3--Community

School nutrition programs nationwide will be strengthened through collaboration with members, state affiliates, industry and allied partners

Objectives

- 1. Increase memberships, school district owned memberships and increase membership retention.*
2. Increase engagement in each membership segment.
3. Remove barriers to participation in SNA activities by anyone interested in school nutrition.
4. Enhance the SNA and state affiliates partnership to align efforts to achieve SNA strategic goals.
- 5. Increase strategic collaboration with industry and allied partners.*

Strategies:

- Utilize SNA membership resources to increase membership and school district owned membership
 - *Participate in SNA national membership drives
 - *Use membership table top banner or rent large banner from SNA
 - *Create a specific membership brochure using existing template
- Work to increase membership by 3%.
- Promote and participate in Annual Industry Seminar.
- Increase the awareness of SNA of SC in the community through service projects.
- Promote and encourage member participation in available award's programs.
- Review all available presentations provided by SNA National for state conferences
- Attend all SNA Chats for the year (webinars for state leaders provided by SNA National)
- Encourage participation in SNA awards program
- Provide input on recommended state affiliate agreement outlining how SNA and state affiliates will support each other
- Continue to broaden strategic relationships with allied partners
- Adopt SNA ethics policy for SNA members and their industry partners
- Identify and broaden strategic alliances with industry partners

GOAL 4--Infrastructure

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

Objectives

1. Increase the effectiveness and efficiency of decision making and work systems.
2. Increase the synergy of SNA and SNF.
3. *Increase recruitment and development of future SNA/SNA of SC leaders.*
4. Increase funding and resources to high priorities of the strategic plan.

Strategies:

- Review and evaluate state association infrastructure (state board configuration, committees etc...)
 - *Review composition and role of nomination committee
 - *Evaluate the use of committees and task forces
 - *Possible reduce the time commitment of volunteers
- Establish mega issue discussions at board meetings
- Design a process for identifying, recruiting and developing SNA leaders
- Review, enhance and promote the steps to leadership in SNA of SC
- Enhance and promote volunteer opportunities for all members segments, by identifying and removing barriers and highlighting the rewards of volunteerism
- Nominate at least one person from your state to attend SNA's future leaders program
- Review and reallocate available financial and human resources to meet the 2015-2016 priorities, including sun-setting of programs as appropriate

