



Annual Plan of Work

2018/2019

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



The Process

February - March

The Executive Committee develops potential priority objectives.

April Board Meeting

Mega-discussion further develops/determines priority objectives for following year.

April/May

Priority objectives may be adjusted at SNA National Leadership Conference to align with National goals

May/June

Strategies and tactics are developed to achieve priority objectives

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info





2018 – 2019 PLAN OF ACTION

The four strategic goals outlined below reflect SNA national's goals and include SNA of Mass. objectives for each of these goals. Let's spend this year celebrating and sharing all that we have to offer by "educating, supporting and inspiring" each other and all of the other partners who help us achieve our goal of making sure that all children in Massachusetts have access to healthy meals at school.



ADVOCACY & PUBLIC IMAGE

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

Objective 1 - SNA of MA will identify/celebrate/collaborate with new and existing allied partners (currently MASBO, MASS, MASC)

Objective 2 - Continue to maintain and develop relationships with policy makers, school officials and parents

Objective 3 - Demonstrate that SNA of MA is the authority for SN programs across the state



PROFESSIONAL DEVELOPMENT

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

Objective 1 - SNA of MA will provide professional development opportunities for our members in new formats

Objective 2 - Continue to provide 3 Chapter and 2 Directors meetings across the state

Objective 3 - Continue to offer Fall State Conference and Winter USDA conference

Objective 4 - Meet or exceed national certification goals

Objective 5 - Meet or exceed national credentialing goals



GOVERNANCE & OPERATIONS

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

Objective 1 - SNA of MA will encourage members to participate and/or engage more fully in the organization through volunteerism and leadership development

Objective 2 - Make sure that board membership is valuable and time is spent well

Objective 3 - Continue to operate as a fiscally responsible entity

Objective 4 - Support use of existing resources to organize work

Objective 5 - Meet or exceed national membership goals



MEMBERSHIP & COMMUNITY

School nutrition programs nationwide will be strengthened through the engagement, leadership, and collaboration among SNA's members, state associations, the School Nutrition Foundation, allied partners and other stakeholders

Objective 1 - SNA of MA will continue to work with allied partners to fight hunger in MA

Objective 2 - Support members by encouraging SNA engagement

Objective 3 - Support our industry members

WWW.SCHOOLNUTRITION.INFO

CORE PURPOSE Multicultural systems prepared to succeed	VISION Every student has access to nutritious meals at school, ensuring their optimal health and well-being.	MISSION Empowering school nutrition professionals to advance the accessibility, quality and integrity of school nutrition programs.
STRATEGIC PLAN 2018-2021	4 STRATEGIC GOALS	15 OBJECTIVES
1 National Organization	49 State Chapters	58 Trained School Nutrition Members
		46 Million Meals Served Daily
		72 Stars & Stripes Strong!

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



**SCHOOL
NUTRITION
ASSOCIATION**
OF MASSACHUSETTS

Advocacy & Public Image – Priority Objective 2018-2019

- **Objective - SNA of MA will identify/celebrate/collaborate with new and existing allied partners (currently MASBO, MASS, MASC, Project Bread)**
- **Strategies**
 - Develop a grid identifying potential partners; key contacts, what they do, their goals, how we could work with them.
 - Share the “MASBO” articles/infographics with other key organizations.
 - Develop standard presentation to share with partners when asked
 - Identify who best to present to each group
 - Identify members who are interested in presenting

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Professional Development – Priority Objective 2018-2019

- **Objective - SNA of MA will research professional development opportunities for our members in new formats.**
- **Strategies**
 - Investigate how we can use social media (face book) and other technology (satellite locations) to bring more educational opportunities to various locations around the state.
 - Winter Distance Chapter meeting
 - Recording meetings
 - Sharing center on website (no sign in required)
 - Provide more hands on learning taking advantage of vocational learning centers (vocational high schools and/or community college culinary programs) - Is this something JSI could do for us?

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Governance & Operations – Priority Objective 2018-2019

- **Objective 1 – SNA of MA will encourage members to participate and/or engage more fully in the organization through volunteerism and leadership development**
- **Strategies**
 - Convene a Volunteer Development Task Force that will work with the newly formed Leadership Development Committee during the SY18-19
 - Develop a state level leadership program to identify future leaders

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Membership & Community – Priority Objectives 2018-2019

- **Objective 1 - SNA of MA will continue to work with allied partners to fight hunger**
- **Strategies**
 - Schedule General Session at fall conference
 - Participate in Walk for Hunger 2019
 - Hold restaurant fundraiser to support Massachusetts child hunger organization
 - Work with MA food banks/pantries
- **Objective 2 -SNA of MA will encourage and welcome student input.**
- **Strategies**
 - Student panel at fall conference
 - Student presenter at USDA Food Conference
 - Students invited to participate in legislative activities

Educating, supporting, and inspiring school nutrition and food service professionals.

Mark your Calendars!

- ✓ January 30, 2019 – SNA of MA USDA Foods Conference – Framingham
- ✓ February 24-26 – Legislative Action Conference – Washington DC – scholarships available – due **December 1**
- ✓ **March 1** – DOY, MOY and EOY nominations due
- ✓ March – Massachusetts Legislative Event
- ✓ **April 1** – Super Lunch Hero essays/nominations due
- ✓ **April 15** – PD Scholarship Applications due
- ✓ May 9-11 – Future Leaders Conference – Sarasota FLA – Scholarships Available – applications due **February 1**
- ✓ July 14 – 16 – Annual National Conference – St. Louis, MO – Grants Available – applications due **May 1**

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Not a Member Yet?

- Did you know?
 - Membership only costs about \$50/year
 - Membership offers many professional development opportunities to meet professional standards
 - SNA certification and credentialing is becoming more common in job postings/requirements
 - SNA membership allows opportunities for PD scholarships, travel grants and awards
 - SNA members receive the award winning SN Magazine
 - ***Most importantly – SNA members LOVE networking and making new friends!***

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Already a member and want to get involved?

Volunteer

Do a little, or do A LOT! The choice is yours!

We are *ALWAYS* looking for help to run our
ALL VOLUNTEER association!

Help out at your local chapter meeting or join a committee
Contact any board member for more info

Run for office

The Leadership Development Committee will be looking for candidates for 5 Delegates-elect
Position, Treasurer, and Vice-President

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info



Thanks!



Catherine A. Donovan, MEd, SNS

c.donovan@hwschools.net

978-468-0398

Educating, supporting, and inspiring school nutrition and food service professionals.

www.SchoolNutrition.info

