



2017-18 PRIORITY ISSUES

SNA
of
Mass.



THEME FOR 2017-2018 TEAMWORK!



THE PROCESS

February - March

The Executive Committee develops potential priority issues.

April Board Meeting

Mega-discussion focused on 17-18 work.

May

Develop ideas at the SNA National Leadership Conference to align with National priorities when possible

June

Develop the ideas and implementation plans at the SNA of Mass. board retreat.



THE WORK

SNA National
and
SNA of Mass.



SNA NATIONAL

1. Professional Development

2. Advocacy and Public Image

3. Community

4. Infrastructure

PROFESSIONAL DEVELOPMENT SNA NATIONAL

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

1. PROFESSIONAL DEVELOPMENT SNA OF MASS.

a. Provide 3 chapter meetings and 2 director meetings.
Chapters

b. Provide two state wide conferences; fall 17 and USDA 18
Professional Development, Industry Council, Exhibits

c. Provide links for a variety of training opportunities on the
SNA of Mass. website. **Professional Development**

d. Provide Nutrition 101 session(s)
President

ADVOCACY AND PUBLIC IMAGE

SNA NATIONAL

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

2. ADVOCACY AND PUBLIC IMAGE SNA OF MASS.

a. Organize an effective state presence at the national Legislative Action Conference 2018 (LAC)

Nutrition and Legislative

b. Plan and implement a state legislative event during SY 17-18.

Nutrition and Legislative

COMMUNITY SNA NATIONAL

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

3. COMMUNITY SNA OF MASS.

a. Participate in the Walk for Hunger, Spring 2018. Organize SNA of Mass. statewide teams.
Member Relations & President & Chapters

b. Develop a “Committee Corner” in the Weekly What’s Happening Blast **All Committees**

c. Develop the role of the Executive Committee liaison. **SNA board**

3. COMMUNITY SNA OF MASS.

d. Create promotional tools explaining what the SN department does. **Task force**

e. Try to present an educational program for MASS and MASBO with a panel about the SN Dept. (to include two superintendents) **Task force**

f. Continue to participate in partner organizations' exhibiting events; MASBO, MASC, and MASS
Member Relations

INFRASTRUCTURE SNA NATIONAL

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.

4. INFRASTRUCTURE SNA OF MASS.

a. Encourage each chapter to do a raffle of “non-members” at each chapter meeting and give away a free one-year membership. **Chapter Ds and DEs**

b. Use Basecamp to effectively manage association initiatives, committee work and the chapters. **McKenna Management and SNA board members**

c. Increase membership by 3% and certification by 3% from our total as they stand as of June 30. **Member Relations**

4. INFRASTRUCTURE SNA OF MASS.

d. We will establish a leadership development taskforce to research, develop, and implement programs to ensure future leaders. **Past President and task force**

e. Chapter delegates and delegates-elect will work to incorporate handbooks, basecamp, and volunteer development into their work. **Chapter Ds and DEs**

f. We will engage more members in the development and implementation of chapter meetings.
Chapter Ds and DEs

4. INFRASTRUCTURE SNA OF MASS.

g. Include a discussion or presentation of SNA of Mass. news and opportunities at all chapter meetings. **Chapter Ds and DEs**

h. Develop a board primer card to have at board meetings and will include in the board common section handbook. **Task Force**

i. Identify board training needs and provide training throughout the year. **Executive Committee**



CALENDAR OF EVENTS

2017-2018



SNA OF MASS. 2017-2018

66th Annual Fall conference and Exhibits - October 17-18,2017

SNA USDA Foods Conference and Exhibits – February 1, 2018

SNA of Mass. Legislative event – tbd – March 2018

Local Chapter Meetings – throughout the SY

SNA of Mass. Reception at JSI Summit – May 30th 2018

SNA of Mass. Board Retreat - June 1-3, 2018

SNA NATIONAL 2017-2018

**School Nutrition Industry Conference - SNIC
January 21-23**

**Legislative Action Conference - LAC
March 4-6**

**National Leadership Conference & Future
Leaders - NLC & FLC – April 26-28**

**Annual National Conference – ANC
July 8-11**

GRANT DEADLINES

**Legislative Action Conference –
December 1**

**Future Leaders Conference –
February 1**

**Annual National Conference–
May 1**

AWARD DEADLINES

**Director, Manager and Employee
of the Year – March 1**


Super Lunch Hero – April 1

**Industry Member of the Year –
June 30**



**Talent wins games, but
teamwork and intelligence wins
championships.**

Michael Jordan

 BrainyQuote®

LET'S WORK TOGETHER!

