

SNA-WI STATE PLAN OF ACTION 2018-2019

GOAL 1: PROFESSIONAL DEVELOPMENT

Objective: Promote professional development through training and recognition.

Strategies:

- Recognize member's level of achievement at State conference.
- Letters to Superintendents on member's achievements.
- Add CEU tracking tool to webpage.
- Make CEU's available for reading Tray Talk articles

GOAL 2: ADVOCACY AND Public Image

Objective: Increase Public Image with a Marketing Plan.

Strategies:

- Divide Members and Marketing Committee into two separate committees.
- Increase Social Media Presence.
- Share Members Stories in School Tray Today. Highlight members doing great things in their program.

GOAL 3: MEMBERSHIP & COMMUNITY

Objective: Increase Association Membership by at Least 25 New Members.

Strategies:

- Offer a “free” Membership to any new (has not been a member for at least 5 years) with a “Try us for Free, We think You Will Stay” Campaign.
- Create a “Next Generation” Ad Hoc Committee to find out how SNA-WI can better meet the needs of the Young Professional.
- Research member demographics to develop provide useful data for planning purposes.

GOAL 4: GOVERNANCE & OPERATIONS

Objective: Improve Board Communications.

Strategies:

- Purchase a Video Conferencing Product (ie. ZOOM) for all Board calls to help facilitate meeting.
- Charge all Board members and Chapter Presidents to scout each conference and connect with at least one person as a possible future leader or volunteer as well as encourage attendance at Advocacy Day.
- Create Ad-Hoc committee to redraw Chapter lines to connect inactive Chapter members with active Chapters.
- Work closely with new Executive Management Company to develop a Plan of Action Snap Shot (using National SNA’s as a model) to be distributed at each board meeting to check progress.