

**2016-17 Plan of Action  
Strategies/Initiatives Worksheet**



**Advocacy and Public Image**

*Goal:* Policy makers, school officials and parents will recognize that School Nutrition professionals have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

*Objectives:*

1. Increase member awareness about the importance of advocacy as a member benefit.
2. Increase efforts to improve understanding and knowledge by policy makers and other stakeholders of the scope and complexity of school nutrition programs.

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Sponsor an outreach event at/for the Kansas state legislature to promote the importance of school nutrition	PP& L	February 2017	
Attend KASBO state conference and follow up with all contacts made	PP& L Membership	April 2017	
Promote a Legislator School Visit Guide to provide resources to school district operators and encourage cafeteria visits. (SNA has resources on website)	PP&L	December 2016	
Develop resources to communicate key messages to Federal Legislators for distribution during LAC.	PP& L	March 2017	
Increase the number of SNA members trained in advocacy	PP&L	May 2017	
Create and send SNA information to School District Superintendents	Publication/Communications	Fall 2017	

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**Education & Professional Development**

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

*Objectives:*

1. Increase availability of resources and opportunities to enable members to meet the USDA Professional Standards regulations, thereby increasing the value of SNA membership to school nutrition professionals and school district administrators.
2. Encourage participation in NSLW, NSBW and KSLW. Promote Nutrition Event Award.

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Determine the need for regional trainings and format for delivery of training. Idea- online survey at Fall Conference	Conference, Nutrition/Education, Area Reps	October 2016	
Develop and promote Kansas School Lunch Week resources to members	Nutrition/Education	August 2016 & beyond	
Develop marketing plan for NSLW and NSLW	Publication/Communication Nutrition/Education	September 2016	
Host at least one nutrition/wellness-focused webinar with KSDE or other partner. Obtain CEU approval for attendees.	Nutrition Committee	May 2017	
Recognize Chapters that encourage SNA Certificate program and promote educational opportunities.	Conference & Nutrition/Education	Plan due December 2016, promote for October 2017	
Promote and encourage members to apply for NEW Certificate benefit	Full Board	Start now!! ongoing	

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**Community and Membership**

*Goal:* School nutrition programs nationwide will be strengthened through collaboration with members, industry and allied partners. Continue to improve communication to every Kansas SNA member.

*Objectives:*

1. Evaluate membership trends and provide services that our needed by all members.
2. Achieve 2016-2017 Membership Goal.
3. Enhance strategic partnerships with allied organization.

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Utilize SNA membership resources to increase membership and SDO Membership: <ul style="list-style-type: none"> <li>• Participate in SNA membership drives</li> <li>• Promote SNF to membership</li> </ul>	Membership & Executive Board SNF State Ambassador	January 2017	
Develop a plan to have two board representatives attend or be a member of all key allied association meetings or conferences.	Executive Board	December 2016	
Evaluate current Sponsorships and create new avenues for industry to support the association in order to increase revenue and return on investment for industry sponsors.	Industry Committee	January 2017	
Maintain an updated SNA-KS website.	Publication/Communications	ongoing	
Continue publication of monthly Kansas Karrier, including updates from SNAC Bites.	Publication/Communications, Committee Chairs, President	monthly	
Share SNA chapter resources to strengthen local chapters.	Membership, Publication/Communications	monthly	
Encourage participation in SNA Awards program.	Full Board	As often as possible	

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**Infrastructure**

*Goal:* SNA-KS 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

*Objective:*

1. Increase the effectiveness and efficiency of decision making and work systems, including financial policies which increase funding and resources to high priorities of the strategic plan.
2. Increase recruitment and development of future SNA leaders.

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Explore Social Media Presence. Consider formation of ad hoc committee as needed.	Publication/Communications Membership	March 2017	
Pursue conference call format for more frequent board & committee meetings.	Executive Committee	ongoing	
Establish standards for Financial Audits	Executive Committee	August 2016	
Establish use of four-part agenda and mega issue discussions at board meetings.	President	July 2016	
Hold Strategic Planning Retreat	Executive Committee	January 2017	
Develop budget for each state and national event, including a stipend system which makes the attendance of these events more financially viable for our members.	Executive Committee	December 2016	
Update Travel Reimbursement Policy	Executive Committee	January 2017	
Design a process for identifying and recruiting & developing SNA leaders	Executive Committee	October 2016 & ongoing	
Develop a Fall Conference Pre-Con for invited Future Leaders	Conference Committee, Executive Board	May 2017	