



Feeding Bodies. Fueling Minds.™

Alabama School Nutrition Association 2017-2018 Plan of Action

Vision

Be the authority and resource for school nutrition programs.

Mission Statement

ASNA is the statewide organization supporting the professional growth of school nutrition professionals, and advancing the quality of child nutrition programs through education and advocacy.

Values

- Collaboration, Relationship Building and Teamwork
 - Caring Commitment and Service
 - Lifelong Wellness and Healthy Lifestyle
- Passion for Learning and Professional Development
 - Integrity and Ethics

Strategic Goal 1: Professional Development- School Nutrition Professionals will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meals

- Increase the value of ASNA/SNA membership for school nutrition directors and their staff through education and professional development.
 - Promote USDA Professional Standards and SNA professional development web resources.
 - Provide professional codes for all continuing education.
 - Promote participation in ASNA/SNA scholarship program to help members pursue training opportunities.
- Increase the number of certified and credentialed members as determined by SNA.
 - Offer specialized training at the ASNA Annual Conference.
 - Provide the credentialing exam annually at the ASNA Annual Conference
- Increase the number of eligible future leaders for ASNA.
 - Increase the number of certified members.
 - Review, enhance, and promote the steps to leadership in ASNA.
 - Send one candidate to the SNA Future Leaders Program annually.

Priority assigned to: President Elect, Professional Development Chair and Scholarship & Awards Chair

Strategic Goal 2: Advocacy and Public Image-Policy makers, school officials and parents will rely on ASNA as the authority for designing and providing school meal programs

- Increase the number of ASNA members trained in advocacy.
- Promote legislative activities at the local, state and national levels.
- Provide continuity in our message.
- Increase ASNA/SNA leadership role in the next Child Nutrition Reauthorization.

Priority assigned to: Legislative Chair and Committee

Strategic Goal 3: Community/Membership-Strengthen ASNA by increasing participation of school nutrition professionals and industry partners.

- Increase membership to assist in reaching SNA president's goal of 60,000 members nationally.
- Increase School District owned membership and increase member retention.
- Encourage current members to get more involved at both the state and national levels.

Priority assigned to: Membership Chair and Executive Board

Strategic Goal 4: Infrastructure-ASNA will have a sustainable funding model with a nimble governance structure and staff organization that is aligned with the strategic plan and reflects contemporary association business practices.

- Increase the synergy of ASNA by reviewing and evaluating state association infrastructure to streamline the Executive Board and reduce the time commitment of volunteers.
- Obtain Liability Insurance to protect ASNA and its member.
- Review requirements of the SNA Affiliate Agreement; sign and present to SNA by November, 2017.
- Create efficiencies of financial expenditures and reimbursement of expenditures.
- Identify potential sources for new revenue.

Priority assigned to: Executive Board