



Feeding Bodies. Fueling Minds.™

Alabama School Nutrition Association 2018-2019 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 continually improve their knowledge and skills to administer, manage, deliver and sustain successful school meal programs

- Increase availability of training/educational opportunities to help SNA members enhance their 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.
 - Provide training opportunities beyond annual conference.
 - Develop state leadership academy.
 - Promote new certification level

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

Strategic Goal 2: Advocacy and Public Image- Increase efforts to enhance the public's perception of school nutrition professionals and school nutrition programs

- Promote legislative activities at the local, state and national level.
- Promote partnership with community services (childhood hunger initiatives, etc)
- Create positive member messages with the use of videos and social media
- Partner with industry members to promote child nutrition initiatives following all ethical policies

Priority assigned to: Legislative Chair, Public Communications, Youth and Parent Involvement

Strategic Goal 3: Community/Membership- Build the capacity of the state association for stronger governance and association management practices

- Increase membership to assist in reaching SNA President's goal of 60,000 members nationally.
- Promote School District owned membership and increase member retention.
- Encourage membership involvement at local, state, and national levels.
- Promote industry partnerships

Priority assigned to: Membership Chair, Public Communications, State Exhibits and Fundraising

Strategic Goal 4: Infrastructure-Enhance assessment of association governance structure to support new Strategic Plan.

- Increase the synergy of ASNA by reviewing and evaluating state association infrastructure to streamline the Executive Board and reduce the time commitment of volunteers.
- Evaluate and review existing governance structure
- Evaluate operational functions of the organization

Priority assigned to: Executive Board