

# Maryland School Nutrition Association Strategic Plan 2017-2018

## Goal 1: Professional Development

**State Goal:** School nutrition employees at all levels will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs in a professional manner.

**State Objective I:** Offer more opportunities for professional development to members.

### Strategies

1. Promote SNA professional development webinars.
2. Determine areas where further training is needed.
3. Offer the SNS exam at the Annual State Convention.

**State Objective 2:** Increase use of funding for education and professional development programs available through MdSNA.

### Strategies

1. Budget funds for professional development and scholarships.
2. Work with Chapters, Directors and MdSNA Officers to encourage staff to use the funds available. Goal is to use 100% of funds budgeted.

**Chapter Objective 1:**

**Chapter Objective 2:**

## **Goal 2: Advocacy and Public Image**

**State Goal:** Policy makers, school officials, parents, and students will rely on MdSNA as a knowledgeable authority for providing accurate information regarding school meal programs.

**State Objective 1:** Continue to increase the recognition of school nutrition programs as integral in the education process.

### **Strategies**

1. Create a Maryland white paper on School Nutrition programs for distribution to various stakeholders.
2. Use SNA tools, infographics and templates available for members to use in sharing their school nutrition “stories”

**State Objective 2:** Increase the number of MdSNA members trained in advocacy.

### **Strategies**

1. Promoting the state legislative action conference to encourage MdSNA members to lobby local legislators and provide testimony on state specific legislation.
2. Promoting grassroots advocacy with legislators in home districts.

**Chapter Objective1:**

**Chapter Objective 2:**

# Goal 3: Community

**State Goal:** School nutrition programs will be strengthened through collaboration with members, state affiliates, industry and allied partners.

**State Objective I:** Increase strategic collaboration with industry and allied partners.

## Strategies

1. Partner with the Association of School Business Officials (ASBO) to strengthen our on-going programs to students with administrator support.
2. Partner with industry sponsors to meet and discuss positive relationships.

**State Objective 2:** Increase engagement in each membership segment.

## Strategies

1. Continue to survey County Directors to identify ways to increase their engagement in the association.
2. Identify and promote reasons for participation in MdSNA for potential new members.
3. Continue to analyze state membership trends; compare data with national averages to develop realistic goals.
4. Re-instate the Membership committee within the State Association for continuity of goals and accomplishments.
5. Provide guidance and support for chapters that have become inactive.
6. Utilize SNA's fall and spring membership drive materials to promote membership in MdSNA/SNA.

**Chapter Objective 1:**

**Chapter Objective 2:**

## **Goal 4: Infrastructure**

**State Goal:** MdSNA will have a financially sustainable funding model with a nimble governance structure that is aligned with the strategic plan encompassing the mission statement of the association.

**State Objective 1:** Increase the effectiveness and efficiency of decision-making and work systems.

### **Strategies**

1. Review and Evaluate state association infrastructure (Board configuration and committees).
2. Nominate at least one person from MdSNA to attend SNA's Future Leaders Program.
3. Promote initiatives to support graduates of SNA's Future Leaders Program to encourage the continuation of their state and national leadership journey.

**State Objective 2:** Increase funding and resources to high priorities of the strategic plan

### **Strategies**

1. Review and reallocate available financial resources to meet the 2017-2018 priorities.
2. Identify potential sources of new revenue

**Chapter Objective 1:**

**Chapter Objective 2:**