

STRATEGIC PLAN 2018



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SNAAZ PRESIDENT 2018

Goal 1 - Professional Development

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

SNAAZ Objective #1: Increase the availability of training/educational opportunities related to business operations of School Nutrition programs

Strategies:

- Develop and promote multi-tiered training tracks to provide business/finance targeted education to all members as it relates to their specific job duties.
- Provide trainings for CN staff and district business office staff on CN finance and operations, increasing the knowledge and understanding of how to support a effective and efficient CN operation. Trainings will be held at SNAAZ Conferences, AASBO Conferences/Bi-Monthly meetings and various other opportunities.

SNAAZ Objective #2: Increase the availability of resources and opportunities to enable members to meet the new federal Professional Standards

Strategies:

- Develop all conference education agendas keeping the USDA professional standards key areas in mind.
- Promote USDA professional standards website and SNA professional standards web resources to our membership (links on website).



Goal 1 - Professional Development – Cont'd

SNAAZ Objective #3: Increase the value of SNA membership for school nutrition directors and their staff through education and professional development

Strategies:

- Promote SNA certification and credentialing with a target goal of a 5% increase in each category.
- Promote SNS credentialing program, SNS study guide and handbook and schedule SNS exam at SNAAZ Annual State Conference and promote study groups.
- Use and promote SNA and SNAAZ as a platform to assist districts in meeting the USDA Professional Standards requirements. Send mailings and email blasts to the membership with reminders and announcements of upcoming trainings and education opportunities.
- Work with local chapters to navigate the Professional Standards and incorporate education in chapter meetings.



Goal 2 – Advocacy and Public Image

Policy makers, school officials, and parents will rely on SNA as the authority for designing and funding school meal programs.

SNAAZ Objective #1: Increase the number of SNAAZ members trained in advocacy

SNAAZ Objective #2: Increase efforts to improve the understanding and knowledge of policy makers and other stakeholders of the scope and complexity of school nutrition programs

Strategies:

- Appoint a PP&L Co-Chair to the Executive Board with the targeted goal of collaborating with the PP&L Chair to develop a strategic plan that includes a short term goal of increasing knowledge and awareness of legislative issues and a longer term goal of establishing a State-wide legislative event.
- Continue to cultivate strategic partnerships with allied organizations such as the AZ Nutrition Coalition and local food banks.
- Explore a localized collaboration with allied organization to develop a State event that raises awareness of CN programs and legislative topics.
- Task the PP&L Chairs to provide ongoing training on current legislative issues at conferences, Executive Board meetings and through digital communication (Website, Facebook page, monthly Cactus Trails and email blasts).
- Promote the importance of attending SNA's Legislative Action Conference and have our Arizona voices heard by our representatives and senators



Goal 3 – Community

School nutrition programs nationwide will be strengthened through collaboration with members, state affiliates, industry and allied partners

SNAAZ Objective #1: Increase the number of School District Owned Memberships (SDM)

Strategies:

- Empower and support the Membership Chair to secure one additional SDM district each year, for the next 3 consecutive years.
- Consider establishing incentives for new SDM districts, such as one free paid registration with every 10 new SDM members.

SNAAZ Objective #2: Strengthen SNAAZ through collaboration with members, state affiliates, industry and allied partners.

Strategies:

- Strengthen a partnership between SNAAZ and local Directors to encourage participation and collaboration.
- Identify our strategic needs from industry and allied partners on an annual basis, through collaborative conversation and extending an invitation to meet.
- Increase membership by a minimum of 3%, equaling approximately 30 new members by December 30th, 2018.
- Develop a new SNAAZ website designed to have easy access to resources and information for all visitors.



Goal 4– Infrastructure

SNAAZ Objective #1: Actively recruit and develop future SNAAZ leaders

Strategies:

- SNAAZ will appoint 2 “Talent Scouts” who are tasked with seeking out new leaders and making the ask if they are ready and willing to take the next step into a leadership role as a committee member, Executive Board member or run for an elected office.
- Committees will be added to the infrastructure with the hope it will increase interest, from all levels of membership, to move up in more advanced leadership rolls.
- Create and distribute a volunteer interest forms to members.
- Begin to discuss planning and developing a State Future Leaders Program.

SNAAZ Objective #2: Increase the effectiveness and efficiency of decision making and work systems.

Strategies:

- Work with current Executive Board to review current job descriptions throughout the year with the intent of determining position relevancy, efficiency and effectiveness. Work will be ongoing and interactive throughout the term, culminating in an enhanced and comprehensive final job description for all SNAAZ Executive Board positions.

