



SNASD Strategic Plan 2020-21 Annual Plan

Mission: SNA is the national organization of school nutrition professionals committed to advancing the quality of school meal programs through education and advocacy.

The SNASD Strategic Plan includes SNA's four priority goals and short and longer term objectives. Each year the annual Plan of Action focuses on priority objectives and strategies that are critical for SNASD in the coming year. Tactics and implementation to achieve the objectives and strategies will be developed by the SNASD Board of Directors.

1. Professional Development: School nutrition professionals will continue to improve their knowledge and skills to administer, manage, deliver, and sustain successful school meal programs.

Objective: Continue to provide accessibility and utilization of professional development tools, resources and opportunities to enable member success.

Strategies:

1. Continue to promote SNASD University Series. Conduct 1-2 on-site trainings this year.
2. Promote National SNA trainings, webinars and magazine to state membership.
3. Promote certification and credentialing to membership by educating members on the process and reducing cost of fee for state conference.
4. Explore "Mini Edu Series" - series of video clips that our board and our members record to share with membership on topics relevant to school nutrition professionals and share with membership. Explore the best options for showcasing different virtual trainings on our website and social media pages.

2. Advocacy and Public Image: Policy makers, school officials, parents and school nutrition professionals will rely on SNA as the leading advocate for school nutrition programs.

Objective: Increase efforts to enhance the public's perception of school nutrition professionals and school nutrition programs.

Strategies:

1. Serve as a trusted resource and utilize all media outlets to educate and promote school nutrition programs to the public, policy makers and all stakeholders.
2. Continue to keep SNASD website up to date as to showcase our profession in a positive light.
3. Continue to reach out and participate in allied organizations to create positive relationships (Associated School Board, School Business Officials, School Administrators).
4. Showcase and promote what South Dakota schools are doing and highlight success stories on the SNASD website and other social media pages.

5. Hold a legislative date to promote SNASD.

3. Membership & Community: School nutrition programs nationwide will be strengthened through the engagement, leadership, and collaboration among SNA's members, state associations, and School Nutrition Foundation, allied partners and other stakeholders.

Objective: Build the capacity of the state association for stronger governance and association management practices.

Strategies:

1. SNASD Board of Directors will attend Midwest Leadership Conference when it's available to strengthen the board which will in turn strengthen the association.
2. Conduct board orientation to make clear the purpose and expectations of the board.
3. Reach out to members who have not been on SNASD Board but have shown interest in leadership opportunities to build future leaders.
4. Encourage board engagement through team building and networking activities.

4. Governance & Operations: SNA will have a financially sustainable funding model with a nimble governance and headquarters staff structure that is aligned with the strategic plan and reflects contemporary business practices.

Objective: Enhance SNA processes, practices, and structures that contribute to a sustainable and robust business model.

Strategies:

1. Continue work with our Executive Secretaries/Directors to continue streamlining SNASD's processes from year to year.
2. Continue to analyze budget and utilize programs that make our association financially sound and responsible (video conferencing, online registration systems).
3. Continue providing a web-based database for all SNASD's documentation so all board members can access at any time to keep congruence.
4. Update the membership data base.