

TSNA PLAN OF ACTION 2011-2012 PRIORITY ISSUES

1. Membership:

Achieving and sustaining strong TSNA membership representation will raise credibility and visibility to the Association.

Desired Outcomes:

1. Increase in membership.
2. Increase in membership involvement.
3. Increase in membership support and services.

Actions:

- a. District owned membership will be promoted to Directors/Supervisors by the membership committee.
- b. The membership committee will contact new Directors/Supervisors with member information.
- c. Lapsed members will be contacted by TSNA membership committee members prior to the time that their grace period ends for membership renewal.
- d. The TSNA Executive Board will review monthly membership and certification reports provided by the TSNA Executive Director.
- e. Encourage members to recruit new members and participate in the SNA Star Club.
- f. Educate members on how to answer the question "What's in it for me?" and establish marketing tools to promote the value of membership by encouraging them to use the membership resources available online at www.tnsna.com and/or www.schoolnutrition.org.

2. Training and Professional Development:

Members will have access to training that will enhance both leadership and professional skills.

Desired Outcomes:

1. Increase in the number of certified and credentialed members.
2. Relationships with community and industry partners will be promoted.
3. Public perception of the school nutrition professional will be enhanced.
4. Increase in the number of members who apply for scholarships and awards.

Actions:

- a. Notify members of various certification courses being offered electronically or via regional state trainings and/or annual conference.
- b. Encourage members to utilize SNA and NFSMI resources for continuing learning opportunities.
- c. Encourage members to apply for TSNA's Leadership Academy.
- d. Provide members with information on applying for various scholarships available to its members.

3. Communication:

On-going and up-to-date communication will lead to a strong Association and well-informed membership.

Desired Outcomes:

1. Executive Committee and Executive Board will be informed of all meetings and events.
2. TSNA members will be informed of issues and upcoming events affecting TSNA, SNA and school nutrition.

Actions:

- a. Educate and encourage TSNA members regarding the utilization of the TSNA List-Serve.
- b. TSNA President will update members electronically of important issues and updates on an as needed basis.
- c. TSNA members will be kept apprised of events and activities via *Volunteer Ventures* (minimum circulation of two issues annually) and the TSNA website.
- d. TSNA members and school nutrition employees will have access to the 2011-2012 Conference Handbook to use as a resource and marketing tool.