



Strategic Plan 2010-2013

GOAL I: All TSNA members will find value in the Association.

OBJECTIVES:

- A. Identify member needs to increase membership value.
- B. Promote membership and provide services to members.

Strategies:

- A. Identify member needs to increase membership value.
 - 1. Survey members through multiple methods to identify needs.
 - 2. Provide effective and timely communication to all members via the executive director.
- B. Promote membership and provide services to members.
 - 1. E-mail membership flyer to all directors and request distribution to staff for back to school meetings.
 - 2. Develop an informative flyer to target administrators/principals/BOE to educate them on the benefits of TSNA membership.

GOAL II: All members will have opportunities for comprehensive, relevant and detailed training.

OBJECTIVES:

- A. Identify school nutrition issues and concerns.
- B. Promote training for all members.
- C. Provide training for all members.

Strategies:

- A. Develop training needs assessment by reviewing trends, issues and laws directly affecting members.
 - 1. Executive Board will prioritize trends issues and laws for purposes of training.
 - 2. TSNA will provide the mechanism to identify training priorities.
 - a. Vice President and Professional Education Committee will develop appropriate training for statewide conference.
 - b. State agency reps will consult, support and collaborate with Executive Committee of the Association.

- B. Promote training for all members of TSNA.
 1. Promote training opportunities through avenues such as Leadership Handbook, Volunteer Ventures, TSNA website and list serves.
 2. Promote updates and schedules for training opportunities through the regional reps.

- C. Provide training for all members.
 1. Provide training during pre-conference and conference.
 2. Provide training/networking for Chapter Officers at State Conference.
 3. Provide training in conjunction with state department staff.
 4. Provide in-depth training for Chapter Officers during Fall Leadership.
 5. Provide Leadership Academy.
 6. Provide training for Executive Board members through attendance and participation at local state and national meetings.
 7. Provide a venue for training materials to be available based on recommendations from the Professional Development Committee.
 8. Provide training focused on SNA certification levels.

GOAL III: Improve communication with members, potential members, executive board and community.

OBJECTIVES:

- A. Increase participation in TSNA meetings and activities for state and chapter level.
- B. Increase member and community knowledge about positive image items regarding TSNA members.

Strategies:

- A. Increase participation in TSNA meetings and activities for state and chapter level.
 1. Investigate the possibility of utilizing Go-to-meeting (Webex) or phone bridge to decrease travel time and expense.
 2. Increase utilization of listserv and email database to relay relevant information.
 3. Maintain timely information on the TSNA website.
 4. Develop a social network presence.

- B. Increase member and community knowledge about positive image of TSNA.
 1. Monthly e-mail to members on good news in TSNA.
 2. Develop a press release list and distribute good news for member districts as an organization.
 3. Increase outreach to Directors of Schools/Principals by encouraging SN Directors to pay for membership to allow them member rates at meetings.

4. Develop and implement an award such as “Friend of School Nutrition” award to be given out at state conference to a school administrator/principal/teacher that goes above and beyond in supporting SN programs.
5. Send annual card to Directors of Schools of TSNA board. members thanking them for their SN staff service to the board.
6. Encourage and pursue more participation and collaboration with allied organizations.

GOAL IV: Focus organizational activities of TSNA based on available data.

OBJECTIVES:

- A. Enhance board knowledge of strategic plan, current issues and activities.
- B. Establish guidelines for review of goals and data for progress and needs.

Strategies:

- A. Enhance board knowledge of strategic plan, current issues and activities.
 1. Provide Executive board detailed orientation including expectations on meeting attendance and guidance on the Strategic Plan.
 2. Provide District Reps with 1 or 2 specific goals each year related to the Plan of Action.

- B. Establish guidelines for review of goals and data for progress and needs.
 1. Review Strategic Plan annually, prior to Sept. 30, by Executive Committee with incoming Vice President as facilitator.
 2. Progress reporting on 1 or 2 specific goals by District Reps at each Board meeting.
 3. Review member data and contact information for accuracy.

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