



Making the right food choices, together.

TENNESSEE SCHOOL NUTRITION ASSOCIATION STRATEGIC PLAN 2007-2010

GOAL I: All members will find value in belonging to and participating in TSNA.

OBJECTIVES:

- A: Identify member needs to increase membership value.**
- B: Promote membership and provide services to members.**
- C: Promote professional development opportunities to members.**

Strategies:

- A. Identify member needs to increase membership value.**
 - 1. Survey membership – what do they want/value? Current membership chair, Susan Brock, and incoming membership chair, Melanie Smiley, will develop, distribute, receive and evaluate pilot survey at the June 2007 TSNA State Conference and resurvey in Fall 2007.**
 - 2. Executive Director will provide effective and timely communication to all members.**
 - 3. Under the direction of the Membership Committee, the Executive Director will develop and distribute new membership packets to include:**

- a. **Membership Pin**
- b. **Membership Card**
- c. **Membership Certificate**
- d. **Member Handbook**

4. **Under the direction of the Membership committee, the Executive Director will develop a recognition program for new member/milestone members. Program can include such items as:**

- a. **Membership Card**
- b. **Membership Certificate**
- c. **Milestone Pins**

B. Promote membership and provide services to members.

- 1. **Identify points of pride to external public.**
- 2. **Promote available awards and scholarships**
- 3. **Invite media/celebrity emcee.**
- 4. **Partner with State Agency**
- 5. **Recognize Industry.**
- 6. **Support local members/chapters.**
 - a. **Showcase members/chapters in “Volunteer Ventures”.**
 - b. **Hold district break-out sessions at TSNA State Conference led by District Representatives.**
 - c. **Extend welcome to new Supervisors/Directors by District Representatives.**
- 7. **Executive Director will notify members at risk of membership expiration.**

C. Promote professional development opportunities to members.

- 1. **TSNA will support and encourage professional development.**
 - a. **100 Endorsement for Directors/Supervisor**
 - b. **SNA Certification**
 - c. **SNA Credentialing**
 - d. **TEAM Curriculum**

2. **TSNA will communicate ease of tracking/maintaining CEUs.**
 - a. **General Session**
 - b. **Interest/Breakout Session**
 - c. **Pre-conference**
 - d. **State Agency**
 - e. **Leadership**

3. **TSNA will encourage incentive/bonus payments to certified/credentialed members.**
 - a. **Communicate opportunities/barriers.**
 - b. **Participate in panel discussions.**

GOAL II: Executive Board members and Chapter Leaders will receive comprehensive and detailed training.

OBJECTIVES:

A: Identify responsibilities of each executive board position.

B: Promote training for current and incoming board members.

C: Provide training for current and incoming Chapter Leaders.

Strategies:

A. Identify responsibilities of each executive board position.

1. Past Presidents Advisory Board will develop roles, responsibilities and project calendar for each position on Executive Board.

2. TSNA will provide roles, responsibilities and project calendar in Member Handbook for each position.

a. Acquire sponsorship for Leadership Training and Member Handbook.

b. Identify methods to disseminate Member Handbook.

B. Promote training for current and incoming board members.

- 1. Provide in-depth training for executive board during Fall Leadership.**
- 2. Incoming president, incoming president-elect, incoming vice-president and Executive Director will attend National Leadership Conference.**
- 3. Executive Director will attend SNA sponsored State Association Staff Training to obtain information regarding current member trends and challenges to advise TSNA Executive Board.**
- 4. Restructure Executive Board meetings to include training and strategic issue management.**

C. Provide training for current and incoming Chapter Leaders.

- 1. Provide training/networking for Chapter Presidents at State Conference.**
- 2. Provide in-depth training for Chapter Officers during Fall Leadership.**
- 3. Continue to provide Leadership Academy classes.**

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