

**2017-18 Plan of Action
Strategies/Initiatives Worksheet**

Advocacy and Public Image

Goal: Promote School Nutrition Association of Ohio as the Leader in School Nutrition to all State Department Agencies, Allied Groups and Parents

Objective: Increase the recognition of school nutrition programs as integral in the education process. To have allied organizations look to SNA Ohio for proficiency in child nutrition.

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Ensure we establish representation with ODH, ODE, OAND, and allied partners when potentially proposed changes are identified that could impact the school meals programs	Executive Board Legislation	Ongoing	
Contact elected officials to share SNA positions and gain support.	Legislation and Regional Director	April 2018	
Develop/Promote a Legislator School Visit Guide to provide resources to school district operators and encourage cafeteria visits. (SNA has resources on website)	Legislation	May 2018	
Invite State Legislative (State or Local) to attend state conference, board meetings, local school events to enhance advocacy of SNA.	Executive Board	June 2018	

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Professional Development

Goal: School Nutrition of Ohio professionals will have the access to the necessary skills and expertise to administer, manage and deliver healthy school meal programs.

Objective: Provide education for all levels of staff and establish increased numbers of Certified and Credentialed members

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Increase the number of certified and credentialed members.	SNA Board	Ongoing	
Offer opportunities for members to obtain professional development hours at all official SNA sponsored events	Executive Board, Conference & Professional Development	Ongoing	
Increase the number of Ohio members in SNA.	SNA Board	Ongoing	
Promote SNA professional development webinars and determine areas of professional development needed.	Executive Board & Professional Development	Ongoing	

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Community and Membership

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

Develop a market plan to educate school nutrition professional about the benefits of SNA membership.

Objective: Enhance strategic partnerships with allied organizations.

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Ensure that each segment of the state has active Chapters that include all levels of staff participating. In identified large city areas there should also be specified Director only meetings that can network and assist in promoting SNA objectives	Membership and Regional Directors	May 2018	
Develop a plan to have a district director representative attend or be a member of all allied organizations meetings. Including Alliance for a Healthier Generation, OASBO, Hunger Alliance, and Farm to School.	Membership Regional Directors	June 2018	
Ensure each board member to nominate one person for the three categories, future leader, leadership academy, and awards/scholarships.	SNA Board	March 2018	
Promote and continue support of the association and assist with recognizing potential leaders.	Industry Committee	March 2018	
Evaluate Current Sponsorships to increase revenue and return on investment for industry sponsors	Industry Committee	Ongoing	

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Infrastructure

Goal: School Nutrition of Ohio will identify future leaders and develop a model structure for mentoring, recruitment and succession.

Objective: Increase the effectiveness and efficiency of decision making and work system.
Increase recruitment and development of future SNA leaders.

Action Plan (Strategies/Initiatives)	Committee/Person Resp.	Due Date	Complete
Developing a Young Professional Task Force in the state incorporating more social media.	SNA Executive Board and SNA Board	June 2018	
Expand recruitment of low represented potential SNAO member demographic groups and assist in creating Chapters	Executive Board and Regional Directors	June 2018	
Create leadership development workshops to assess potential candidates for future board positions	Professional Development Executive Committee	April 2018	
Develop a committee to create a policy manual and board orientation structure	Secretary /Treasurer and Committee	April 2018	