



Feeding Bodies. Fueling Minds.®



School Nutrition Association of Louisiana

SNAL 2023 Plan of Action

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School Nutrition Association's (SNA) core purpose, vision, mission, and core values. As an affiliate of SNA, the School Nutrition Association of Louisiana (SNAL) has agreed to embrace these fundamental principles and apply them to our state association. This is Year 3 of SNA's 4 year strategic plan that is used as an outline for SNAL to develop our Plan of Action to achieve both state and national organizational and program goals for the upcoming year

The School Nutrition Association's **Mission** is to empower and support school nutrition professionals in advancing the accessibility, quality, and integrity of school nutrition programs.

Our **vision** is for every student to have access to nutritious meals at school, ensuring their optimal health and well-being.

Our **CORE PURPOSE** is to have well-nourished students, prepared to succeed.

Our CORE VALUES include:

Integrity and Ethics: Act ethically and responsibly, always.

Inclusion- Embrace different perspectives and ideas from SNA's diverse membership

Collaboration- Share strategies and solutions to achieve professional excellence.

Commitment- Embody care and compassion for student well-being.

Innovation- Drive change with creativity and strategic thinking.

Courage- Resolve to protect and defend school nutrition programs.

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Area of Focus I: Voice of School Nutrition

SNA Objective:

- 1) We are advocates for feeding our country's future.
- 2) We elevate the professional image of school nutrition, both inside and outside of the industry.
- 3) We are universally acknowledged and recognized school nutrition expert.

Voice of School Nutrition

SNA is the voice of the school nutrition industry

SNAL's Strategy	Priority assigned to:	Major Steps/Timeline	Evaluation
Promote SNAL at State Capitol to advance legislative objectives and increase visibility.	SNAL Lobbyist, PP&L Chair and Committee, Public Relations Chair, Executive Board	Schedule day to invite your legislator to school lunch and plan a legislative day at the capital for SNAL in March and provide association memorabilia such as aprons, measuring cups, etc.	Survey lobbyist, PP&L committee and attendees for feedback to improve following year's visit.
Attend SNA's LAC and visit national Representatives and Senators	Executive Board, Regional Representatives, Supervisor, Representative and Education Chair	Prepare for meeting and prepare packets for legislators. Coordinate activities at LAC and discuss SNA's position paper.	Survey attendees for feedback to improve following year's visit.
Promote SNAL's programs, goals and achievements through social media mediums, such as Facebook and Twitter.	SNAL Public Relations Chair, Regional Representatives and Supervisor Representative.	Advertise SFA's promoting school lunch, breakfast, supper program and SFSP.	Member survey and feedback of committees and participants.
Edit the SNAL website to be user friendly and eye catching.	SNAL Public Relations Chair and Committee	Research website formats that achieve given objectives within allotted budget no later than December of 2023.	Member survey and feedback.

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Area of Focus II: Career Development and Growth

SNA supports the professional growth and career pathways of members.

SNA Objectives:

- 1) We serve as the hub for members to network and build lifelong relationships around common goals and interests.
- 2) We create opportunities for professional growth for members and build their capacity to lead in their schools and districts.

Career Development and Growth

SNAL's Strategy	Priority assigned to:	Major Steps/Timeline	Evaluation
Promote and encourage state and local association leaders to participate in ethics training.	SNAL Regional Representatives, Supervisor Representative and Education Chair	Coordinate with Executive Board, chapter leaders and Education Chair for webinars, education sessions and exam.	Complete training and workshop evaluations.
Continue to Promote the SNA Certificate and SNS Credential Program	Executive Board, Regional Representatives, Supervisor Representative, and Education Chair.	Schedule SNS Study sessions and exam for both fall and spring. Promote SNA Certificate and SNS credentialing program at SNAL 2023	Course materials, member survey and collaboration with Professional Development Committee.
Partner with nutrition programs such as Healthy Schools Training Krewe, Louisiana FitKids, Dairy Max for Training sessions.	Education Chair, Supervisor Representative, President	Work to schedule workshops and education sessions at Pennington and conference for Supervisors and Directors.	Complete workshop evaluations.
Coordinate with LDOE and ICN for training and workshops.	Education Chair, Supervisor Representative, President- elect	Work to ensure training is offered during school year, as well as, conference.	Directors, managers, and technicians complete workshop evaluations.

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Area Focus III: Stakeholder Community

SNA cultivates a vibrant community of school nutrition stakeholders.

SNA Objectives:

- 1) We have redefined and elevated the relationship and partnership with industry
- 2) We influence, convene, and connect stakeholders who seek to shape the school nutrition industry.

Career Development and Growth

SNAL's Strategy	Priority assigned to:	Major Steps/Timeline	Evaluation
Promote Industry Member Involvement	Industry Membership Chair, Industry Council, Executive Committee	Have a first time Industry Retreat	Survey
Promote vendor visibility to membership	Membership Chair, Membership Committee and President	Quarterly digital newsletter advertisement opportunities.	Website, Facebook and Twitter
Digitize vendor registrations	President, President-elect, Conference Chair and Public Relations Chair	Implement digital registration for vendors for Commodity Show, Industry Show and Annual Conference.	Vendor survey and feedback.
Facilitate Industry Membership Expansion	Industry Member Chair, Industry Council, Executive Committee	Meet with Industry Council to discuss strategy for new year. Communicate to all industry members their council representatives.	Survey

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Area of Focus IV: Thriving Organization

SNA is a thriving organization.

SNA Objectives:

- 1) We have a strong and varied pathway to volunteer leadership and provide inclusive opportunities for contribution.
- 2) We are a digital-first organization with a strong, nimble technology infrastructure and efficient processes.
- 3) We look for ways to disrupt our own business models, leading the way to innovation and new revenue opportunities.

Thriving Organization

SNA is a thriving organization

SNAL's Strategy	Priority assigned to:	Major Steps/Timeline	Evaluation
Increase recruitment efforts to identify future state leaders via social media, email and regional meetings.	President, Public Relations Chair, Membership Chair, Membership Committee and Regional Representatives	Recruit diverse leadership/talent at conference and SNAL workshops to attend leadership training via email, Facebook, Instagram and Twitter. Initiate aggressive digital and hands on recruitment of all new school directors by reaching out through regional meetings.	Leadership Workshop surveys.
Increase membership by 3%	Membership Chair, Membership Committee, Regional Representatives, Supervisor Representatives and President	Initiate SNAL's 3 K 2024 campaign to increase membership to 3000 members by the end of year 2024. Visit each region, promote membership and district owned membership through website, social media. Identify and target districts with low membership. Purchase association memorabilia to hand out at membership recruitment events.	SNA Member reports

Increase transparency of Executive Board	President, Public Relations Chair, and Public Relations Committee	Town hall meeting at conference to address member questions. State of SNAL affairs reports will be sent to membership biannually. Once in December 2023 and in June 2024	Town Hall Biannual Report
Digitize conference registrations	President, President-elect, Conference Chair, and Public Relations Chair	Implement digital registration for vendors and attendees for all shows and conferences.	Member survey and feedback
Increase efforts to locate outside funding sources.	Executive Committee, Finance Committee and Public Relations Chair	Research available sources for grants to advance SNAL mission and goals. Set up digital donations for SNAL scholarship program.	Profit / Loss Report