



Arkansas Plan of Action 2022-2023

President-elect, Cynthia T. Gammon

SNA Vision: Every student has access to nutritious meals at school, ensuring their optimal health and well-being.

SNA Mission: We empower and support school nutrition professionals in advancing the accessibility, quality, and integrity of school nutrition programs.

SNA Values:

Integrity—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.

Areas of Focus: Enable the association to focus efforts toward achieving the mission and vision.

- **Voice of School Nutrition**—SNA is the voice of the school nutrition industry.
- **Career Development and Growth**—SNA supports the professional growth and career pathways of members.
- **Stakeholder Community**—SNA cultivates a vibrant community of school nutrition stakeholders.
- **Thriving Organization**—SNA is a thriving organization.

Supporting Themes: The areas of focus are supported by the following crosscutting themes:

- Diversity, equity, inclusion, and access (DEIA)
- Fiscal responsibility, financial sustainability, and the School Nutrition Foundation
- Meaningful communities, marketing, and outreach
- Relevant digital experiences

Voice of School Nutrition

Objective: Continue to advocate the importance of feeding our state's future nutritious meals that meet USDA Guidelines while elevating the value of school nutrition programs.

Initiatives

- Encourage chapters to participate in local events to spread the word about the benefits of school meals, and share their activities with the membership via the ASNA website.
- Promote the ASNA website as the hub of information for the association to improve communication.
- Keep members informed of the latest legislative updates affecting school nutrition programs.

Milestones

- Present the Plan of Action at Leadership Training October 2022.
- Post guidance regarding submission of chapter activities and exciting events occurring in local districts on the ASNA website by November 2022. The Publications Committee will be responsible for this activity.
- Update members of the legislative activities affecting child nutrition programs with the understanding that the State Child Nutrition Office will notify directors of operational changes that are needed. The Public Policy and Legislative Committee will be responsible for this activity.

Career Development and Growth

Objective: Create opportunities for professional growth to build leadership in local, state, and national levels, and serve as the link for members to network and build lifelong relationships that support school nutrition programs.

Initiatives

- Promote the Earnestine Camp Award for non-managerial staff as a means to professional growth.
- Commit to allocate space at all State Conferences for the SNA Credentialing Exam.
- Promote the Institute of Child Nutrition (ICN) website as a training resource.

Milestones

- Recommend approval of a drawing for one of the Earnestine Camp Award winners to win one paid State Conference registration and one paid night stay at the State Conference Hotel at the October 2022 Board Meeting.
- Recommend approval that requirements are met to make all State Conferences approved sites for the SNA Credentialing Exam at the October 2022 Board Meeting.
- Establish a link to the ICN website on the ASNA Website by November 2022.

Stakeholder Community

Objective: Influence and connect stakeholders who seek to positively shape the school nutrition industry.

Initiatives

- Establish relationships with faculty/staff at colleges, universities, community colleges, and technical schools to promote careers in school nutrition.
- Identify organizations that are willing to partner with the Association to maximize marketing the benefits of school nutrition programs across the state.
- Connect with Industry Partners to share strategies that drive positive change and innovation in school nutrition programs that benefit students.

Milestones

- Create space for colleges, universities, community colleges, and technical schools to present at State Conferences and other meetings to discuss careers in school nutrition and funding sources for furthering education. The State Agency and College Representative will work with this activity.
- Share information on the ASNA website about programs sponsored by organizations that assist local school nutrition programs. The Child Health Advisory Representative will work with this activity.
- Drive positive change for school nutrition programs with utilizing the latest trends in the market place. The Industry Committee and Exhibits Committee will work with this activity.

Thriving Organization

Objective: Increase membership by utilizing technology and social media to promote the benefits of membership to school nutrition professionals across the state.

Initiatives

- Create a section on the ASNA website called “*Membership Wins*”. This section will have the information that is required to establish a new chapter and reactivate a chapter. It will also have information on how to become an officer on the Board of Directors. All new and reactivated chapters will be recognized in this section. Chapters that have increased their memberships will be recognized.
- Revamp the Silent Auction to raise money for the Earnestine Camp Manager Training Registration Scholarship and the SNA Foundation.
- Establish a method for submitting suggestions/ideas to improve the Association.

Milestones

- Complete the “*Memberships Wins*” section of the ANSA website by November 2022. The Membership and Nomination Committees will be responsible this activity.
- Designate space for the Silent Auction at each State Conference.
- Create space for suggestions/ideas on the ANSA website, and provide a suggestion box at all State Conferences. This activity is to be completed by the Publications Committee November 2022.