**SCHOOL NUTRITION ASSOCIATION**

# Arkansas Plan of Action 2023-24

President-elect, Amanda West

**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.

2023-2024 **Arkansas Plan** of **Action**

# Voice of School Nutrition

**Objective:** Continue to advocate the importance of nutritious meals in school 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 **May** 2023.
  + Post guidance regarding submission of chapter activities and exciting events

occurring **in local** districts **on** the ASNA website.

* Update members on legislative activities affecting child nutrition programs with **the** understanding that the State & Federal level with the understanding that the Child Nutrition Unit 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.**ASNA can** serve as a link for members to build relationships that support school nutrition programs.

**Initiatives**

* + Promote the Earnestine Camp Award for non-managerial staff as a means to

professional growth.

* + Provide support for SNA Credentialing exams at our State Conferences.
  + Promote the Institute of Child Nutrition website as a resource for professional development.

**Milestones**

* + Communicate with the members to share any upcoming conferences or webinars. \*
  + Recommend that the Nutrition, Education & Wellness committee update once a quarter on Nutrition trends and resources pertaining to nutrition education on the ASNA website.

# Stakeholder Community

**Objective:** Create and strengthen partnerships with stakeholders who share our passion to feed Arkansas children.

**Initiatives**

* + Strengthen 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 of our school nutrition programs.

* + Connect with industries out to community food banks and food pantry organizations to partner and provide food for families especially during holiday breaks & summer.
  + Connect with Industry Partners to share strategies and resources 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.**
  + Reach out to the Medical and Mental health professionals to offer resources at State conferences.
  + Share **information on** the ASNA website about programs sponsored by organizations that assist local school nutrition programs. The Child Health Advisory Committee Representative can be a resource for updates..
  + Relay on our industry board members to share the latest trends in Food and Nutrition in the MarketPlace.

# Thriving Organization

**Objective:** Increase membership by utilizing technology and social media **to** promote the benefits **of** membership in our organization.

**Initiatives**

* + Share information on our website to promote new Chapter organization.
  + Encourage dormant chapters to become active again.
  + Revamp the Silent Auction at each State Conference to raise money for the Earstine Camp Soloarships and the SNA foundation.

**Milestones**

* + Promote SNA membership benefits at the Summit.
  + Utilize social media and US mail to reach potential new members and remind those that need to renew their membership.
  + Mail out postcards to communicate any upcoming conference and events.

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