**SCHOOL NUTRITION ASSOCIATION**

**Arkansas Plan of Action 2024-25**

President, 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.

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

**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:

* 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 ASNA website to promote new chapter organization initiatives.
* Encourage dormant chapters to become active.
* Update and promote the Silent Auction at each State Conference to raise money for the Earnestine Camp Scholarships and the SNA Foundation.

Milestones:

* Promote benefits of SNA membership at the ADE Summit.
* Utilize social media and US mail to reach potential new members and remind those that need to renew their membership.
* Initiate the process to move ASNA Annual Conference to the spring.
* Initiate the process to move ASNA Leadership Retreat to the fall.
* Update bylaws to allow Past Presidents to have the ability to run for office.