

MISSOURI

2020-21 State Plan of Action

Core Purpose

- Well-nourished students prepared to succeed.

Vision

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

Mission

- Missouri SNA, a state organization of school nutrition professionals committed to advancing the quality of school meal programs through education and advocacy.

Core Values

- Integrity: Act ethically and responsibly, always.
- Inclusion: Embrace different perspectives and ideas from MSNA'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.

1. Professional Development Goal:

School nutrition professionals will continually improve their knowledge and skills to administer, manage, deliver, and sustain successful school meal programs.

Objective:

Increase the number, accessibility and utilization of professional development tools, resources and opportunities to enable member success.

Strategies:

- Expand the availability of virtual professional development programming to reach more MSNA members.
- Promote SNA's Learning Center and new online training zone where members can access online courses and webinars on-demand, 24/7 www.schoolnutrition.org/LearningCenter via MSNA website and social media.
- Collaborate with state agency to develop and offer education programs
- Establish MSNA website as a training hub for MSNA members

2. Advocacy and Public Image Goal:

Policy makers, school officials, parents and school nutrition professionals will rely on SNA as the leading advocate for school nutrition programs.

Objective:

Increase efforts to educate policy makers and other decision-makers on the value, scope, and complexity of school nutrition programs.

Strategies:

- Monitor emerging state public policy issues, including Executive and Legislative priorities that could negatively impact school nutrition programs and be prepared to address all scenarios relative to COVID-19.
- Implement new strategies, as needed to support national and local child nutrition program advocacy and emerging issues – such as Universal Meals – in light of COVID-19.

3. Membership & Community Goal:

School nutrition programs nationwide will be strengthened through the engagement, leadership, and collaboration among SNA’s members, state associations, the School Nutrition Foundation, allied partners and other stakeholders.

Objective:

Increase membership and member retention among all stakeholders.

Strategies:

- Continue to build on existing membership recruitment strategies and the +1 Membership Challenge to increase School District Memberships and individual memberships.
- Develop member retention strategy for non-renewed members.

Objective:

Increase awareness of the SNA awards program and MSNA scholarship program.

- Promote participation in SNA awards program to increase MSNA nominations.
- Promote participation in MSNA scholarship program, especially newly formed ANC scholarship opportunity.

4. Governance & Operations Goal:

SNA will have a financially sustainable funding model with a nimble governance and headquarters staff structure that is aligned with the strategic plan and reflects contemporary business practices.

Objective:

Enhance MSNA processes, practices, and structures that contribute to a sustainable and robust organization.

Strategies:

- Review and (re)allocate available financial and staff and volunteer resources to meet priorities, including sun-setting of programs as needed
- Add Hospitality topic to Board Training
- Create single page position descriptions for promoting Board positions
- Create commitment forms for Board members
- Brainstorm ‘one-ask’ opportunities to increase member engagement
- Better define and/or determine responsibilities for Nutrition Education and Professional Development Committees