

MISSOURI
Linda Webster
2022-23 State Plan of Action

Strategic Goal I: Professional Development

Objective: Make sure Missouri Districts receives information regarding their opportunity to meet their yearly Professional Development requirements and advancing in their profession.

Strategies: Help school nutrition professionals find trainings they need and promote SNA Certificate and SNS Credentialing Programs.

Collaborate to provide new and relevant education programs for school nutrition professionals.

Our members understand the importance of proper nutrition for students.

Strategic Goal II: Advocacy and Public image

Objective: Increase policy makers' understanding of the business of operating school nutrition programs. We are advocates for feeding our country's future.

Strategies: Have a clear, well-understood advocacy message at the state level.

Attend LAC and visit with representatives and senators.

Promote LAC and school cafeteria visits.

Strategic Goal III: Membership & Community

Objective: Increase membership, retention and involvement in MSNA

Strategies: Promote in MSNA and SNA programs, trainings, grants, scholarships and awards.

Strengthen and expand existing relationships while building new relationships through membership.

Highlight regional meetings and directors in the news

Strategic Goal IV: Governance & Operations

Objective: Enhance processes and practices and structures to contribute to a sustainable and robust Association.

Strategies: Increase the recruitment and development of future SNA leaders.

Challenged every member to reach out to at least one nearby District that isn't involved and invite them to a meeting and talk to them about why they are a member.

Brainstorm opportunities to increase member engagement.