

MISSOURI SCHOOL NUTRITION ASSOCIATION
Joyce Fenner, Missouri SNA President
2024-25 State Plan of Action

Strategic Goal I: Professional Development

Objective: Increase accessibility of professional development resources.

Strategies:

1. Reach out to school district leaders and provide information regarding the importance of professional development for their food and nutrition staff.
 - a. Send letters to superintendents outlining the importance of continued education and information about joining the association if they are not already members.
2. Regional directors will contact district directors in their area inviting them to participate in local and state meetings and conferences.

Strategic Goal II: Advocacy and Public image

Objective: Educate stakeholders of the importance and value of the school nutrition programs.

Strategies:

1. Newsletters to parents outlining school nutrition efforts and information regarding the meal programs.
2. Encourage districts to invite legislatures to visit their cafeterias.
3. Encourage nutrition professionals to attend LAC and contact local representatives.

Strategic Goal III: Membership & Community

Objective: Increase membership, retention and involvement in MSNA

Strategies:

1. Promote participation in MSNA and SNA programs, trainings, grants, scholarships, and awards.
2. Assure nutrition professionals are aware of regional and state conferences by email and newsletters.
3. Highlight school nutrition professionals on social media, local news, district and state level recognition.

Strategic Goal IV: Governance & Operations

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

Strategies:

1. Challenge members to reach out to a nearby district and invite them to attend meetings and talk to them about what benefits they gain from being a member.
2. Ensure members are aware of financial assistance to attend conferences.
3. Board members will visit with other members to encourage them to consider becoming involved with the board at the district director level, joining a committee or executive board position.