

The Tennessee School Nutrition Association

Vision:

We are recognized as the expert resource, leader and advocate for school nutrition.

Mission:

To engage, educate and empower our members.

Values:

We are passionate about:

- Good nutrition
- Healthy lifestyles
- Lifelong learning
- Collaborative culture
- Excellence in all we do

2013 - 2016 TSNA Strategic Plan

The TSNA Strategic Plan is modeled after the SNA Strategic Plan including five pillars of focus. The intention of the Strategic Plan is to create continuity from one year to another. The individuals in the past, current and future president roles would meet as a team to ensure that the organization is building on success with the TSNA Strategic Plan being the roadmap. The TSNA Strategic Plan will be embedded in part or in whole in each President's Plan in the three year cycle.

Pillar I: Education and Professional Development - TSNA will be the professional development source for members to have access to training that will enhance both leadership and professional skills.

Outcomes

- Ensure that school nutrition programs will have a professional and highly qualified workforce.
- Ensure the competence of the school nutrition program staff through education and professional development opportunities.
- Enhance the availability of needed professional development opportunities for certification and credentialing.

Planned Actions

- Graduate 150 TSNA culinary experts
- Offer ("Opportunity") Scholarships to TSNA professional development programs
- Establish Certification Recognition levels
- Set up 2-tier Leadership Academy track
- Develop and deliver webinar training
- Meet or exceed SNA growth target for credentialing and certification
- Offer regionally based training

- Create and post on the TSNA website a Qualified Trainers Network and update it quarterly

Pillar II: Public Image - TSNA will enhance the on-going communication with educators, students, coordinated school health staff, school administrators, and school nutrition professionals leading to a strong and creditable Association and well-informed membership.

Outcomes

- We are recognized as the expert resource, leader and advocate in school nutrition.
- Increased awareness of the role of school nutrition in creating a positive learning environment and improved educational outcomes.

Planned Actions

- Secure a Marketing/Communication resource
- Establish a specific TSNA brand
- Create a more dynamic, interactive and user friendly website
- Develop a strong social media presence
- Ensure that our communication materials are effective and updated

Pillar III: Advocacy - TSNA will continue to build partnerships to strengthen our voice and credibility on issues related to school nutrition.

Outcomes

- Strengthen the role of the legislative liaison
- Strengthen the voice of school nutrition in public policy issues

Planned Actions

- Set an annual public policy agenda with our legislative liaison
- Continue scholarship opportunities to LAC
- Communicate with members about public policy issues that can impact their local programs

Pillar IV: Community – We continue to have a strong collaboration with allied partners, industry partners and the community.

Outcomes

- All 95 counties will have access to a chef in the TSNA Chef Network

Planned Actions

- Continue to work with our partners to develop the Chef Network
- The industry representative will update the Industry Partner Directory semi-annually
- Update the Allied Organization Directory as needed
- Set annual calendar and track TSNA participation in events and speaking/presentations.

Pillar V: Membership – TSNA will enrich the lives of its members and engage, support and sustain a strong TSNA membership.

Outcomes

- Enrich the lives of our members through their participation in TSNA
- Establish governance to meet current and future needs
- Continue to be a fiscally responsible organization
- Strengthen membership through the exploration of traditional and nontraditional options
- Increase membership applications for scholarships and awards
- Meet or exceed SNA goals for membership growth and retention

Planned Actions

- Explore options to expand membership categories
- Initiate promotions to increase membership
- Ensure that all members are represented
- Increase involvement of district representatives and liaisons in outreach to members
- Review and update bylaws and explore HOD structure to ensure it meets organizational needs

Strategic Planning Team Closing Foci: What are we most excited about ...

- Engaging and enriching our members
- Embracing all members
- Engaging members – making sure local chapters understand the vision
- Recruiting new faces and great participation in the Association
- Having a marketing/communication person on board
- Getting the word out about who we are and what we are about
- Expanding our base - We can move beyond a small circle
- Transitioning from words to a “living plan”
- Implementing our actions → getting results
- Showing our members they are the foundation of the TSNA
- Pushing our new vision, direction and cohesiveness
- Embracing the Culinary Academy
- Continuing to expand our Leadership Academy
- Building on one year after another by the Officers engaging as a team
- Continuing to publish the annual handbook and make it available to all TSNA members
- Generating recognition and respect of the Association

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