

**Tennessee School Nutrition Association
Annual Plan of Action
2012-2013
State Strategies**

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.

A. Outcomes:

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

B. Planned Actions:

1. Provide members with information on applying for various scholarships available to its members.
2. Create and post on the TSNA website a Qualified Trainers Network and update it quarterly.
3. Post and update state/regional, NSFMI, and SNA training opportunities monthly on the TSNA Website.
4. Explore and conduct a pilot course opportunity for a TSNA Certified Culinary Expert.
5. Encourage members to apply for TSNA's Leadership Academy.
6. Increase the number of certified and credentialed members.
7. Increase the number of members moving to higher levels of certification.
8. Increase the number of TSNA scholarship applicants.
9. Expand the Executive Board's training opportunities

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.

A. Outcomes:

1. Increase the awareness that the school nutrition profession is a major force in educating students.
2. Promote the school nutrition programs as *Centers of Nutrition Excellence*.
3. Inform all members of issues and upcoming events affecting TSNA, SNA, school nutrition, and our education partners.

B. Planned Actions:

1. Explore creating a student team to participate on the TSNA Board.
2. Explore creating a student TSNA membership opportunity.
3. Educate and encourage TSNA members in the utilization of the TSNA List-Serve, TSNA Website, and SNA Website.
4. Update members electronically of important issues and updates on an as needed basis.
5. Utilize the *Volunteer Ventures* (minimum circulation of two issues annually) and the TSNA website as communication.
6. Disperse the 2012-2013 TSNA Handbooks to all TSNA members.
7. Utilize the Executive Board, District Representatives, House of Delegate Representatives, and TSNA Liaisons as communication links to the TSNA members and educators.

Pillar III. Advocacy:

TSNA will continue to build partnerships to strengthen our voice and credibility on issues related to school nutrition.

A. Outcomes:

1. Promote the school nutrition programs as THE *Centers of Nutrition Excellence*.
2. Seek support from allied agencies that TSNA/school nutrition programs are the recognized sources of nutrition information.
3. Promote TSNA members to attend LAC annually.
4. Use the TSNA communication network (listserv, liaisons, chapter representatives, district representatives, etc.) to generate TSNA's "voice" to SNA as policy issues arise.

B. Planned Actions:

1. Conduct an LAC drive in the fall of each year to encourage attendance to LAC.
2. Survey members on policy issues as they arise.
3. Volunteer to speak at allied organizations functions, and invite allied organizations to speak at TSNA functions.

Pillar IV. Community:

TSNA will continue to collaborate with industry partners, allied organizations, and statewide school nutrition programs.

A. Outcomes:

1. Inform and engage allied organizations through education, marketing and partnerships to further the TSNA vision, mission and values.
2. Strengthen the partnership with industry members.
3. Create chef partnerships across the state.

B. Planned Actions:

1. Create and maintain an Allied Organization Partners' Directory.
2. Create and maintain an Industry Partners' Directory.
3. Attend allied organization functions and expand our allied organization network.
4. Create a Partner Chef Resource for local districts to utilize.

Pillar V. Membership:

TSNA will support and sustain a strong TSNA membership representation.

A. Outcomes:

1. Increase our membership.
2. Strengthen our membership involvement.
3. Increase our membership support and services.

B. Planned Actions:

1. Promote district owned membership to Directors/Supervisors.
2. Contact new SNP Directors/Supervisors with member information.
3. Contact members (with lapsed TSNA memberships). The membership committee will make the contacts prior to the time that their grace period ends for membership renewal.
4. Encourage members to recruit new members and participate in the SNA Star Club.
5. Educate members on how to answer the question "What's in it for me?" and establish marketing tools to promote the value of membership by encouraging them to use the membership resources available online at www.tnsna.com and/or www.schoolnutrition.org

