



**WASHINGTON
SCHOOL
NUTRITION
ASSOCIATION**

Making the right food choices, together.

2010 – 2013 Strategic Plan

Mission

As the leader in child nutrition, WSNA educates and supports its members to advance good nutrition for all children.

Vision

WSNA members support academic achievement by providing nutritious meals.

Values

- ✓ Child Nutrition advocacy
- ✓ Servant leadership
- ✓ Camaraderie, community, and fun
- ✓ Lifelong learning
- ✓ Value the whole child
- ✓ Embrace diversity
- ✓ Strong, viable partnerships
- ✓ Leaders within our school, community & state

STRATEGIC ISSUE #1

MEMBERSHIP

GOAL

WSNA will increase membership by 5% annually while retaining active members.

Guiding Principles	<ol style="list-style-type: none">1. Members will be recognized as experts in the field of Child Nutrition.2. Increased membership empowers the Association as a core ingredient in public education.3. Increased membership empowers the Association as a stronger voice in legislative issues.4. Increased membership empowers the Association in achieving media recognition.
Objective ONE:	<p>A strong membership base will support an active organization that has a large pool of future leaders.</p> <p>Strategies:</p> <ul style="list-style-type: none">✓ Use technology to reach members for classes, meetings, & trainings✓ Hold annual chapter training at fall workshop✓ Establish an ad hoc committee to develop a mentorship program for members✓ Research district-owned membership
Objective TWO:	<p>A strong, active membership will have greater influence on legislative issues.</p> <p>Strategies:</p> <ul style="list-style-type: none">✓ Through the website and blast email, inform members of issues about which they should contact their legislators.✓ Provide a website link to enable members to contact their legislators.
Objective THREE:	<p>New partnerships with individuals and organizations in related fields will strengthen the membership base of WSNA.</p> <p>Strategies</p> <ul style="list-style-type: none">✓ Contact the following to solicit participation in WSNA (to include asking for input as to how WSNA can help meet their needs):<ul style="list-style-type: none">○ Child care facilities○ Private Schools○ Pre-schools, ECEAP, Headstart○ Dietetic Association○ Others✓ Contact Vendors✓ Establish organizational memberships for associations with same goals

STRATEGIC ISSUE #2
Education

GOAL

Education will be available to all WSNA members and will empower them as Child Nutrition professionals.

Guiding Principles	<ol style="list-style-type: none"> 1. Educated child nutrition professionals are essential to the survival of the Association. 2. Members will be actively involved in their own education. 3. Educated members are equipped to provide children with safe and healthy meals that impact successful learning.
Objective ONE:	<p>WSNA members are confident, professional, and knowledgeable in child nutrition programs and will choose to become certified.</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ Sponsor a Train the Trainer class to provide a larger pool of qualified instructors ✓ Investigate the expansion of grants to include Level 2 & 3 classes ✓ Define curriculum for CEU's and Key Areas ✓ Partner with industry to teach, share resources, including time & expertise. ✓ Provide training for website use and social networking ✓ Promote certification to members. ✓ Encourage districts to promote financial incentives for employees being certified ✓ Promote Annual State Conference as the best value and opportunity to become certified, to earn key area credits, and to earn CEU's. ✓ Provide training to help districts operate financially sound meal programs.

STRATEGIC ISSUE #3
Effectiveness of state, local and personal leadership

GOAL
WSNA will empower and mentor leaders at all levels in order to effectively support and share its mission

Guiding Principles	<ol style="list-style-type: none"> 1. The Association functions best with a cohesive and accountable executive board. 2. The financial stability of the Association is of utmost importance in assuring its continuance. 3. The development of leaders is the result of a vibrant, active network of WSNA members 4. Mentoring individual members instills confidence and empowers them as leaders 5. Strong Association leadership increases credibility with other organizations and communities.
Objective ONE:	<p>There will be a full slate of qualified candidates for elected office.</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ Conduct bi-annual Leadership Summit for the development of leadership skills ✓ Conduct annual Area Representative training ✓ At spring workshop solicit input from chapters/members regarding future chapter training (need, content, etc.). ✓ Hold annual chapter training at fall workshop ✓ Conduct a bi-annual new directors summit in partnership with OSPI and/or others ✓ Conduct annual board training
Objective TWO:	<p>There will be more effective communication between the board and members, among members, and with partners (individuals and organizations).</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ Q&A at workshops & conference between attendees and leadership (transparency) ✓ Committees use tools available to improve networking and response time to pertinent issues <ul style="list-style-type: none"> ○ Conference calls (including with chapter officers) ○ Blast emails ○ Website – Facebook, etc. ✓ Mega discussions
Objective Three:	<p>The Association will remain fiscally sound.</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ WSNA will strive to have a balanced budget. ✓ Develop and maintain a sound financial plan that includes language to accommodate potential changes in revenue flow. ✓ Explore new revenue sources ✓ Research a reserve policy for the purpose of establishing a financial safety net.

STRATEGIC ISSUE #4
Media Presence, Outreach & Marketing

GOAL

Through effective public relations, WSNA will be recognized as the child nutrition authority in local & state environments.

Guiding Principles	<ol style="list-style-type: none"> 1. WSNA members are the voice and the face of child nutrition. 2. WSNA members support student academic achievement by providing healthy, nutritious meals. 3. Productive and collaborative partnerships increase our effectiveness. 4. WSNA will address emerging and current child nutrition issues 5. WSNA will be responsive to community concerns as they relate to child nutrition.
Objective ONE	<p>WSNA will develop a marketing plan that enhances its visibility to the public and members.</p> <p>Strategies</p> <ul style="list-style-type: none"> ✓ Create a WSNA media network ✓ Provide media training to WSNA members to enable them to become effective spokespersons in their local communities <ul style="list-style-type: none"> ○ Media Train the Trainer ○ Explore existing resources ○ How to market WSNA ✓ Explore media training offered by SNA ✓ Create monthly e-News blast to the membership ✓ Promote the WSNA tagline <i>“Making the Right Food Choices, Together”</i>
Objective TWO	<p>WSNA will have an effective media plan.</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ Conduct an annual membership survey to determine target audience ✓ Develop media relations plan based on the target audience ✓ Develop media relations plan that relates to the strategic plan and/or annual plan of action ✓ Develop talking points for pertinent issues
Objective THREE	<p>Key critical partners will be identified and prioritized.</p> <p>Strategies:</p> <ul style="list-style-type: none"> ✓ Foster and maintain relationships with current partners ✓ Identify potential partners and find ways in which to connect with them and build sustainable partnerships <ul style="list-style-type: none"> ○ Local media & parent partnerships developed ✓ Promote and share WSNA resources with partners