

Indiana School Nutrition Association



2018-2019 Strategic Plan

Mission Statement

The mission of the Indiana School Nutrition Association is to provide education, programs and services for members which promote quality child nutrition.

Education

- I. Provide more professional development to members
 - A. Objective 1: Provide more educational opportunities for the site level employee
 1. Strategies:
 - a. Tiered pricing for groups from the same district
 - B. Objective 2: Provide professional development opportunities for meeting professional standards education requirements.
 1. Strategies:
 - a. Plan and implement Indiana Certification Program.
 - b. Integrate Indiana Certification courses into other planned ISNA events.
 - C. Objective 3: Increase members participating in state certification program.
 1. Strategies:
 - a. Create a Name, and Logo for State Certification.
 - b. Create Marketing Materials for State Certification Program

Career Advancement, Retention and Recruitment

- II. Provide career opportunities in school nutrition
 - A. Objective 1: Position members to advance in their careers.
 1. Strategy:
 - a. Put in place a road map for professional advancement.
 - B. Objective 2: Assist member school districts in retaining qualified employees.
 1. Strategies:
 - a. Research best practices in retention strategies.

- b. Create and provide compilation of best practices to members.
 - C. Objective 3: Partner with higher education and allied organizations to make them aware of career opportunities in school nutrition.
 - 1. Strategies:
 - a. Attend higher education career fairs.
 - b. Seek out opportunities to guest speak in higher education under-grad classes and internships.
 - c. Produce a marketing and recruitment tool kit to promote school nutrition and employment.

Legislative

- III. To enhance the role of our Legislative Action Committee
 - A. Objective 1: Enhance and improve the function and future sustainability of the Legislative Chair and committee
 - 1. Strategies:
 - a. Collaborate with Regional Representative to establish a committee
 - B. Objective 2: Establish a relationship with National House Representatives.
 - 1. Strategies:
 - a. Create communication documents templates.
 - C. Objective 3: Assess State of Indiana legislative climate
 - 1. Strategies:
 - a. Reach out to State of Indiana legislators.