



2016 – 2019 WSNA Strategic Plan

Mission

Educating and empowering WSNA members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success.

Vision

Healthy well-nourished students prepared for success

Values

- Child Nutrition advocacy and leadership
- Lifelong learning and professional development
- Diversity and equality
- Health and wellness
- Camaraderie, community and fun
- Collaboration to create strong viable partnerships

1. Membership Goal

WSNA will support and strengthen its membership

- Increase efforts to promote the value of membership in WSNA
- Regularly assess the needs of chapters and association members
- Promote District Owned Membership
- Establish a mentor program for new members
- Use current technologies to reach members to communicate program updates, meeting & trainings
- Strengthen & build memberships with individuals & organizations in related fields
- Provide educational opportunities for professional development & growth for members
- Utilize available marketing resources to solicit new members & increase active participation

2. Education & Professional Development Goal

Education & professional development will be available to all members to encourage them as professionals to obtain the necessary knowledge, training & resources to excel in their careers

- Support the new director program with training, containing relevant resources
- Maintain & provide on the web page information dedicated to educational resources & events
- Define curriculum for CEU's, Key Area Credits and a trainer matrix
- Enhance communication methods to reach members regarding educational opportunities
- Provide comprehensive officer training for chapters and leadership
- Compile a list of chapters willing to host Key Area credit training classes for levels 2 & 3
- Partner with OSPI & Industry in educating members

3. Governance Goal

Maintain governance to meet current & future organization needs

- Remain fiscally sound
- Function with a cohesive & accountable executive board
- Conduct an annual review of association By-laws
- Ensure compliance with association By-laws
- Maintain a plan that includes language to accommodate potential changes in revenue expenses & organizational structure

4. Public Image, Advocacy & Community Outreach Goal

WSNA will be the recognized authority in school meal programs & child nutrition

- Enhance the credibility of school nutrition programs
- Educate & provide clarity on current & emerging child nutrition topics
- Promote the experience & expertise of school nutrition professionals
- Engage membership in unified grass roots advocacy efforts
- Foster relationships with state and federal policy makers to shape and influence legislation affecting child nutrition programs
- Collaborate with partners to address additional food insecurity in the community
- Utilize available media markets & technologies to promote WSNA's image, expand media presence and support advocacy effort