



School Nutrition Association

KEYS TO EXCELLENCE

*A Self-Assessment to Evaluate and
Improve Your Program*

Presented by Mary Ann McCann
West Regional Director
School Nutrition Association
January 28-31, 2010



Four Key Areas

- Administration
- Communications & Marketing
- Nutrition and Nutrition Education
- Operations



Who should use Keys?



- SNP Director
- Assistant Director
- Any Central Administrator

Completing *Keys Express* can be done by any person having sufficient knowledge of the district SNP.

How does Keys help the School Nutrition Program?



- Shows stakeholders in your district that the SNP meets and/or exceeds national best practices.
- Strengthens public confidence in the program.
- Demonstrates school wellness as a priority.

Other benefits to Keys!



- First step to the District of Excellence and District of the Year Program.



Who developed Keys?



- A multi-disciplinary committee comprised of
 - Directors
 - Manager
 - Federal & State Agency Representatives
 - University Instructors
 - SNA/School Nutrition foundation staff members
- District of Excellence created in 2002

What is District of Excellence Distinction in school nutrition?



- Formal recognition for a SNP that demonstrates knowledge and fulfillment of superior performance
- Providing nutrition food
- Creating a healthy school environment
- Contribute of positive educational outcomes
- Help to ensure life-long healthy nutritious habits.



What is the District of the Year?

- A school district selected among District of Excellence applicants which best reflects the *Keys Express* national best practice standards.
- Winner is recognized at ANC.
- Receives \$25,000 cash award.

How does my district become a District of Excellence?



- Complete *Keys Express* self-assessment
- Submit an application to the SN Foundation to verify best practices
- Applications are due November 30, 2009 and March 31, 2010
- Applicants will be reviewed by peer review panel
- Districts will be notified of District of Excellence status

What do Districts of Excellence receive from SNA?



- Congratulatory letter sent to district superintendent
- Congratulatory letter sent to chief state education officer
- Congratulatory letter sent to President of your local SNA affiliate
- Recognition plaque to winning school district
- Press release to local media
- Recognition on SNA Website
- Electronic version of Keys logo to use on district website, menus, correspondence and marketing materials
- Ability to purchase District of Excellence pins for all SNP staff

How long will my district remain a District of Excellence?



- Districts retain the distinction for 3 years
- May renew at the end of the 3 years by submitting a new application

How can my district become District of the Year?



- Must be a District of Excellence first
- Districts of Excellence recipients will receive the District of the Year Award application and are invited to submit a proposal

Where do I get all of this information?



- All information on Keys to Excellence can be found at www.schoolnutrition.org

