

CALIFORNIA SCHOOL NUTRITION ASSOCIATION ✨ STRATEGIC OBJECTIVES
(June 5, 2009 – May 31, 2010)

THREE-YEAR GOAL: *Provide education and educational materials for our members*

WHEN	WHO	WHAT	STATUS			COMMENTS/Exec Comm Liaison Updates by Denise Ohm & Committee Liaisons 11-20-09
			DONE	ON TARGET	REVISED	
1. By June 16, 2009	Janine Nichols and Marilyn Briggs	Share a hard copy with all members and place on the web the results of the education and educational materials member assessment.	X			Completed, Survey is on CSNA Web site home page and printed in Poppy Seeds. Lynette Rock and Committee will follow-up on recommendations.(MB)
2. By July 15, 2009 and quarterly thereafter	Sally Spero (lead), Peggy Stevenson, Stephanie Bruce and Sue Brooks	Write an educational article for Poppy Seed as an education resource for members.		X		Ongoing, first article written for Fall Poppy Seeds 11-20-09: Winter article submitted by Lori. Will design article of NSFMI resources for Winter Issue. (DO) Lori
3. By September 31, 2009	Lynette Rock and Andrew Soliz	Identify the future training utilizing the assessment of current education materials and a review of the evaluations from the 2009 Annual Conference and present to the Professional Development Committee.			X	Survey being developed with Regional Coordinators & Chapter Presidents. Andrew
4. By January 1, 2010	Ad hoc Education Committee (Peggy Stevenson-lead, Rhonda DeVaux, Denise Ohm, Sharon Briel and Dena England)	Recommend to the Board for approval mini-conferences and one-day workshops to be given in different parts of the state to capture members who can't go to Annual Conferences, including speakers from the Conference.		X		Denise In progress. Peggy S. is in contact with Mary Tolan-Davi. Mary is planning Cal-Pro-Net workshops. These may be incorporated into the one day conferences being discussed.
5. At the February 2010 Board meeting	LaNae Potter, working with the Professional Development Committee and Industry Committee	Present to the Board for approval a coordinated Annual Training Plan to be used across the state that includes identified resources and key training concepts.				Update Needed. Tracey

THREE-YEAR GOAL: *Increase public and legislative awareness that child nutrition and academic achievement go hand in hand*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Monthly	PPL Committee (Barry Sackin-lead)	Place on the CSNA website up-to-date information regarding legislation.			X	Information on new IOM Report posted on Web site. To do: New legislative advocacy firm hired as of January 1 st and will provide the monthly legislative updates. Agnes
2. By September 25, 2009	Executive and Finance Committee (Marilyn Briggs-lead)	Present to the Board for approval the hiring of a Legislative Advocate.	X			EC is working with PPL to hire an advocate for a 6-month term, beginning January 1st. PPL Subcommittee determining CSNA platform and priorities for advocate, to be presented at Sept 25 Board meeting. (MB) (EC mtg 8-11-09: postponed DO) 11-10-09: Interviews conducted; Marilyn will contact top three picks to start negotiation of contract stipulations. (DO) 11-18 offer accepted, contract in process. Contract accepted on 11-18-09; awarded to School Innovations & Advocacy. Agnes
3. By September 15, 2009	Marketing and PR Committee (Chair David Magill and Sharon Briel-co-leads)	Identify targeted community and governmental organizations (e.g. DHS) and identify at least one Board member to serve as liaison and assist CSNA in getting out information regarding the link between good nutrition and academic achievement and to keep the “whole child” at the forefront.			X	Margan Coordinate with new legislative advocacy group.

4. By October 1, 2009	Legislative Advocate, working with the Public Policy and Legislative Committee Chair Miguel Villarreal	Create a weekly legislative e-newsletter for CSNA members similar to SNA.	X	Margan (First newsletter sent out via e-mail in September 2009; posted to web also. DO) (Second newsletter in progress; waiting to write up Industry; Conference input as well as new Legislative Advocate Information – DO) In addition, new legislative advocacy group will prepare legislative updates for CSNA, and provide access to their public policy updates for the educational community.
5. At the October 17, 2009 meeting	Public Policy and Legislative Committee (Miguel Villarreal-lead), working with the Legislative Advocate	Identify CSNA legislative issues/concerns and how to work with State and Federal Legislators to focus on the whole child and lifelong wellness and present to the Board for approval.	X	Denise (Legislative Advocate hire date delayed per budget concerns on 8-11-09 DO) 11-10-09: Interviews conducted; Marilyn will contact top three picks to start negotiation of contract stipulations. (DO) Contract accepted on 11-18-09; awarded to School Innovations & Advocacy; will lead this ongoing process. Committee members have been contacted to make local media connections in their area. Also, the suggestion was made to have the PSA played in schools during announcements. StayFitEat Right DVD's were distributed to all regions by 10-31-09 (DO) C. Cooter asks for feedback on if these are played. 11-19-09 Andrew
6. By October 31, 2009	Marketing and PR Committee (Christine Cooter-lead)	Get at least one media (e.g., radio, TV) in each of the five areas (San Diego, Los Angeles, Central, Northern, Far North) to air a CSNA PSA in English and Spanish.	X	

THREE-YEAR GOAL: *Promote professionalism of school nutrition*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 15, 2009	RC Curva (lead), Susan Bender-Marsh and Arlene Sims, working with allied organizations (e.g., Cal-Pro-Net, SNA)	Explore, develop and present to the Board for action a plan for a webinar Leadership Academy.	X		X	Committee members have been contacted regarding the concept. It has been determined that webinar training is definitely the way to go. Andrew 3 responses received: Food safety, communication, healthy cooking/food preparation, creating a healthy school environment, communication and team work were the top requests at regional workshops. Resources are compiled and available for chapter use. (DO)
2. By December 31, 2009	Carol Hiort-Lorenzen (lead), RC Curva, Jane Maerki and Rhonda Devaux	Develop a Mentoring Program for child nutrition employees at all levels and present to the Board for action.	XX			Denise 11/12/09: Mentor Application developed and posted on website. (DO)
3. By January 1, 2010	Ad hoc Website Committee (David Durkin & LaNae Potter-co-leads, Marianne Orr, Lynelle Grumbles, Margan Holloway, RC Curva and Marylou Romero)	Develop and present to the Board for approval a professional website, including a process for updating the website regularly, that is educational, informative and a resource tool for CSNA members, students, parents and the general public.		X		Margan. Committee taking input on functions and needs from CSNA's website. As of 11-19-2009: D. Durkin is working with M. Borgess of School Nutrition & Fitness regarding web page design. Committee plans to meet in January at conference. As of 11-19-09: At Conference, tabletop discussion on website design. Discuss with EMA via subcommittee on how to proceed. (DO)
4. By March 31, 2010	Lynelle Grumbles (lead), Agnes Lally and Lori Preskitt	Develop a brochure template in English and Spanish to use at the local level that promotes school nutrition programs and can be edited for district-specific information.	X			Agnes English version draft template developed and distributed as template at CSBA Conference in Anaheim October 2009. TO DO: Post brochure on Web for use by members.(DO)

THREE-YEAR GOAL: *Achieve 2011 members by 2011*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 16, 2009	Janine Nichols, working with the Ad hoc Website Committee (David Durkin-lead)	Place a CSNA Facebook link on the CSNA website.	X			Completed. Next steps will be to promote and encourage facebook fans to join; maintain updates, conversation. (MB)
2. By July 31, 2009	Membership Committee (Tracey Tinder and Sue Bender-Marsh-co-leads) working with Regional Coordinators	Develop at least 3 new membership tools and distribute throughout CSNA.	X			1)Membership brochure completed and distributed; 2)Fall Membership Drive completed; 3)District Membership now available. 12/1 Update: Western Region Winner for most increase in membership.(MB) Tracey
3. By July 31, 2009	Membership Committee (Charmane Williams-lead), working with the Regional Coordinators	Develop and implement a CSNA membership drive to recruit 500 new members by May 31, 2010.		X		Membership Drive in process through November 30th. Annual Conference incentive for joining and District Membership option developed to assist in reaching goal. Charmane
4. By September 1, 2009, contingent upon Board approval	Membership Committee (Pat Welliver-lead)	Distribute the membership brochure to at least 10,000 prospective members.	/X			Membership brochure completed and distributed; Copies available for additional distribution. Encourage use of this great new membership aid! Lori
5. By September 30, 2009	Executive Committee (Marilyn Briggs-lead)	Revise the process and timeline for distributing scholarships to new and existing members for the January 2010 Conference.	X			Funding will require Standing Rules change (done); EC passed motion to approve

committee recommendations
and criteria for \$250
scholarships. Next step will
be promoting availability and
awarding of
scholarships.(MB)
12/1 Update: **Completed;** able
to assist 40 members with
scholarships to attend CSNA
Annual Conference.
(Allocated \$10,000 and all
available funds used for
scholarships). Thanks to
Rhonda, Charmane, and
committee members!