

# CALIFORNIA SCHOOL NUTRITION ASSOCIATION (CSNA) STRATEGIC PLANNING RETREAT

June 5, 2009 \* Palace Hotel, San Francisco

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## MISSION STATEMENT

*The California School Nutrition Association provides our members resources for quality school nutrition programs and services as partners in academic achievement.*

## CORE VALUES

The California School Nutrition Association values...

*Respect*

*Honesty and integrity*

*Children first*

*Professionalism*

*Education*

*Science-based nutrition*

*Knowledge-based decision making*

## THREE-YEAR GOALS

(2008-2011 \* Not in priority order)

*Provide education and educational materials for our members*

*Increase public and legislative awareness that child nutrition and academic achievement go hand in hand*

*Promote professionalism of school nutrition*

*Achieve 2011 members by 2011*



**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/EC Liaison
			DONE	ON TARGET	REVISED	
1. By June 16, 2009	Janine Nicoles 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 followed 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 PoppySeeds Poppy Seed Articles submitted and completed in each issue. <b>Lori</b>
3. By September 31, 2009	Lynette Rock and Andrew Soliz	Identify the future training needs 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. <b>Andrew</b>

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			In progress. Peggy S. is in contact with Mary Tolan-Davi. Mary is planning Cal-Pro-Net workshops. (Financial Management II trainings completed; Sanitation and Safety Webinar completed.) Part of TAG Team recommendation is to hold educational sessions each year, in opposite end of state as conference. <b>Denise</b>
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.			X	Resources included in a Poppy Seeds article. Key training concepts identified in SNA's new Professional Development plan. <b>Tracey</b>

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			PPL Committee and Legislative Advocate provide up-to-date information for posting on Web site by CSNA office. Includes weekly legislative update. 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 completed CSNA platform and priorities for presentation at Sept 25 Board meeting. 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	Marketing Committee working with Echo Communications on a public information campaign, "School Heroes," highlighting success stories in California and the important role of school nutrition programs and school nutrition professionals. (Collaboration with community and governmental organizations is on-going). Margan
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			Weekly legislative update sent weekly; email blasts sent and posted when "breaking news;" CSNA office is responsible for posting weekly update on Web site.  (In addition, CSNA's first newsletter sent out via e-mail in September 2009; posted to web also; Newsletters completed bimonthly, including legislative information. Margan

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			PPL Committee presented key legislative issues at Board meeting, and CSNA priority issues/state and federal issue papers completed, coordinating with legislative advocate. <b>Denise</b>
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			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). <b>Andrew</b>

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	Committee members have been contacted regarding the concept. It has been determined that webinar training is definitely the way to go. <b>3 responses received:</b> 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. Successful Food Safety Webinar completed.(DO) <b>Andrew</b>
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.	X			11/12/09: Mentor Application developed and posted on website. See final report: recommendatinon that this new service for members is incorporated into the Professional Development Committee responsibilities. <b>Denise</b>

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	Committee discussed input on functions and needs of CSNA's website. At Conference, tabletop discussion on website design. Discussed with EMA via subcommittee on how to proceed. (DO) EMA completing on-going Web enhancements based on discussions and recommendations, and within current budget; 3/21/10: CSNA Executive Committee discussed this objective and decided that it will be carried over to next year's Board due to current budget constraints. Developed Chapter President survey, and development will continue, using current information from Chapter Presidents and other input. <b>Margan.</b>
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			English version draft template developed and distributed as template at CSBA Conference in Anaheim October 2009. (DO) Brochure template completed and posted on CSNA members-only Web site as a member benefit. <b>Agnes</b>

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			Membership committee completed 1)new brochure to attract new members, completed and distributed, 2) welcome packet to provide to new members (with pin), and 3) letter for distribution to non-members, promoting CSNA. <b>Tracey</b>
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			Two membership campaigns completed, with prizes (thanks to Tracey for prize donations). New district-membership option now available and promoted. Membership campaigns announced via email, on Web site, and in CSNA Newsletter.

						CSNA was Western Region winner for highest number of new memberships. CSNA office will prepare a monthly chart of membership numbers so that we can track progress in recruiting and retaining members. <b>Charmane</b>
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 developed, printed, and distributed. Distribution is on-going: promoted in email blasts, Poppy Seeds, CSNA Newsletter, on CSNA Web site, and distributed at Board and Chapter meetings. <b>Lori</b>
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; EC passed motion to approve committee recommendations and criteria for \$250 scholarships. Next step will be promoting availability and awarding of scholarships. Scholarships successfully awarded and provided to maximum number of applicants for January 2010 Conference. <b>Charmane</b>