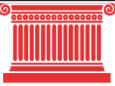




Pillar I
Education and Professional Development

- **Objective** – Provide educational resources and promote the value of education to all food service employees
- **Action Plans**
- Provide training plan for all site level staff on the Healthy Hunger Free Kids Act
- Encourage Supervisory Chapters to provide training and workshop opportunities for Local Chapters as well as mentoring
- Educate all CSNA members about SNA Credentialing and Certification Programs
- Develop member certification training module



Pillar II
Public Image

- **Objective** – Educate our communities on our Child Nutrition Programs
- **Action Plans**
- Partner with Culinary and Dietetic Programs to promote our image
- Educate our members on how to advocate on Child Nutrition Programs
- Develop a Marketing Toolkit to enhance Public image on a district level



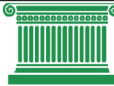
Pillar III
Advocacy

- **Objective** – Build relationships with local, state and federal legislators so they look to CSNA as *the* experts on Child Nutrition Programs
- **Action Plans**
- Inform and engage members on current legislations and trends on Child Nutrition Programs
- Promote Child Nutrition Programs on a site level by inviting local legislators to the district
- Increase member contacts with legislators by 25%



Pillar IV
Community

- **Objective** – Build partnerships and relationships with allied organizations
- **Action Plans**
- Identify who the allied organizations are (Health Care Partners, Counties of Public Health, Insurance Companies)
- Create and send out a letter from the President to allied organizations
- Host events for the community on a local level
- CSNA host booths at allied organizations conferences
- Appoint a Liaison to the top allied organizations



Pillar V
Membership

- **Objective** – Increase CSNA membership in districts that are not currently members – no membership deserts
- **Action Plans**
- Assess current membership strategies
- Reach out to non-members with educational materials in various languages
- Use Industry to promote membership while on sales calls
- “Tell a friend – Bring a friend” promotion and incentive
- Discounted rates for younger, college students
- Create a membership and career brochure for dietetic interns
- Have a breakout session at conference for interns
- Inform all site level staff of the benefits of being a CSNA member