

# #1

**COMPLETE**

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## Q1 Your Information:

State Association: **Pennsylvania**  
Your Name: **Melissa Harding**  
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## Q2 Education & Professional Development Accomplishment #1:

To develop a training and leadership workshop for our state chapters and guide them in enhancing membership value. This occurred in August, 2017 and is scheduled again for August, 2018 during our annual conference. We created a guide for our chapter leaders for best practices and how to run successful meetings.

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## Q3 Education & Professional Development Accomplishment #2:

Continue to develop web based learning opportunities for members. We continued our work from Spring 2017 and provided 5 webinars this year including topics such as Natural Disaster Food Production Impact, Using Herbs & Spices to increase Vegetable Consumption and Legislative Advocacy.

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## Q4 Education & Professional Development Accomplishment #3:

Create a board orientation program that can be utilized yearly at our August board meeting. Started this for our August 2017 meeting, will be making enhancements again for August 2018 scheduled meeting.

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## Q5 Advocacy & Public Image Accomplishment #1:

Promote and encourage legislative presence with federal, state and local officials. Have more Pennsylvania representation at SNA's LAC. We hosted a webinar prior to LAC to promote attendance and the importance of advocacy. We also supported several scholarships for our state members to attend LAC. It was extremely successful!

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## 2017-18 State Affiliate Year-End Report

### Q6 Advocacy & Public Image Accomplishment #2:

Develop marketing tools and present at various state conferences to position SNAPa as the premier association for, by and about school nutrition in the state. We have attended many conferences throughout the state to promote SNAPa. We have also created a brochure to mail to all school districts in PA promoting our state and national association.

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### Q7 Advocacy & Public Image Accomplishment #3:

Respondent skipped this question

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### Q8 Community Accomplishment #1:

Continue our annual SNAPa Gives Back event prior to our annual conference. In August 2017 the SNAPa board and members volunteered at a local area church (in vicinity to our annual conference) and fed many needy families. In August 2018 we have coordinated a blood drive for our SNAPa Gives Back program that all of our members can participate during our pre-con.

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### Q9 Community Accomplishment #2:

Continue to partner with PDE and Project PA for educational opportunities such as new director trainings. This year we assisted PDE and the Governor's office by participating in a school breakfast task force to increase breakfast participation across the state and promote grants that were being offered through the state. We also assisted in writing recommendation letters for Project PA on USDA grants they were submitting.

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### Q10 Community Accomplishment #3:

Respondent skipped this question

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### Q11 Infrastructure Accomplishment #1:

Continue to develop and grow our new website to create a "go to" source of information for members and partners. This year we continued to grow our new website and added new features such as recorded webinars and additional resources for our members.

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### Q12 Infrastructure Accomplishment #2:

Identify other revenue sources for SNAPa besides our annual conference. We are planning over the summer to restructure our strategic plan again and continue to look at regional meetings for additional income.

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### Q13 Infrastructure Accomplishment #3:

Respondent skipped this question

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### Q14 Greatest Success Story/Stories:

We had a lot of turnover and struggles this year with not having an Executive Director from June 2017-February 2018 and our vice president resigning. However, we have overcome all of those challenges and are a stronger board and association now. Our 2017 annual conference was a huge success and our 2018 annual conference is shaping up to be another exciting event.

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## 2017-18 State Affiliate Year-End Report

### **Q15** Greatest Challenge(s):

This year we had the challenge of searching for a new executive director. Our previous employee finished in June and our board and conference committee really had to come together to help put together our annual conference without an executive director. In addition, throughout the Fall we had an interview committee go through several rounds of interviews to vet the best candidate for our new position. I am happy to report that as of February 1st we have a new Executive Director and she is fantastic!

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### **Q16** Emerging issue(s):

We continue to struggle with additional revenue sources for our state association and finding volunteers to fill board positions.

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