



SCHOOL NUTRITION ASSOCIATION OF PENNSYLVANIA

2019-2020 BOARD OF DIRECTORS REPORT

Submitted by: James Cameron

Board Position: Membership and Nominations

Board Meeting Date: November 6, 2019

News to Share Since Our Last Board Meeting:

Elections:

Nominations opening.

Region 2

Region 4

Region 6

Region 8

Public Policy

Public Relation

Membership

Secretary / Treasurer

Vice President

12/4 to 1 /15

New or Big Ideas:

B & I wants one place not multiply for conference registration.

Goals: *To increase SNA membership to at least 900 this Year.*

Increase B & I Memberships.

Chapter Meetings: Red Rose Chapter 19 at Cocalico High School

Other Meetings Attended: *(Brief description of meetings with other organizations, committee meetings, national or regional meetings, etc.)*

Wednesday July 31, Post Conference Committee. Hershey Pa, 12-3 pm
Discussion on conference Good Bad or otherwise.

Monday August 12, Conference Call with Kristan & Melissa, what when wrong, what do we need for this year.

- 1- Suggested meeting with A 2 Z to make sure we have what we need, and are using what we are paying for.
- 2- Signage for the partners.
- 3- Balloons or sign for the booths for level of sponsorship.
- 4- Look into if A 2 Z could be the only place for B & I

Friday October 4, 2019 Hard hat tour at the Kalahari conference center.

SNA committee days, October 25-26, 2019 Alexandria, VA

The committee had extensive discussion on raising awareness of school nutrition careers among students to create a pipeline for future membership growth. Ideas on raising awareness ranged from implementing Student Chef Programs in middle and high schools, holding student-run Wellness Fairs and bringing Chefs and/or Farmers directly to classrooms. The committee agreed that leveraging existing programs is the best way to make these ideas happen. The ideal next steps are:

1. Identify existing programs that are potential partners:

· Healthy Kids Collaborative, Alliance for A Healthier Generation and Institute of Child Nutrition – all potential partners that will be motivated to participate.

2. Explore the feasibility of reinstating National Advisory Councils (NAC) in middle and high schools.

3. Ideal Outcome – Develop branded SNA toolkit to distribute to school districts to aide implementation of School Nutrition Career Awareness programs. Toolkit could also be sent to culinary and agricultural institutions to promote school nutrition awareness.

The Committee also reviewed and provided feedback on the strategies for the new +1 Membership Challenge. Feedback was overwhelmingly positive and all committee members participated in the Challenge by taking photos with Challenge branded signs. Ideas for promoting the Challenge included creating a badge ribbon for ANC attendees and creating “Ask Me About +1 Challenge” buttons for state leaders to wear at state conferences and (ideally) SNIC 2020.

The Committee discussed membership retention at the state level and agreed that a vital retention factor is recognition. Members love to be recognized. A good starting point is for State Associations to give more recognition to Star Club members – at conference, on state website, etc. Acknowledgement of new members is also key and State Associations could dedicate a page on their website and/or print publication for a “New Member Roll Call.” Additional ideas include:

1. Reaching out to grace/lapsed members
2. Implementing informal Mentor Programs for first-time state conference attendees
3. Inviting Directors to attend a Chapter meeting for free and pitching SNA membership for continued participation

The committee agreed that State Presidents need guidance on these ideas and propose creating a one-page letter/memo (sent out by Committee) to offer practical tips and best practices for member retention.

Committee members put forth a number of ideas to explore for future SNA member services/resources. Ideas included:

1. Developing a Speakers Bureau/Database – resource to connect members with experts in various aspects of school nutrition and industry.
2. Creating a membership milestone recognition program – small gifts to acknowledge 1, 5, 10 years of membership.

Lastly, the committee brainstormed potential new charges and agreed on the following:

1. Explore avenues for SNA to support states in creating Supervisor of the Year Award (to be managed solely by state). The award isn't viable at the national level, but can SNA provide guidance on criteria, award promotion, etc.?

Respectively,

James “Jace” Cameron