



2019-2020 Plan of Action

(Local Chapter Plan of Action is in red.)



**BETTER,
STRONGER,
TOGETHER!**

TASN Mission:
Empower the Community of School Nutrition Professionals
Through Partnership & Education



Texas Association for School Nutrition 2019-2020 Board Plan of Action Tracking Grid

You will find the 4 Goals from TASN's 3 year Strategic Plan 2019-2022.

Within each Strategic Action are possible ways/initiatives to reach the preferred outcome. These make up the **TASN Board Plan of Action**. **Board members will track their progress on each of their Board reports (October, February, June)**

The **Local Chapter Plan of Action** describes possible activities which chapters and members can perform to assist in reaching these goals. **These items are in red**. These are only suggestions to help get everyone started. We have many creative individuals and we certainly welcome any additional activities which relate to the TASN Strategic Plan and the TASN Board Plan of Action. Just add those in the blank lines under the related Strategic Action with the documentation.

Complete a total number of strategic initiative's line items with at least one under each Goal for the following levels of recognition:

Gold.....12 = Must complete 3 per goal

Silver.....8 = Must complete 2 per goal

Bronze...4 = Must complete 1 per goal

STEPS TO COMPLETE THE PLAN:

- Identify the Strategies/Initiatives that were completed by you and your members.
- Submit the completed Plan of Action as a **Power Point presentation on a USB flash drive** to TASN Headquarters by no later than March 1.
- Please do not submit more than two documents or pictures per strategy.

Send the completed document to:
TASN-Chapter POA
4130 Spicewood Springs Road # 201
Austin, Texas 78759

Please contact your Area Representative or myself should you have any questions as we want each and every one of you to be honored at our 2020 TASN Annual Conference in Austin, Texas.

Thank you for your participation, support, and dedication to TASN as you complete the 2019-2020 Plan of Action.

Melissa Bryan
2019-2020 TASN President



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Goal #1: Membership – Grow and retain membership and local chapters.

Strategic Action	Headquarters' Contact	Board member Responsible
I-A Increase the number of Local Chapters. <ul style="list-style-type: none"> Identify at least two districts without chapters and reach out to them. Communicate to the decision maker's by email, phone calls, or in person to identify barriers to help increase Membership in TASN and SNA. 	TASN HQ Staff	All TASN Board Members
I-B Increase/promote membership <ul style="list-style-type: none"> Have two annual Membership Drives Area Representatives have two face to face meetings with school districts Increase membership by 3% per school year. Work TASN booth at the TASBO conference in March of 2020. 	Membership/Event Registration Specialist	Chair of AR's Area Representatives Membership Chair
I-C Identify and recruit members for leadership positions	ED	All TASN Board Members
I-D Promote school district owned membership in TASN and SNA.	TASN HQ Staff	All TASN Board Members
Local Chapter: <ul style="list-style-type: none"> Invite Area Representative or TASN Board member to a monthly meeting to promote the value of Membership. Volunteer to serve on a TASN sub-committee and/or committee Hold a Membership drive and submit the documentation & applications to TASN once a year. Volunteer at the TASN Conference. 	Membership/Event Registration Specialist	Chair of Area Representatives Membership Chair



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Goal #2: Education – Improve professional development

Strategic Action	Headquarters' Contact	Board Member Responsible
<p>II-A Continue to align TASN classes and curriculum to meet Professional Standards.</p> <ul style="list-style-type: none"> • Create a speaker directory for the Managers/Directors Academy • Increase Certification by 2% per year. • Offer more classes for Employees and Managers 	Training/Education Specialist	Education Chair Education Committee
<p>II-B Promote and communicate the importance of TASN Certification classes and promote Nutritional Training Webinars to support regulations, health, and appealing meals.</p> <ul style="list-style-type: none"> • Eblasts • Website • Site visits to ISD's and ESC's • Webinars & Tool kit available on the SNA website • Conference – TASN and SNA • ICN 	TASN HQ Staff	All TASN Board Members
<p>II-C Continue to offer Industry members the opportunity to teach, sponsor, network and attend classes.</p> <ul style="list-style-type: none"> • Have a class on building relationships 	Training/Education Specialist	Industry Committee Chair Vice President
<p>II- D</p> <ul style="list-style-type: none"> • Simplify Education levels 	Training/Education Specialist	Education Chair
<p>Local Chapter:</p> <ul style="list-style-type: none"> • Host a qualified (pre-approved) Certification course • Prepare a presentation to promote TASN Classes and the Certification program at a monthly meeting • Promote scholarships and Awards at the monthly meeting • Teach a class at Annual Conference • Participate on a sub-committee of TASN 	Membership/Event Registration Specialist	Chair of Area Representatives



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Goal #3: Infrastructure: Creating, maintaining, and strengthening revenue sources.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible
III-A <ul style="list-style-type: none"> Increase Marketing opportunities through multiple venues 	ED Exhibits / Marketing Specialist	Executive Committee Industry Chair
III-B Streamline/Reduce Costs <ul style="list-style-type: none"> Offer electronic version of the TASNews Evaluate Travel and other Expenditures for all Board members and events 	ED	Secretary/ Treasurer
III-C Revenue Source <ul style="list-style-type: none"> Dues structure timeline Schedule Increase enrollment in the Academies 	ED	Secretary/ Treasurer Executive Committee
III-D Technology <ul style="list-style-type: none"> Database Discovery and implementation of new system 	ED	Secretary/ Treasurer Executive Committee
Local Chapter: <ul style="list-style-type: none"> Present article in the TASNews of the Chapter financials. Hold a fundraising event, describe and report the net profit in an article. Present Chapter financials at each meeting. Present and article on successful fundraising events in your chapter. 	Membership/Event Registration Specialist	Chair of Area Representatives



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Goal #4: Advocacy- Increase state and national advocacy efforts

Strategic Action	Headquarters' Contact	Board Member Responsible
IV-A Promote TASN by using web resources to: <ul style="list-style-type: none"> • Promote/Highlight activities • Solicit/Showcase best practices • Create new literature about TASN • Reach out to Allied Groups 	Meeting/Event Coordinator	Membership Chair Education Chair Chair of Area Representatives
IV-B Promote advocacy related communications to Membership. <ul style="list-style-type: none"> • Post on TASN website <ul style="list-style-type: none"> a. Information pertinent to school nutrition issues & initiatives b. Current Legislation • Provide Legislative quarterly updates 	Meeting/Event Coordinator	Public Policy & Legislative Chair (PP&L) PP&L Co -Chair
IV – C Develop and promote relationships with federal and state Legislators <ul style="list-style-type: none"> • Meet with Representatives locally • Provide links to identify representatives and submit advocacy letters • Create a Legislative Marketing Piece 	Meeting/Event Coordinator	Public Policy & Legislative Chair (PP&L) PP&L Co -Chair
IV-D Promote School Nutrition to the public <ul style="list-style-type: none"> • Contact local media to promote TASN meetings/events 	Meeting/Event Coordinator	President



Texas Association for School Nutrition 2019-2020 Board Plan of Action Tracking Grid

<p>Local Chapter:</p> <ul style="list-style-type: none"> Promote that school meals are healthy and/or provide nutrition information by participating in a health fair or speaking to a local group (PTO, PTA, CHAC, etc.) OR provide documentation of nutrition education at a chapter meeting. Promote School Nutrition using Social Media tools: Facebook, Twitter, and / or district Website. Promote TASN Membership. Write your local legislator Invite your local legislator to a chapter meeting & to your district. 	<p>Membership/Event Registration Specialist</p>	<p>Local Chapter</p>
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Local Chapter Plan of Action Quick Reference Guide

Goal #1: Membership – Grow and retain membership and Chapters

Local Chapter:

- Invite Area Representative or TASN Board member to a monthly meeting to promote the value of Membership.
- Volunteer to serve on a TASN sub-committee and/or committee
- Hold a Membership drive and submit the documentation & applications to TASN once a year.
Volunteer at the TASN Conference.

Goal #2: Education – Improve professional development

Local Chapter:

- Host a qualified (pre-approved) Certification course
- Prepare a presentation to promote TASN Classes and the Certification program at a monthly meeting
- Promote scholarships and Awards at the monthly meeting
- Teach a class at Annual Conference

Participate on a sub-committee of TASN

Goal #3: Infrastructure - Creating, maintaining, and strengthening revenue sources.

Local Chapter:

- Present article in the TASNews of the Chapter financials.
- Hold a fundraising event, describe and report the net profit in an article.
- Present Chapter financials at each meeting.



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Present and article on successful fundraising events in your chapter

Goal #4: Advocacy - Increase state and national advocacy efforts

Local Chapter:

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- Promote School Nutrition using Social Media tools: Facebook, Twitter, and / or district Website.
- Promote TASN Membership.
- Write your local legislator
- Invite your local legislator to a chapter meeting & to your district.