

TASN 2023-2025 Strategic Plan – Action Items

Area of Focus	Membership
Goal(s)	<ul style="list-style-type: none"> • Improve member experience and value
Indicators of Success	<ul style="list-style-type: none"> • Continuous growth annually in membership • Improved scores on annual member satisfaction survey • Increased participation annually at in-person events • Increased number of active chapters annually
Strategies	<ul style="list-style-type: none"> • Young Professionals group for networking, giving unput for future association events • Gather data on what is valuable to members • Customer service metrics/evaluation for headquarters • Technology improvements at headquarters to provide online membership services • Hold board meetings in targeted area of the state • Evaluate efficacy of conference experience overall for changes • Training at different areas of the state • Incentives for new chapters for excitement, competition (celebrate new chapters)

Area of Focus	Professional Development
Goal(s)	<ul style="list-style-type: none"> • Develop and distribute competitive and relevant education to members with multiple delivery methods with high quality instruction and technology integration
Indicators of Success	<ul style="list-style-type: none"> • Increase in certified members and renewals • Our professional development and certification program are seen as being very valuable, therefore participation increases • Members can easily access the certification process through the TASN app or website
Strategies	<ul style="list-style-type: none"> • Partnership with ESC's to increase awareness of TASN certification (use of their classes towards such) • Align ICN and ESC courses with requirements for certification • Add an Industry Certification program • Multiple languages for classes • Marketing of professional development and certification programs to Superintendents and Directors

	<ul style="list-style-type: none"> • Simplify the certification levels and timelines so that they are easier to understand • Update our Technology so that certification can be tracked through it
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Area of Focus	Advocacy
Goal(s)	<ul style="list-style-type: none"> • Promoting and educating the community at large on the importance of child nutrition programs for successful learning outcomes for Texas children
Indicators of Success	<ul style="list-style-type: none"> • Elevate the role of child nutrition professional through proactive presence and timely information sharing through multiple communication channels to members in real time • Expanded and expected TASN Day at Capitol and include TASN as a resource as part of decision making • TASN large scale contribution at SNA-LAC
Strategies	<ul style="list-style-type: none"> • Bilingual staff member to research, produce, and manage TASN branding communication and marketing plan to each stakeholder (TDA/Legislative, Directors, Supt, workers) • Staff role at TASN redefined to include legislative advocacy and district engagement • Engaging members to connect with community stakeholders through virtual coffee hours/talk