

TASN Three-Year Strategic Plan 2019 - 2022



Austin, TX

TASN Strategic Plan 2019-2022

Vision

TASN is the leader in promoting excellence in the school nutrition community.

Mission

Empower the Community of School Nutrition Professionals through Partnerships and Education.

Core Values

Accountability

Integrity

Leadership

Passion

Commitment

Teamwork

Three-Year Goals and the Strategies to Support the Four Goals

Goal # 1

Membership – Grow and Retain Membership and Chapters

- Recruitment
 - a. Industry Committee assisting with membership growth
 - b. TASN Fair/ Tour to reach areas that aren't represented
- Streamline Membership Processes
 - a. TASN App
 - b. Communication (via text and social media)
 - c. Leadership book
- Recognition (Publicly to help promote via social media, website, etc.)
 - a. Contest
 - b. Awards

Goal #2

Education – Improve Professional Development

- Recruit Trainers
 - Reach out to elementary school teachers to teach basic courses
- Simplify Education levels (Similar to a degree plan)
- Increase Accessibility and Quality:
 - Education courses during conference
 - Basic training classes (Basic emails, math, computer courses)
 - Online classes
 - Standardized classes
 - Culinary showcases
 - Highlight school culinary programs

Goal #3

Infrastructure – Creating, maintaining, and strengthening revenue sources.

- Revenue Sources
 - a. Dues structure
 - b. TASN Tour
- Association management support manual
- Maintain Fund balance
- Technology
 - a. Database (High priority)
 - Auto Renewal (Permitting we have a capable database)

Goal #4

Advocacy – Increase state and national advocacy efforts

- Links TASN Members and chapters to local public officials
- Additional information on TASN website to promote and involve members to legislation
- Promote and increase awareness of Legislative Day
- Link TASN with schoolboards, TASBO, and superintendents
- Create courses for directors about communicating with school officials (School boards and superintendents)