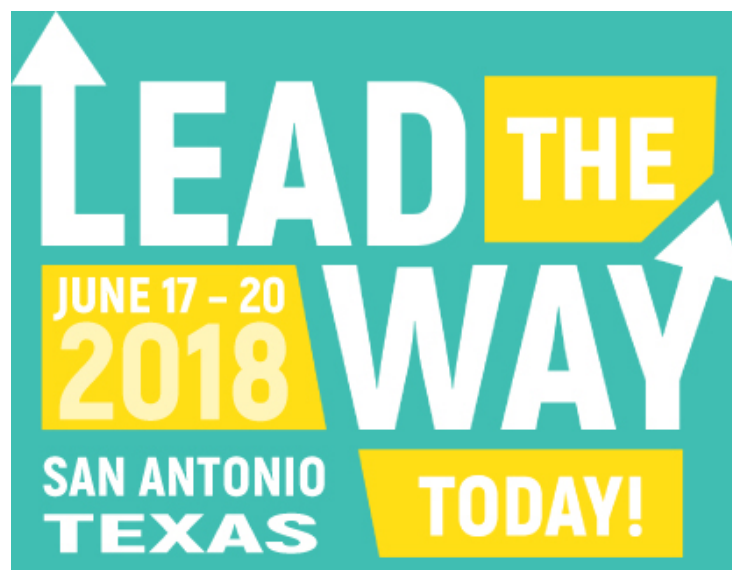




# 2018-2019 Plan of Action

(Local Chapter Plan of Action is in red)



TASN Mission: To Nourish Education by  
Empowering and Partnering with School Nutrition  
Professionals



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

You will find the 4 Goals from TASN's 3 year Strategic Plan 2016-2019.

Within each Strategic Action are possible ways/initiatives to reach the preferred outcome. These make up the **TASN Board Plan of Action**.

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. (A Quick Reference Guide has been added at the end of the Plan of Action document in order to assist local chapters with the process.)** 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 two 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 2019 TASN Annual Conference in Grapevine, Texas.

Thank you for your participation, support, and dedication to TASN as you complete the 2018-2019 Plan of Action.

*Shelly Copeland*  
2018-2019 TASN President



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

Goal #1: Membership - Increase our total Membership by 3% per school year.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date	Progress Report for all involved
I-A Increase the number of Local Chapters. <ul style="list-style-type: none"> <li>Identify two districts without chapters and reach out to them.</li> <li>Communicate to the Directors, Administrators, Supervisors, and Managers by email, phone calls, or in person to help increase Membership in TASN and SNA.</li> </ul>	TASN HQ Staff	TASN Board Members	October 2018 February 2019	June 2019	
I-B Increase/promote membership <ul style="list-style-type: none"> <li>Have two annual Membership Drives</li> <li>Area Representatives have two face to face events</li> </ul>	Membership	Chair of AR's Area Representatives Membership Chair	October 2018 February 2019	June 2019	
I-C Identify and recruit members for leadership positions	ED Meeting/Event Coordinator Certification	<u>Develop</u> Past President's Education Chair <u>Recruit</u> TASN Board	October 2018 February 2019	June 2019	
I-D Promote school district owned membership in TASN and SNA.	TASN HQ Staff	TASN Board Members	October 2018 February 2019	June 2019	



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<p>Local Chapter:</p> <ul style="list-style-type: none"> <li>• Invite Area Representative or TASN Board member to a monthly meeting to promote the value of Membership.</li> <li>• Volunteer to serve on a TASN sub-committee and/or committee</li> <li>• Hold a Membership drive and submit the documentation &amp; applications to TASN once a year.</li> <li>• Volunteer at the TASN Conference.</li> </ul>		Local Chapter			
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Goal #2: Education - Increase the number we certify per school year by 3%.

Strategic Action	Headquarters' Staff Responsible	Board Responsible	Progress Report Dates	Target Completion Date	Progress Report for all involved
<p>II-A Continue to align TASN classes and curriculum to meet Professional Standards.</p> <ul style="list-style-type: none"> <li>• Update TASN Certification Handbook</li> <li>• Create a structured Managers/ Directors Academy</li> <li>• Secure updated materials – streamline materials being used</li> <li>• Offer more classes for Employees, Managers, and Maintenance/Equip/Warehouse</li> </ul>	ED Certification	Education Chair Education Committee Past President's	October 2018 February 2019	June 2019	



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<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"> <li>• Eblasts</li> <li>• Website</li> <li>• Site visits to ISD's and ESC's</li> <li>• Webinars &amp; Tool kit available on the SNA website</li> <li>• Conference – TASN and SNA</li> <li>• ICN</li> </ul>	TASN HQ Staff	TASN Board Members	October 2018 February 2019	June 2019	
<p>II-C Continue to offer Industry members the opportunity to teach, sponsor, network and attend classes.</p> <ul style="list-style-type: none"> <li>• Offer more classes at Conference</li> <li>• Increase Industry instructed classes</li> <li>• Have a class on building relationships</li> </ul>	Certification Meeting/ Event Exhibits/ Marketing	Industry Committee Chair Industry Committee Education Chair TASN Board Members	October 2018 February 2019	June 2019	
<p>II- D Identify and recruit members for leadership positions</p> <ul style="list-style-type: none"> <li>• Continue the development/implementation of a TASN Future Leaders Program.</li> </ul>	ED Meeting/Event Coordinator Certification	<u>Develop</u> Past President's Education Chair <u>Recruit</u> TASN Board	October 2018 February 2019	June 2019	



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<p>Local Chapter:</p> <ul style="list-style-type: none"> <li>• Host a qualified (pre-approved)</li> <li>• Certification course</li> <li>• Prepare a presentation to promote TASN Classes and the Certification program at a monthly meeting</li> <li>• Promote scholarships and Awards at the monthly meeting</li> <li>• Teach a class at Annual Conf.</li> <li>• Participate on a sub-committee of TASN</li> </ul>		Local Chapter			
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Goal #3: Marketing / Advocacy - Promote TASN as the Leader in School Nutrition to Allied Groups.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date	Progress Report for all involved
<p>III-A Promote TASN by using social media to:</p> <ul style="list-style-type: none"> <li>• Promote/Highlight activities</li> <li>• Solicit &amp; Showcase best practices</li> <li>• Add School nutrition website links.</li> <li>• Create new literature about TASN</li> <li>• Reach out to Allied Groups</li> <li>• Investigate the addition of a community Forum.</li> </ul>	TASN HQ Staff	TASN Board Members PPAB	October 2018 February 2019	June 2019	



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<p>III-B Promote advocacy related communications to Membership.</p> <ul style="list-style-type: none"> <li>• Post on TASN website             <ul style="list-style-type: none"> <li>a. Information pertinent to school nutrition issues &amp; initiatives</li> <li>b. Current Legislation</li> <li>c. Tools and links to contact Representatives</li> </ul> </li> <li>• Provide Legislative quarterly updates.</li> </ul>	<p>Meeting/ Events Coordinator ED</p>		<p>October 2018 February 2019</p>	<p>June 2019</p>	
<p>III – C Develop and promote relationships with state Legislators</p> <ul style="list-style-type: none"> <li>• Promote TASN Legislative Action Day 2019</li> <li>• Meet with Representatives locally</li> <li>• Provide links to identify representatives and submit advocacy letters</li> <li>• Create a Legislative Marketing Piece</li> </ul>	<p>Administrative Assist. Meeting/Events Coordinator ED</p>	<p>TASN Board Members</p>	<p>October 2018 February 2019</p>	<p>June 2019</p>	



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<p>Local Chapter:</p> <ul style="list-style-type: none"> <li>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.</li> <li>Promote School Nutrition using Social Media tools: Facebook, Twitter, and / or district Website.</li> <li>Promote TASN Membership.</li> <li>Write your local legislator</li> <li>Invite your local legislator to a chapter meeting &amp; to your district.</li> </ul>		Local Chapter			
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Goal #4: Finance - Provide adequate financing to meet the needs without exceeding the budget.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date	Progress Report for all involved
IV-A Promote Industry value <ul style="list-style-type: none"> <li>Publish Exhibitor ROI information</li> <li>Publish the Directory of School data</li> <li>Increase incentive for Industry through Marketing</li> </ul>	ED Administrative Asst. Exhibits / Marketing	Executive Committee	October 2018 February 2019	June 2019	





# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

<p>IV-B Evaluate expenditures for the TASN programs</p> <ul style="list-style-type: none"> <li>Maintain practices to be reviewed by TASN Treasurer monthly</li> <li>Present financials at each Board meeting</li> <li>Present annual auditor report at the 2nd BOD meeting for approval</li> </ul>	ED	Secretary/ Treasurer	October 2018 February 2019	June 2019	
<p>IV-C Streamline/Reduce Costs</p> <ul style="list-style-type: none"> <li>Offer electronic version of the TASNews</li> <li>Evaluate Travel and other Expenditures</li> </ul>	ED	Secretary/ Treasurer Executive Committee	October 2018 February 2019	June 2019	
<p>Local Chapter:</p> <ul style="list-style-type: none"> <li>Present article in the TASNews of the Chapter financials.</li> <li>Hold a fundraising event, describe and report the net profit in an article.</li> <li>Present Chapter financials at each meeting.</li> <li>Present and article on successful fundraising events in your chapter.</li> </ul>		Local Chapter			



# Texas Association for School Nutrition 2018-2019 Board Plan of Action Tracking Grid

## Local Chapter Plan of Action Quick Reference Guide

Goal #1: Membership - Increase our total Membership by 3% per school year.

### 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 - Increase the number we certify per school year by 3%

### 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: Marketing / Advocacy - Promote TASN as the Leader in School Nutrition to Allied Groups.

### Local Chapter:

- 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.

Goal #4: Finance - Provide adequate financing to meet the needs without exceeding the budget.

### 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.
- Present and article on successful fundraising events in your chapter.