

# **TASN Three-Year Strategic Plan 2019 - 2022**



**Austin, TX**

## **TASN Strategic Plan 2016-2019**

### **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*

*Commitment*

*Integrity*

*Leadership*

*Passion*

*Respect*

*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 assist with membership growth
  - b. Management Companies
  - c. TASN Tour to reach areas w/o representation
- Streamline Membership Processes
  - a. TASN App ( All access to TASN)
  - b. Renewal Reminders
- Provide Resources for Chapter Development
  - a. Chapter Leadership Manual
  - b. Class at Conference
  - c. Reinstate Leadership Camp

- Market/Communicate the Value of TASN
  - a. Social Media
  - b. TASN Fair/Tour
  - c. Invite members to Board meetings
- Publically Recognize Volunteers & Recruitment Efforts
  - a. Contests (Via social media, at conference, and other TASN events)
  - b. Awards ( At TASN Conferences and Events)

**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)
- More Accessibility
  - 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**

- Revenue Sources
  - a. Dues structure
  - b. Renewal discount
- Association Management Support Manual for other states to purchase
- Maintain Fund balance (12-16 months)
- Technology
  - a. Database (High priority)

**Goal #4**

**Advocacy** – Increase state and national advocacy efforts

- Provide Resources on the website
  - Suggestion: Current legislation
  - Links to public officials
  - Links to Legislative Action (suggestion: surveys, letters)
  - Talking Points
- Conference sessions
- Market state and federal Legislative Action Days
- Strengthen Partnership with TDA, TASBO, and superintendents
- Assist Directors to Effectively Communicate with School Boards and Superintendents
  - Develop Course
  - Provide Tools