



# 2016-2017 Plan of Action

(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 2016-2017 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 **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 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:

1. Identify the Strategies/Initiatives to be completed by you and your members. You must select at least 2 strategies from each goal.
2. Submit the completed Plan of Action and documentation (photos, printed documents, etc.) to TASN by March 4, 2017
3. Send the completed document to:

TASN-Chapter POA  
3520 Executive Center Dr., #165  
Austin, TX 78731

TASN Headquarters – 800-444-5189

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 2017 TASN Annual Conference in Houston, Texas.

Thank you for your participation, support, and dedication to TASN as you complete the 2016-2017 Plan of Action.

*Debbie Needham*  
2016-2017 TASN President



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Goal #1: Education - Increase the number we certify per school year by 3%.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date
I-A Continue to align TASN Certification classes to meet Professional Standards.	Certification	Education Chair Executive Committee Board	October 2016 February 2017	June 2017
I-B Promote and communicate the importance of Certification classes to TDA, ESC's and school districts. <ul style="list-style-type: none"> <li>Eblasts</li> <li>Website</li> <li>Site visits to ISD's and ESC's</li> </ul>	Certification Membership Advertising- Shelley	Education Chair Chair of Area Reps. Area Representatives Employee Representative	October 2016 February 2017	June 2017
I-C Offer Industry members the opportunity to participate in Educational Certification Programs. <ul style="list-style-type: none"> <li>Increase classes at Conference</li> <li>Increase TASN courses</li> <li>Increase Industry instructed classes</li> </ul>	Certification	Education Chair Industry Committee	October 2016 February 2017	June 2017
I-D Promote Nutritional Training Webinars to support the Healthy, Hunger Free Kids Act (HHFKA) <ul style="list-style-type: none"> <li>Webinars – available on the SNA website</li> <li>Tool Kit – available on the SNA website</li> </ul>	TASN HQ Staff	Board	October 2016 February 2017	June 2017



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<ul style="list-style-type: none"> <li>• Conference – TASN and SNA</li> </ul>				
<p>I-E Provide certification classes for School Nutrition Maintenance personnel.</p>	<p>Certification</p>	<p>Education Chair Industry Committee</p>	<p>October 2016 February 2017</p>	<p>June 2017</p>
<p>Chapter:</p> <ul style="list-style-type: none"> <li>• Communicate the Certification guidelines at Chapter meeting, according to the TASN Certification handbook.</li> <li>• Attend Local Leadership Training</li> <li>• Present a resource list of available Certification classes at an Association meeting.</li> <li>• Host a qualified (pre-approved) Certification course</li> <li>• Access TASN / SNA / TDA website to educate your chapter of learning opportunities</li> <li>• Promote scholarships and Awards.</li> </ul>				



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Goal #2: Membership - Increase our total Membership by 3% per school year.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date
II-A Increase the number of Local Chapters. <ul style="list-style-type: none"> <li>Communicate to the Directors, Administrators, Supervisors, and Managers by email to help increase Membership in TASN and SNA.</li> </ul>	HQ Staff	Board	October 2016 February 2017	June 2017
II-B Promote and encourage programs to retain current members.	HQ Staff	Membership Chair Board	October 2016 February 2017	June 2017
II-C Develop a TASN Future Leaders Program to be held at the TASN Annual Conference.	Executive Director Events / Meeting Coordinator	Immediate Past President President President Elect Industry Chair	October 2016 February 2017	June 2017
II-D Promote school district owned membership in TASN and SNA.	HQ Staff	Board	October 2016 February 2017	June 2017
II-E Create an annual Membership Drive	Membership Exhibits Specialist	Membership Chair Chair of the Area Reps. Area Representatives Employee Representative	October 2016 February 2017	June 2017



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<p>Chapter:</p> <ul style="list-style-type: none"> <li>• Invite Area Representative or TASN Board member to a meeting to promote the value of Membership.</li> <li>• Hold a Membership drive.</li> <li>• Visit with a neighboring district that is not involved in TASN.</li> <li>• Extend an invitation to District staff who are not members to attend a chapter meeting.</li> <li>• Present information on District owned Membership in TASN and SNA to Directors, Superintendent, and CFO.</li> <li>• Promote Call for Nomination.</li> <li>• Volunteer to serve on a TASN committee.</li> </ul>				
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Goal #3: Marketing - Promote TASN as the Leader in School Nutrition to Allied Groups.

Strategic Action	Headquarters' Staff Responsible	Volunteer Responsible	Progress Report Dates	Target Completion Date
<p>III-A Create a Program for Industry and TASN Leaders to:</p> <ul style="list-style-type: none"> <li>• Create a Partnership</li> <li>• Increase awareness of TASN</li> <li>• Increase visibility</li> </ul>	<p>Executive Director Membership Meetings / Event Planner Exhibits Specialist</p>	<p>Industry Committee Executive Committee Strategic Planning Committee</p>	<p>October 2016 February 2017</p>	<p>June 2017</p>



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<p>III-B Continue to strengthen the relationship with the Texas Department of Agriculture (TDA).</p> <ul style="list-style-type: none"> <li>• Include in all TASN meetings/ Events.</li> </ul>	HQ Staff	Board	October 2016 February 2017	June 2017
<p>III-C Promote ways to improve the school meal program image.</p> <ul style="list-style-type: none"> <li>• Showcase best practices.</li> <li>• Add keys to excellence.</li> <li>• Add School nutrition website links.</li> </ul>	HQ Staff	Board	October 2016 February 2017	June 2017
<p>III-D Develop courses &amp; information to share with District administration and school boards on the benefits of Self-operation.</p>	HQ Staff	Executive Committee	October 2016 February 2017	June 2017
<p>III-E Promote advocacy related communications to Membership.</p> <ul style="list-style-type: none"> <li>• Attend SNA's Legislative Conference and visit your representatives and senators.</li> <li>• Post on TASN website tools, and presentations to support important school nutrition issues and initiatives.</li> <li>• Industry Committee provides quarterly TASNews article.</li> <li>• Provide Legislative quarterly updates to the members.</li> </ul>	Executive Director Meeting / Event Planner Certification Membership Exhibits Specialist	Executive Committee PP& L Chair	October 2016 February 2017	June 2017
<p>III-F Enhance TASN's use of social media.</p> <ul style="list-style-type: none"> <li>• Promote activities</li> <li>• Chapter meeting information</li> <li>• Provide Nutritional education</li> </ul>	Advertising- Shelley	Board	October 2016 February 2017	June 2017



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<p>Chapter:</p> <ul style="list-style-type: none"> <li>• Present information from the website on the best practices to include school meal promotional activities.</li> <li>• Host a Health Fair</li> <li>• Attend Allied meeting (PTO, PTA, TASBO)</li> <li>• Invite parents to district food show or open house.</li> <li>• Invite a Senator, PTA, parent or local official to serve lunch for a day to promote the image.</li> <li>• Promote School Nutrition using Social Media tools: Facebook, Twitter, and the Website.</li> <li>• Promote SNA Membership</li> </ul>				
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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
<p>IV-A Continue with the transparency of TASN's financial activities.</p> <ul style="list-style-type: none"> <li>• Maintain financial reports on the Website</li> <li>• List the Treasurers report in the TASNews.</li> </ul>	Executive Director Advertising- Shelley	Treasurer	October 2016 February 2017	June 2017
<p>IV-B Promote Industry value Publish the Directory</p> <ul style="list-style-type: none"> <li>• Publish Exhibitor ROI information</li> <li>• Offer Industry members the opportunity to participate in Educational Certification Programs.</li> <li>• Increase classes at Conference</li> </ul>	Membership Advertising- Shelley	Area Representatives Treasurer Industry Chair	October 2016 February 2017	June 2017





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<ul style="list-style-type: none"> <li>• Increase TASN courses</li> <li>• Increase Industry instructed classes.</li> </ul>				
<p>IV-C Evaluate expenditures for the TASN programs</p> <ul style="list-style-type: none"> <li>• Maintain current practices to be reviewed by TASN Treasurer.</li> <li>• Present financials at each Board meeting.</li> <li>• Present annual auditor report at the 3<sup>rd</sup> BOD meeting for approval.</li> <li>• Combine Meetings</li> <li>• Use Go to Meeting Technology</li> <li>• Offer an electronic version of the TASNews.</li> </ul>	<p>Executive Director Admin. Assistant</p>	<p>Treasurer Finance Committee Executive Committee</p>	<p>October 2016 February 2017</p>	<p>June 2017</p>
<p>Chapter:</p> <ul style="list-style-type: none"> <li>• Present Chapter financials at each meeting.</li> <li>• Present article in the TASNews - Pie charts or graphs of financials.</li> <li>• Host fundraisers</li> <li>• Invite an Industry Partner to a Chapter meeting.</li> </ul>				