



2017-2018 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 2017-2018 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:

- 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 2018 TASN Annual Conference in San Antonio, Texas.

Thank you for your participation, support, and dedication to TASN as you complete the 2017-2018 Plan of Action.

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2017-2018 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 classes and curriculum to meet Professional Standards.	Certification	Education Chair Immediate Past President Vice President	October 2017 February 2018	June 2018
I-B Promote and communicate the importance of Certification classes to TDA, ESC's and school districts. <ul style="list-style-type: none"> Eblasts Website Site visits to ISD's and ESC's 	Certification Membership Publications	Education Chair Chair of Area Reps. Area Representatives	October 2017 February 2018	June 2018
I-C Offer Industry members the opportunity to participate in Educational Certification Programs. <ul style="list-style-type: none"> Offer more classes at Conference that would benefit Industry Increase Industry instructed classes 	Certification	Education Chair Industry Committee	October 2017 February 2018	June 2018
I-D Promote Nutritional Training Webinars to support regulations, health, and appealing meals. <ul style="list-style-type: none"> Webinars & Tool kit available on the SNA website Conference – TASN and SNA 	TASN HQ Staff Publications Exhibits Consultant	Education Chair	October 2017 February 2018	June 2018



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<p>Chapter:</p> <ul style="list-style-type: none"> • 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 				
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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
<p>II-A Increase the number of Local Chapters.</p> <ul style="list-style-type: none"> • Identify two districts without chapters and reach out to them. • Communicate to the Directors, Administrators, Supervisors, and Managers by email, phone calls, or in person to help increase Membership in TASN and SNA. 	Membership	Membership Chair Chair of Area Reps. Area Representatives	October 2017 February 2018	June 2018
<p>II-B Increase / promote membership</p> <ul style="list-style-type: none"> • Have two annual Membership Drives • Area Representatives have four face to face events 	Membership	Membership Chair Chair of Area Reps. Area Representatives	October 2017 February 2018	June 2018
<p>II-C Identify and recruit members for leadership positions</p> <ul style="list-style-type: none"> • Develop a TASN Future Leaders Program 	Executive Director Meetings/ Events Certification	<u>Develop Program:</u> President President Elect Vice President Education Chair <u>Identify/Recruit:</u> TASN Board	October 2017 February 2018	June 2018



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II-D Promote school district owned membership in TASN and SNA.	HQ Staff	Board	October 2017 February 2018	June 2018
<p>Chapter:</p> <ul style="list-style-type: none"> • 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. 				

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
III-A Promote ways to improve the school meal program image using social media <ul style="list-style-type: none"> • Promote/Highlight activities • Solicit & Showcase best practices <ol style="list-style-type: none"> a. Website b. Facebook c. TASNews article • Add School nutrition website links. 	HQ Staff Publications	Board	October 2017 February 2018	June 2018
III-B Promote advocacy related communications to Membership. <ul style="list-style-type: none"> • Market participation at SNA's Legislative Conference 	HQ Staff	Executive Committee PP& L Chair	October 2017 February 2018	June 2018



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<ul style="list-style-type: none"> • Post on TASN website <ul style="list-style-type: none"> a. Information pertinent to school nutrition issues & initiatives b. Current Legislation c. Tools and links to contact Representatives • Provide Legislative quarterly updates to the members via eblast 				
<p>III – C Develop and promote relationships with state Legislators</p> <ul style="list-style-type: none"> • Develop and promote TASN Legislative Action Day • Develop standard letters for all to use • Meet with Representatives locally • Provide links to identify representatives and submit advocacy letters 	<p>Executive Director Meeting / Event</p>	<p>President President Elect Vice President PP &L Chair PP& L Co Chair</p>	<p>October 2017 February 2018</p>	<p>June 2018</p>
<p>Chapter:</p> <ul style="list-style-type: none"> • 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. • Chapter Leadership member to attend SNA or TASN legislative event. • Promote School Nutrition using Social Media tools: Facebook, Twitter, and / or district Website. • Promote SNA Membership 				



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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
IV-A Promote Industry value <ul style="list-style-type: none"> Publish Exhibitor ROI information Publish the Directory of School Data 	Membership Exhibits Consultant Publications Executive Director	Treasurer Industry Chair	October 2017 February 2018	June 2018
IV-B Evaluate expenditures for the TASN programs <ul style="list-style-type: none"> Maintain practices to be reviewed by TASN Treasurer monthly Present financials at each Board meeting Present annual auditor report at the 2nd BOD meeting for approval 	Executive Director Admin. Assistant	Treasurer Finance Committee Executive Committee	October 2017 February 2018	June 2018
IV-C Streamline/Reduce Costs <ul style="list-style-type: none"> Offer an electronic version of the TASNews Evaluate Board Positions Evaluate Travel and other Expenditures 	Executive Director	Treasurer Finance Committee Executive Committee		
Chapter: <ul style="list-style-type: none"> Present article in the TASNews - Pie charts or graphs of financials. Hold a fundraising event, describe and report the net profit in an article. Present Chapter financials at each meeting. 				