

SNA of Mass. Annual Meeting 2016

- President’s Call to Order and Welcome
- Establish a Quorum
- Year in Review 2015-2016
- 2016 – 2017 Priority Issues
- Proposed Bylaw Changes

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SNA of MA Year in Review 2015-2016



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Mission Statement

The School Nutrition Association of Massachusetts is dedicated to educating, supporting and inspiring school nutrition professionals.



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2015 – 2016 Priority Issues

1. Customer Relations

Develop systems and processes to take advantage of our limited resources to provide SNA of Mass. with a solid foundation and operational structure.

2. Volunteer and Leadership Development

Build a solid base of volunteers within each of our chapters and each of our committees through commitment of current volunteers and outreach to engage more members as volunteers.



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Goals & Tasks

- Website
- Membership
- Revenue
- Chapter Development
- Volunteer and Leadership Development



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Website

1. Developed and implemented a system to obtain and maintain all members email addresses.
2. Developed and maintained a website task force.
3. Trained board members to post on chapter and committee website pages.
4. Create a tutorial for members as a guide to using our website; this task is ongoing.
5. Developed policies and procedures for updating, maintaining and posting to the website; ongoing.

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Membership

1. Restructured the membership committee into subcommittees with statewide representation for:

awards	}	executive committee &
scholarships		membership
super lunch hero---		past board member
tradeshows---		past presidents
recruitment and retention--		membership
newsletters – electronic		
promoting professional standards--		membership



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Membership

2. Investigate strategies to use social media:

Started a SNA of MA

Facebook Page
&
Twitter Account



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Membership

3. Created an SNA promo video that is used at:

- chapter meetings
- state conference
- tradeshows
- website
- member email blasts
- Facebook



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Membership

4. Developed strategies to maintain and increase membership by:

- Board member outreach to non-member directors
- Promote Professional Standards
- Promote SNA national and state scholarships
- Keep members informed about the association initiatives and progress
- Highlight member achievements:
 - Celebrate Our Members
 - SNA Awards (employee, manager, director)
 - Super Lunch Hero

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Revenue

Investigated various opportunities to increase/maintain revenue.

- Fall Food Show—Sponsorship opportunities
- USDA exhibits—Opened USDA Food Show
- JSI Summit—Created the SNA reception
- Work with our Ambassadors to maintain and develop our industry partnerships - ongoing



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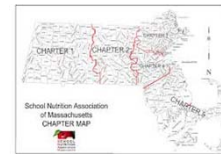
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Chapter Development

Developed procedures to provide structure for chapters:

- Financial reporting
- Chapter expenditures
- Timelines for producing chapter meetings



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Volunteer & Leadership Development

1. Developed Volunteer Grid for each board position and committee.

- Promotes volunteer opportunities & outreach.
- Identifies long term and short term tasks for each board position.
- Used as a tool to manage committees & chapters.



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Volunteer & Leadership Development

2. Increase the development of future leaders

- Promote the Future Leaders scholarship – strive to send two per year
- Work with past presidents to reach out to past board members and volunteers – Develop materials in 2016-17.
- Work with delegates and committee chairs to identify and develop their successors – need to provide more structure for this in 2016-17

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Volunteer & Leadership Development

3. Promote the SNA student membership

- Market SNA to local colleges and universities
- Work with SNA members' interns
- Offer student/intern rates to SNA state conferences
- Student / Mentor Program – Posted on Website



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