



Strategic Goals

NYSNA VISION

Advance Excellence and Professionalism in Child Nutrition Programs

NYSNA MISSION

To be the primary resource for all school nutrition professionals and partners who provide school meals that contribute to the improvement of the health, nutrition, and education of school children to reduce food insecurity.



VOICE OF SCHOOL NUTRITION

NYSNA is the preeminent advocate and professional resource for school nutrition professionals, students, and the community.

Indicators of Success

- ✔ NYSNA's influential voice is universally acknowledged and recognized as the thought leader proactively working with decision makers when creating child nutrition regulations and guidelines.

Strategies

- ➡ NYSNA will continue building and strengthening coalitions and partnerships, including dynamic and impactful relationships with legislators, to ultimately achieve healthy school meals for all.
- ➡ NYSNA will develop a comprehensive communication plan & digital media footprint to share important stories.
- ➡ Strengthen relationships with groups and organizations to enhance their understanding of the educational importance and value of school food service programs.



MEMBERSHIP, COMMUNITY, & VALUE

NYSNA will continue to expand and establish dynamic communication with all members and stakeholders that are a part of the child nutrition community.

Indicators of Success

- ✔ We have increased new strategic stakeholders and strengthened current relationships.
- ✔ We have an increase in new engaged members.
- ✔ We have greater involvement in committees from a diversity of stakeholders.
- ✔ NYSNA frequently hears member narratives on how the value of the organization impacts their career and workplace.

Strategies

- ➡ Build engaging communication channels including digital and other media.
- ➡ Create new opportunities from members and stakeholders to be involved in committees and taskforces.
- ➡ Continue to create opportunities for members to share their stories .



CAREER & PROFESSIONAL DEVELOPMENT

NYSNA supports the professional development and career pathways of school nutrition professionals. We create opportunities for peer-to-peer learning and empower self-growth for members and build their capacity to lead in their schools and districts.

Indicators of Success

- ✔ Increased attendance, participation, and excitement at redesigned programs and events.
- ✔ Members feel supported in their professional growth.
- ✔ NYSNA efforts support a robust workforce pipeline for emerging school nutritional professionals.

Strategies

- ➡ **Flexible Delivery:** Offer professional development opportunities in a variety of formats to accommodate different learning styles, preferences and locations.
- ➡ **Tailored Programs:** Author professional development programs that are targeted to the needs and interests of the audience.
- ➡ **Expertise:** Ensure that professional development programs are led by knowledgeable and experienced instructors who can provide relevant and practical insights.



THRIVING ORGANIZATION

We look for ways to disrupt our own business models, leading the way to innovation.

Indicators of Success

- ✔ We have diverse revenue streams that contribute to the health of the association.
- ✔ Stronger membership engagement.
- ✔ We have a method of programmatic review that creates capacity for innovation and enables programs to be sunset.

Strategies

- ➡ We create a space of innovation that allows for new ideas that provide opportunities to generate revenue.
- ➡ Create future leader pathways across all platforms/events.
- ➡ We routinely measure the impact of our programmatic efforts, sunset those who have run their course, and invest/create those that are needed.