



## **Strategic Action Plan**

**2009 - 2010**

# MSNA Strategic Plan of Action 2009 - 2010

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**Mission**

The purpose of Minnesota School Nutrition Association is to provide our members opportunities for professional development and to build relationships that make a difference in the lives of children.

**Vision**

- We will change the face of Child Nutrition, including:
  - Quality nutritious food choices will be available and accessible at no charge to the student as an integral component of the education day.
  - Society recognizes the high value of quality school nutrition programs.
  - Childhood hunger ends on our watch.
- The Child Nutrition profession will attract motivated and diverse job candidates.
- All members will be well-trained, highly skilled professionals who care about children.
- Members will be advocates for Child Nutrition Programs.

**Values**

Values	What they mean
<p><b>We work hard</b></p> <p><b>We care deeply</b></p> <p><b>We have fun!</b></p>	<p><b>Professionalism and Self-fulfillment</b></p> <ul style="list-style-type: none"> <li>• Improving skills through education and training to achieve self-fulfillment in our careers.</li> <li>• Meeting the standards, feeling like you know what you are doing; dedication; leadership</li> <li>• Caring about others, feeling good about your service, feeling good about learning, and developing skills</li> <li>• Through education and training, members gain confidence, recognition, and support for our programs.</li> <li>• Being part of a greater cause, such as nourishing children and supporting each other.</li> </ul> <p><b>Relationships</b></p> <ul style="list-style-type: none"> <li>• Developing positive relationships with all stakeholders.</li> <li>• Building relationships with colleagues, children, the community, the district, and the industry</li> <li>• Personal and professional friendships and mentoring; the “pick up the phone” kind</li> </ul> <p><b>Kids</b></p> <ul style="list-style-type: none"> <li>• The reason for our existence!</li> </ul> <p><b>Fun</b></p> <ul style="list-style-type: none"> <li>• Making it educational but enjoyable</li> <li>• Demonstrating a balance between work and play</li> <li>• Camaraderie and support</li> </ul>

## Strategic Plan Goals 2009-2010

### **Goal I: Provide Accessible Training**

Desired Outcome: Offer training options that will be accessible to all members, regardless of geographic location

Guiding Principles: MSNA exists to serve members, no matter where in Minnesota they live and work

### **Goal II: Offer Mentorship Program**

Desired Outcome: Provide real life advice, networking and problem-solving to develop the next generation of MSNA Leadership

Guiding Principles: MSNA provides career and personal growth opportunities to its members

### **Goal III: Actively Participate in the Farm to School Program**

Desired Outcome: Support local, sustainable agriculture by consistently offering area-grown fruits and vegetables on the school menus.

Guiding Principle: MSNA supports area farmers and students through local, healthy eating opportunities

### **Goal IV: Conduct Community-Based MSNA-Sponsored Service Projects**

Desired Outcome: Make a positive contribution and develop mutually beneficial partnerships with local communities

Guiding Principle: "Hunger Ends on Our Watch"

### **Goal V: Financial Stability**

Desired Outcome: Ensure best financial practices, adequate federal/state funding and an effective supply chain

Guiding Principle: MSNA maintains nutrition quality and involves all stakeholder groups while supporting adequate federal/state funding



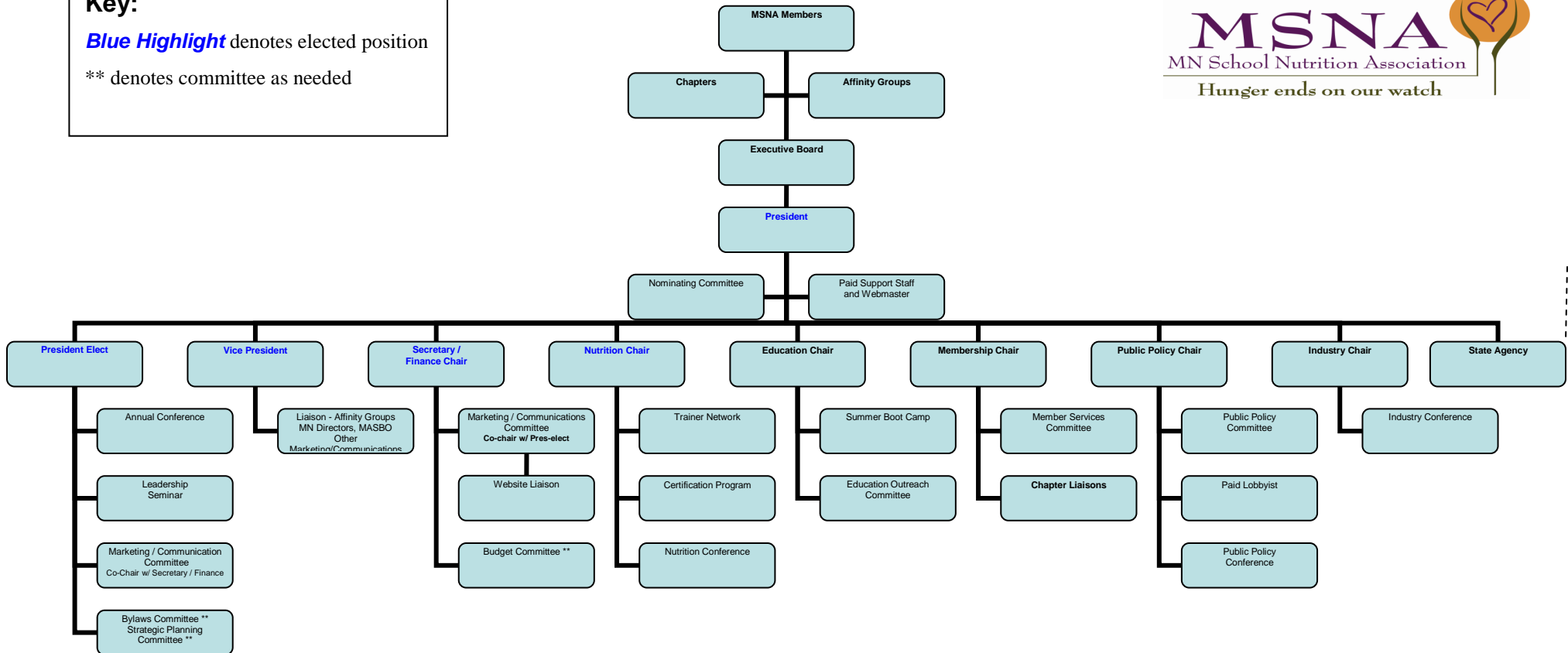
# MSNA Organization 2009 – 2010



**Key:**

*Blue Highlight* denotes elected position

\*\* denotes committee as needed



## Additional Committee Assignments

<p><b>President</b></p> <ul style="list-style-type: none"> <li>• Nominating</li> <li>• Member Services</li> </ul>	<p><b>President Elect</b></p> <ul style="list-style-type: none"> <li>• Nominating</li> <li>• Education Outreach</li> <li>• <b>Marketing/Communications</b></li> </ul>	<p><b>Vice President</b></p> <ul style="list-style-type: none"> <li>• Nominating</li> <li>• Public Policy</li> <li>• Leadership Seminar</li> </ul>	<p><b>Secretary/Finance Chair</b></p> <ul style="list-style-type: none"> <li>• Nominating</li> <li>• Industry</li> </ul>	<p><b>Membership Chair</b></p> <ul style="list-style-type: none"> <li>• Leadership Seminar</li> </ul>	<p><b>Nutrition Chair</b></p> <ul style="list-style-type: none"> <li>• Education Outreach</li> </ul>	<p><b>State Agency</b></p> <ul style="list-style-type: none"> <li>• Education Outreach (or designee)</li> </ul>
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# MSNA Chapter Guidance

Component / Type of Structure / Purpose	Simple Rules	MSNA Support and Benefits	Autonomy
<p><b>Chapters</b></p> <ul style="list-style-type: none"> <li>Type of Structure: Max-mix geographic groups tightly-connected to MSNA. The “operational arm” of MSNA.</li> <li>Purpose: Provide education, networking, camaraderie, and leadership development to members within geographic areas in alignment with MSNA mission and goals.</li> </ul>	<ul style="list-style-type: none"> <li><b>Organize flexibly</b> - - Identify leaders and create an effective leadership structure.</li> <li><b>Be proactive</b> -- Arrange educational and/or networking opportunities to support MSNA mission and goals.</li> <li><b>Learn and have fun!</b></li> <li><b>Be welcoming and hospitable.</b></li> <li><b>Attend conference sessions on leadership.</b></li> <li><b>Conduct business and finances ethically</b> and professionally.</li> </ul>	<ul style="list-style-type: none"> <li>MSNA’s first line of distribution for new training offerings and information about training opportunities.</li> <li>Receive credits for training.</li> <li>Participation in awards and scholarship programs</li> <li>MSNA sponsorship for fundraising efforts.</li> <li>Opportunities for leadership and leadership development           <ul style="list-style-type: none"> <li>Conference sessions on leadership designed to meet the needs of chapter leaders.</li> <li>Designated mentors and MSNA liaisons for chapter leaders.</li> </ul> </li> <li>Ability to post and share information on the website, including meeting times and locations.</li> <li>Ability to influence MSNA programming and training via input and feedback mechanisms.</li> <li>Ability to call upon the resources of MSNA.</li> <li>MSNA support in influencing FS Directors to encourage their staff to participate in chapter meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Key: Flexibility!</li> <li>Can create the leadership structure that works for them. This includes:           <ul style="list-style-type: none"> <li>Combining, sharing, or splitting traditional leadership roles.</li> <li>Setting the length of leadership terms to meet their needs.</li> </ul> </li> <li>Can create new bylaws.</li> <li>Can decide how many meetings to have, when and where to have them, and how to conduct them.</li> <li>Can decide how they want to install their new members.</li> <li>Can create and document their own rules of business (versus Roberts Rules).</li> <li>Can set their own training agenda based on MSNA mission and goals, and members needs and interests.</li> <li>Can decide what they want to charge for chapter membership and training opportunities.</li> <li>Can choose to provide daycare or not to help members attend.</li> </ul>



# MSNA Chapter Strategic Plan of Action

Guide to goal setting for a successful year as Chapter Leader.  
Each chapter should complete at least one action item in each of the goals, or develop your own

<b>Goal I:</b>	<b>Provide Accessible Training</b>
<b>Desired Outcome</b>	<b>Offer Training options that will be accessible to all members, regardless of geographic location</b>
<b>Guiding Principal:</b>	<b>MSNA Exists to serve members, no matter where in Minnesota they live</b>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> <li>• Discuss Training options during a chapter meeting and provide each member with a resource sheet/handout</li> <li>• Find a Trainer through the Trainer Network and schedule a session at a chapter meeting</li> <li>• Explore online and webinar options and, during a chapter meeting, discuss how to complete a course remotely</li> <li>• Contact an alternative trainer, which might include a U of MN Extension Service's Trainer, to conduct a session for chapter members</li> </ul>
<b>Goal II:</b>	<b>Offer Mentorship Program</b>
<b>Desired Outcome</b>	<b>Provide "real life" advice, networking and problem solving to develop the next generation of MSNA Leadership</b>
<b>Guiding Principal:</b>	<b>MSNA Provides career and personal growth opportunities to its members</b>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> <li>• Partner a new chapter member with an experienced one and encourage them to meet together outside of chapter meetings.</li> <li>• Provide a checklist of "ought to know" topics and assign one chapter member to each; encourage new members to contact those resources for guidance</li> <li>• Conduct a "Learn about Leadership" session that targets potential leaders</li> </ul>
<b>Goal III:</b>	<b>Actively Participate in the Farm to School Program</b>
<b>Desired Outcome</b>	<b>Support local, sustainable agriculture by consistently offering area-grown fruits and vegetables on school menus</b>
<b>Guiding Principal:</b>	<b>MSNA supports area farmers and students through local, healthy eating opportunities</b>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> <li>• Discuss the program at a chapter meeting and offer handouts and resources</li> <li>• Go online for the U of MN's Farm to School toolkit and utilize it within your chapter</li> <li>• Attend a training session on Farm to School, or invite a trainer to discuss it at a chapter meeting</li> <li>• Host a "taste and try" event at a chapter meeting and offer samples and recipes of fresh and local fruit and vegetables</li> <li>• Invite a distributor who carries local produce to speak at a chapter meeting about how to get started</li> <li>• Encourage chapter members to use at least two recipes during the school year that use fresh and local fruit and vegetables</li> <li>• Conduct a benchmark survey in your own chapter about current levels of fresh fruit and local fruit and vegetable use; do a follow up at the end of the school year to assess increases</li> <li>• Send one representative from your chapter to attend a statewide meeting on Farm to School</li> </ul>

<b>Goal IV:</b>	<b>Conduct Community-Based MSNA Sponsored Service Projects</b>
<b>Desired Outcome</b>	<b>Make a positive contribution and develop mutually beneficial partnerships with local communities</b>
<b>Guiding Principal:</b>	<b>“Hunger Ends On Our Watch”</b>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> <li>• Hold a fund raising or service project that directly benefits your local community</li> <li>• Sponsor a community service project that includes other departments at your school</li> <li>• Conduct a food drive that focuses on baby food and formula to stock a local food shelf</li> <li>• Host a “<i>Kids Against Hunger</i>” packaging event</li> <li>• Organize a “<i>World of Hope: One Potluck at a Time</i>” event, at a school event, chapter meeting or other location</li> </ul>
<b>Goal V:</b>	<b>Financial Stability</b>
<b>Desired Outcome</b>	<b>Ensure best financial practices, adequate federal funding and an effective supply chain</b>
<b>Guiding Principal:</b>	<b>MSNA maintains nutrition quality and involves all stakeholder groups while supporting supply chain efficiencies</b>
Action List: Complete at least one action item from list.	<ul style="list-style-type: none"> <li>• Download the Supply Chain Toolkit from the SNA website and conduct training on it during a chapter meeting</li> <li>• Invite an MSNA Board member to a chapter meeting to discuss best financial practices</li> <li>• Attend the MSNA State Legislative conference</li> <li>• Cover the topic of reauthorization at a chapter meeting, and ensure that all chapter members are aware of current reauthorization status</li> </ul>



# MSNA Committee Guidance

<p><b>Committees</b></p> <ul style="list-style-type: none"> <li>• Voluntary, statewide cross-section of MSNA membership.</li> <li>• Purpose is to implement MSNA programs within the mission, vision, goals, and strategies defined by the board.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Be member-focused</b> – identify and address member needs in your programming.</li> <li>• <b>Align with MSNA mission, vision, and goals.</b></li> <li>• <b>Stay within budget.</b></li> <li>• <b>Meet critical timelines.</b></li> <li>• <b>Report progress and results.</b></li> <li>• <b>Value and respect the contributions of all members.</b> <ul style="list-style-type: none"> <li>○ Diversity is healthy!</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Committee receives a budget and administrative support.</li> <li>• Expenses are paid for those who participate on committees, within MSNA guidelines.</li> <li>• Active board liaison and support.</li> <li>• Recognition for their work.</li> </ul>	<ul style="list-style-type: none"> <li>• Can create the leadership structure that works for them. This includes combining, sharing, or splitting committee roles.</li> <li>• Can create own project plans.</li> <li>• Can decide how many meetings they want to have, when and where to have them, and how to conduct them.</li> <li>• Are encouraged to be innovative and creative in their programming efforts.</li> </ul>
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## MSNA Roles & Responsibilities

<h3>Roles &amp; Responsibilities</h3>	
<p><b><u>Conference Committee</u></b></p> <ol style="list-style-type: none"> <li>1. Submit committee names and contact information to Admin Coordinator</li> <li>2. Get Board approval on Conference Fee changes</li> <li>3. Meetings           <ul style="list-style-type: none"> <li>▪ Plan and coordinate meetings</li> <li>▪ Develop agendas</li> <li>▪ Prepare minutes</li> <li>▪ Send meeting notices</li> </ul> </li> <li>4. Recommend to Board member the next year's location and date</li> </ol> <p>Notes:</p> <ol style="list-style-type: none"> <li>1. DO NOT commit MSNA to any contracts – refer to the President</li> <li>2. A Board member has been assigned to assist each committee as needed. Use this member as a sounding board and an avenue to providing information to the Board.</li> </ol>	<p><b><u>MSNA Administrative Coordinator</u></b></p> <ol style="list-style-type: none"> <li>1. Registration Activities           <ul style="list-style-type: none"> <li>▪ Proof and Print</li> <li>▪ Mailing or insert in newsletter</li> <li>▪ Collect registrations</li> <li>▪ Report on registration #'s</li> </ul> </li> <li>2. Key contact for members w/ questions</li> <li>3. Make hotel arrangements for those paid by MSNA</li> <li>4.</li> </ol> <p>Notes:</p> <ol style="list-style-type: none"> <li>1. Admin Coordinator serves on the Annual Conference Committee &amp; Leadership Seminar Committee</li> <li>2. Requests for additional support (Admin Coordinator or facilitator) should be submitted to the President</li> </ol>

## MSNA Conference / Committee Structure

These committees plan, develop and implement educational activities for the membership based on MSNA's Plan of Action. Membership is described below:

### Conferences

#### Annual Conference

2 Conference Co-chairs  
 Exhibit Hall Chair  
 President-elect (ad hoc)  
 20 (or fewer) at large members  
 MSNA Admin Coordinator

#### Summer Boot Camp Conference

Conference Chair  
 Education Chair (ad hoc)  
 10 (or fewer) at large members

#### Industry Conference

Industry Board Member serves as Chair  
 Secretary / Finance  
 11 (or fewer) at large members

#### Leadership Seminar

President-elect serves as Chair  
 Membership Chair  
 Vice President  
 MSNA Admin Coordinator

#### Public Policy Conference

Public Policy Chair serves as Chair  
 Vice President  
 10 (or fewer) at large members

#### Nutrition Conference

Conference Chair  
 Nutrition Chair (ad hoc)  
 8 (or fewer) at large members

### Committees

#### Nominating Committee

Responsible for developing a slate of officers.

- President, Chair
- President elect
- Secretary / Finance Chair

#### Bylaw Committee (as needed)

Meets if a bylaw change is proposed.

- President elect, Chair
- Members as needed

#### Education Outreach Committee

Responsible for developing training, distance learning, mentoring and on-line tools for existing and potential new members.

- Education Chair, Chair
- Nutrition Chair
- President elect
- State Agency Rep (or designee)
- Members at large

#### Member Services Committee

Responsible for: Silent Auction, Scholarships, Chapter Liaison activities, Awards, membership drives.

- Member Services Chair
- President
- Members at large

#### Marketing & Communications Committee

Responsible for developing and implementing marketing strategies that showcase the value of membership.

- President elect, Co-chair
- Secretary / Finance Chair, Co-chair
- Vice President
- Webmaster, as needed
- Members at large

#### Strategic Planning Committee (as needed)

Meets as needed.

- President elect, Chair
- Members as needed

## Board Meeting Schedule

Note: At each board meeting, in addition to key board tasks, Board members who have responsibility for conference committees need to provide a short report on committee progress and share draft agendas if available.

- The Board's role is to ensure alignment with mission, vision, and goals and to identify linkages and/or areas of unintended overlap with other committee work.
- The Board is NOT to micromanage conference agendas or committee planning and preparations.

Board Meeting Schedule	Key Board Tasks
September 24 9:00 – 2:00	<ul style="list-style-type: none"> <li>▪ Committee Rosters Due</li> <li>▪ Budget presented</li> <li>▪ Annual Conference &amp; Boot Camp Committee Reports</li> </ul>
November 18 9:00 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> <li>▪ Lobbyist Contract</li> <li>▪ Adopt Budget</li> <li>▪ Nutrition Conference Committee Report</li> </ul>
February 17 9:00 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> <li>▪ Approve Legislative Issue Paper (earlier by email if necessary)</li> <li>▪ Administrative Coordinator Contract</li> <li>▪ Slate of Officers</li> </ul>
April 14 9:00 – 2:00	<ul style="list-style-type: none"> <li>▪ Report out on Strategic Plan</li> <li>▪ Legislative Conference Committee Report</li> </ul>
May 26 9:00 -12:00 12:00 - 2:00	<ul style="list-style-type: none"> <li>▪ Report from Lobbyist</li> <li>▪ Industry Conference Committee Report</li> <li>▪ Second half of meeting dedication to Transition between Boards and orient new members (Conducted by President - elect)</li> </ul>

***Planning Meetings will be held on Wednesday's 9:00 – 11:00 AM in Richfield as follows:***

<u>Date</u>	<u>Special Topic</u>
October 28	Nominations, Lobbyist contract
December 9	Nominations, Administrative Coordinator contract
January 27	Review Awards
March 24	Schedule report out from committees at last 2 Board meetings

Attendees: Sharon, Mary, Deb, Allison, Bernie and others as needed



# MSNA Strategic Action Plan 2009 – 2010

## GOAL I: Provide Accessible Training

<b>Desired Outcome:</b>	<b>Offer training options that will be accessible to all members, regardless of geographic location</b>					
<b>Guiding Principle:</b>	<b>MSNA exists to serve members, no matter where in Minnesota they live and work</b>					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		Sept 23	Nov 18	Feb 17	April 14	Final Results
Develop comprehensive yearly action calendar by October 28 (planning session) and present at the September 23 board meeting	Sharon  Gather inform from board members					
Review results from Director, Manager training survey to begin the development of a training framework for our membership. Survey results shared at Sept. 23 meeting with a draft framework developed for Nov. 18 meeting. Final development completed by Feb. 17 meeting.	Nutrition Chair/Trainer network and Education Chair/Education Outreach committee Janeen & Brenda					
Redefine the scope and purpose of the trainer network. Sept. 23 update on current trainer network, Nov. 18 Next steps for trainer network. Feb. 17 New working model	Nutrition Chair and trainer network committee Janeen and Committee					
Develop a plan to provide affordable training classes statewide through the use of MSNA Scholarship funds. Sept. 23 /Nov 18 Who, What and Where. Completed by Feb. 17 and potential role out at State Conference	Membership Chair Nutrition Chair  Sheri and Janeen					



# MSNA Strategic Action Plan 2009 - 2010

## GOAL II: Offer Mentorship Program

<b>Desired Outcome:</b>	Provide real life advice, networking and problem-solving to develop the next generation of MSNA Leadership					
<b>Guiding Principles:</b>	MSNA provides career and personal growth opportunities to its members					
Key Actions/Targets	Committee & Chairs / Lead	Board Meeting Report Update				
		Sept 23	Nov 18	Feb 17	April 14	Final Results
Conduct a survey of managers, supervisors and directors to determine their interest in a Learn and Leadership Camp. Survey and results completed by October 28 work session	Education Outreach Committee Marketing/Communication Committee  Brenda and Deb					
Based on the survey results begin the development of a framework for a Learn and Leadership Camp to be offered in 2010-2011. Framework presented at January 27 work session and Feb 17 board meeting	Education Marketing/Communications  Brenda and Deb					
Develop a Peer Mentoring Template that will be used as a guide and available on our MSNA web page . Draft form completed by Nov. 18 . Final copy available and posted by January 1	Education Outreach Committee Allison					
Engage MN Director's group in discussion about collaboration strategies and mentorship.	Allison					



# MSNA Strategic Action Plan 2009 – 2010

## GOAL III: Actively Participate in the Farm to School Program

<b>Desired Outcome:</b>	<b>Support local, sustainable agriculture by consistently offering area- grown fruits and vegetables on the school menus.</b>					
<b>Guiding Principle:</b>	<b>MSNA supports area farmers and students through local, healthy eating opportunities</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 23</b>	<b>Nov 18</b>	<b>Feb 17</b>	<b>April 14</b>	<b>Final Results</b>
Provide training at each conference around Farm to School	All Conference Chairs					
Develop a Farm to School Link on the MSNA web page to update members on the program	Marketing and Communications Bernie and Deb					
Conduct a presentation at MASBO about the MSNA Farm to School Initiative	Allison					
Advocate for legislative funding to support farm to school programs statewide	Public Policy Committee  Sherri K					



# MSNA Strategic Action Plan 2009 – 2010

## GOAL IV: Conduct Community-Based MSNA-Sponsored Service Projects

<b>Desired Outcome:</b>	<b>Make a positive contribution and develop mutually beneficial partnerships with local communities</b>					
<b>Guiding Principle:</b>	<b>“Hunger Ends on Our Watch”</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 23</b>	<b>Nov 18</b>	<b>Feb 17</b>	<b>April 14</b>	<b>Final Results</b>
Share data and success stories of this initiative and encourage participation	All Conference Chairs					
Board Members encouraged to participate or host an event and submit data and photos for web	All					
Chapters encouraged to participate in a community service project or organize a World of Hope: One Potluck at a Time at a chapter or school event.	Membership Services Sheri M					
Incorporate a chapter service project column in the Thymes including photos.	Marketing / Communications Committee Bernie & Deb Sheri M					



# MSNA Strategic Action Plan 2009-2010

## GOAL V: Financial Stability

<b>Desired Outcome:</b>	<b>Ensure best financial practices, adequate federal/state funding and an effective supply chain.</b>					
<b>Guiding Principle:</b>	<b>MSNA maintains nutrition quality and involves all stakeholder groups while supporting adequate federal/state funding</b>					
<b>Key Actions/Targets</b>	<b>Committee &amp; Chairs / Lead</b>	<b>Board Meeting Report Update</b>				
		<b>Sept 23</b>	<b>Nov 18</b>	<b>Feb 17</b>	<b>April 14</b>	<b>Final Results</b>
Advocate and enlist MSNA members to attend the SNA Legislative Conference in Washington D.C.	Public Policy Sherri K					
Engage MN Director's group in discussion about collaboration strategies around legislative issues.	Brenda w/ Sherri K					
Seek support of MSNA's Issue Paper through allied groups .	Public Policy Sherri K					
Promote and market MSNA Legislative Conference to all members	All					
Chapters to host / invite a MN Legislator to a chapter meeting or to a local school	Membership Sheri M					