

CORE PURPOSE

*Well-nourished students,
prepared for success.*

VISION

*Be the authority and resource
for school nutrition programs.*

MISSION

*MSNA is a state organization of school
food professionals committed to
advancing school nutrition programs
through education and advocacy.*



2022-24 MSNA Strategic Plan

MSNA VALUES

Collaboration, Relationship
Building & Teamwork

Caring Commitment & Service

Lifelong Wellness & Healthy
Lifestyles

Passion for Lifelong Learning
& Professional Development

Integrity & Ethics

4 STRATEGIC GOALS

1. Career and Development Growth

- Provide opportunities for professional growth for members
- Develop and deliver new Director mentorship program
- Develop courses that are hands-on, fun and help school nutrition professionals in their professional growth
- Offer classes as pre-conference activities
- Offer classes through a variety of distribution channels (e.g., webinar series, podcasts, zoom, etc.)

2. Stakeholder Community

- Rebuild and deepen relationships with existing collaborating partners and prospective partners
- Elevate and build relationships with industry members and non-members
- Develop ongoing relationships with legislators
- Raise the visibility of school nutrition leaders and MSNA leadership as the experts on school nutrition with media, school boards, other allied partners and stakeholders
- Exhibit and conduct workshops at other industry conferences

3. Thriving Organization

- Serve as the hub for members to network and build lifelong relationships around common goals and interests
- Recruit and elect leaders with expertise in school nutrition, who will help the organization grow and stay a vital resource to its members
- Increase the number of members from all levels of school nutrition

4. Voice of School Nutrition

- Be the advocates for feeding Minnesota's children
- Ensure MSNA members are acknowledged and recognized as the experts on school nutrition

67 YEARS & GOING STRONG!

1
National
Organization

24
Minnesota
Chapters

2,600
Individual
Members

Over
92 Million
Meals Served
Annually