

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 1:** All people working in Georgia school nutrition programs are members of the association.

**OBJECTIVE A: Membership:** Enhance the way we promote values of belonging to GSFSA.

**STRATEGY 2:** Investigate ways to contact all food service employees about membership.

Action Steps	Leadership Oversight	Start Date	End Date
Update the GSFSA membership brochure. Place on the web page. Provide links to GDOE, GASBO, GAE, PAGE, GASA and GAEL.	Membership President Executive Director		

**GOAL 1:** All people working in Georgia school nutrition programs are members of the association.

**OBJECTIVE A: Membership:** Enhance the way we promote values of belonging to GSFSA.

**STRATEGY 3:** Provide more viable/visible signs of membership.

Action Steps	Leadership Oversight	Start Date	End Date
Conduct workshops on the value of being a member of the association. Conduct a "What GSFSA Membership Means to Me" skit at Leadership/Legislative Training and/or introduce ASFSFA video.	President President-elect Membership School Level System Level		
Promote Two-for-One Georgia Membership Campaign from the beginning of the school year through <u>October 24, 2003</u> . <ul style="list-style-type: none"> <li>◆ Recruiting member and new member receive half price on state membership.</li> <li>◆ New member receives a "new member packet".</li> </ul>	Membership		
Participate in annual ASFSFA Membership Drive, through October 24, 2003, and March Membership Madness campaign.	Membership Executive Director		
Identify nonmember directors and coordinators and encourage membership.	System Level Membership		
Promote ASFSFA Star Club.	President Membership		
Present orientation about GSFSA to new directors. Secure list from state agency of new directors.	President Executive Director		

**GOAL 1:** All people working in Georgia school nutrition programs are members of the association.

**OBJECTIVE A: Membership:** Enhance the way we promote values of belonging to GSFSA.

**STRATEGY 4:** Increase fee difference between GSFSA members and nonmembers.

Action Steps	Leadership Oversight	Start Date	End Date
Increase nonmember registrations by at least 10%.	President Executive Director Treasurer		

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**GOAL 1:** All people working in Georgia school nutrition programs are members of the association.

**OBJECTIVE A: Membership:** Enhance the way we promote values of belonging to GSFSA.

**STRATEGY 6:** Investigate developing a method of follow-up contacts for new members after one year of membership.

Action Steps	Leadership Oversight	Start Date	End Date
Promote a "GSFSA Pal Plan" to pair all new members with a GSFSA friend for their first year of membership.	President Membership District Presidents		

**GOAL 2:** Members have access to the best education and training available in Georgia.

**OBJECTIVE A: Better target education offerings and delivery to GSFSA member segments.**

**STRATEGY 1:** Provide resources for members to use in presenting program goals.

Action Steps	Leadership Oversight	Start Date	End Date
Place "Report card" comparing a typical school meal to a prepackaged meal brought from home and vending machine snacks on Web site.	Nutrition Standards President Executive Director		
Develop brochures or issue papers on the importance of breakfast and the issue of childhood obesity and diabetes. Place on Web site	Nutrition Standards President Executive Director		
Videotape selected presentations at state meetings for members to use at local and district meetings.	Public Relations Conference Program		

**GOAL 2:** Members have access to the best education and training available in Georgia.

**OBJECTIVE A: Better target education offerings and delivery to GSFSA member segments.**

**STRATEGY 2:** Utilize GSFSA Web site for sharing resources.

Action Steps	Leadership Oversight	Start Date	End Date
Provide links on GSFSA Web page to help members be more successful in their jobs.	Executive Director Publications		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 2: Members have access to the best education and training available in Georgia.**

**OBJECTIVE B: Expand and improve education and training offerings by partnering with the state agency.**

**STRATEGY 1: Work cooperatively with Georgia Department of Education in providing training necessary for successful nutrition programs.**

Action Steps	Leadership Oversight	Start Date	End Date
Work cooperatively with state Department of Education to plan effective seminars and programs for members.	President Executive Director State Staff Advisor		
Assign certification credits for members participating in professional development courses.	Professional Dev./Certification Executive Director		
Seek state agency's assistance in securing potential speakers/programs for state, district and local meetings and workshops that promote the School Nutrition Program.	President Executive Director Conference Program		

**GOAL 2: Members have access to the best education and training available in Georgia.**

**OBJECTIVE B: Expand and improve education and training offerings by partnering with the state agency.**

**STRATEGY 2: Working with the Georgia Department of Education School Nutrition Program, develop new ways of earning SDU credits.**

Action Steps	Leadership Oversight	Start Date	End Date
Encourage participants to apply for SDU credit, when appropriate, for programs cosponsored by GSFSA and Georgia DOE.	President Executive Director State Staff Advisor		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 2:** Members have access to the best education and training available in Georgia.

**OBJECTIVE C:** Sponsor relevant training and professional development opportunities for all members.

**STRATEGY 1:** Provide professional development opportunities for all members that meet the needs for professional growth.

Action Steps	Leadership Oversight	Start Date	End Date
Promote effective presentations at the state/district/local level from the following topics: <ul style="list-style-type: none"> <li>◆ Childhood Obesity</li> <li>◆ Type 2 Diabetes</li> <li>◆ Healthy Weight Management</li> <li>◆ “Changing the Scene”-USDA</li> <li>◆ Improving the School Nutrition Environment “School Health Index” (US Dept. Of Health and Human Services)</li> <li>◆ “Fit, Healthy, Ready to Learn” (National Association of State Boards of Education)</li> <li>◆ “Keys to Excellence” (ASFSA) revised</li> <li>◆ Employee Wellness</li> <li>◆ Georgia Grown (GA Department of Agriculture)</li> <li>◆ “Quality Measures” (GA DOE)</li> <li>◆ “Now You’re Cooking” (ASFSA)</li> <li>◆ “ServSafe” (National Restaurant Association) or Serving it Safe (ASFSA)</li> <li>◆ Culinary Skills</li> <li>◆ Use and Care of Equipment</li> <li>◆ Fight Bac (Cooperative Extension Service)</li> <li>◆ Navigating GSFSA Web site</li> </ul>	President President-elect Nutrition Standards Professional Dev./Certification School Level System Level		
Provide business management training at a state meeting.	President Industry Seminar Conference Program		
Provide training sessions at state meetings: <ul style="list-style-type: none"> <li>◆ Leadership/Legislative Training</li> <li>◆ Public Relations Seminar</li> <li>◆ Industry Seminar</li> <li>◆ Managers’ Retreat</li> <li>◆ State Conference</li> <li>◆ Food Assistants’ Workshops</li> <li>◆ Leadership Academy</li> </ul>	President Leadership Public Policy and Legislation Public Relations Industry Seminar School Level System Level Conference Program State Staff Advisor Leadership Academy Chair		
Plan and implement Culinary Arts Contest at state conference using three categories, which focus this year on the usage of “Georgia Grown” foods: (1) Baked/Oven Fried Chicken, (2) Fruit Cup, and (3) Peanut Butter Cookies.	President Culinary Arts Chair		
Participate in the ASFSA Penny-A-Day campaign for Child Nutrition Foundation scholarship funds.	Foundation Chair		

# STATE PLAN OF ACTION 2003 - 2004

## GOAL 2, OBJECTIVE C, STRATEGY 1 CONTINUED:

Action Steps	Leadership Oversight	Start Date	End Date
Provide state handbook for state officers, DOE staff, and district/local chapters, which includes: <ul style="list-style-type: none"> <li>◆ Plan of Action</li> <li>◆ Calendar</li> <li>◆ Awards/Report forms</li> <li>◆ Bylaws</li> <li>◆ Board/HOD list</li> <li>◆ Resources</li> </ul>	President Executive Director		
Disseminate winning Culinary Arts Contest recipes to membership by posting on the GSFSA Web page and in Georgia Gems.	Culinary Arts Chair Publications Executive Director		
Promote the significance of the SFNS credential.	President Executive Director		
Hold a "mega-issue" discussion at a state meeting and provide a written overview to ASFSA Regional Director and President.	President President-elect		

**GOAL 3: GSFSA is well known and highly regarded throughout the state.**

**OBJECTIVE A: Leadership: Simplify leadership roles for chapter, district, and state leaders.**

**STRATEGY 1: Increase training opportunities for chapter, district, and state leaders at conference and other times prior to the beginning of the program activities.**

Action Steps	Leadership Oversight	Start Date	End Date
Provide training for Executive Board, Presidents, President-elects, and District Legislative Chairs at GSFSA Leadership/Legislative Training and/or Executive Board meetings.	President Executive Director Past Presidents on Executive Board Executive Committee Public Policy and Legislation		
Conduct three breakfast meetings throughout the year for district presidents to provide information and answer questions.	President Executive Director		

**GOAL 3: GSFSA is well known and highly regarded throughout the state.**

**OBJECTIVE A: Leadership: Simplify leadership roles for chapter, district, and state leaders.**

**STRATEGY 2: Simplify reports leaders must submit.**

Action Steps	Leadership Oversight	Start Date	End Date
Give oral reports only at HOD meetings. Written reports will not be required.	President President-elect		
End-of-year report will be an oral report of the top highlights of the chapter's year.	President President-elect		
Update point system for district/local scroll awards.	President Affiliations and Goals		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 3:** GSFSA is well known and highly regarded throughout the state.

**OBJECTIVE B: Leadership:** Give more meaning to being a leader/volunteer in GSFSA.

**STRATEGY 1:** Develop new methods to recognize local chapters or persons as leaders.

Action Steps	Leadership Oversight	Start Date	End Date
Assign responsibilities to local chapter leaders at district and state meetings.	School Level System Level District Presidents Hospitality		
Publicize names of chapter leaders in state publications. (Handbook and Georgia Gems)	Publications		
Plan and implement activities at state conference to recognize district and local presidents.	Conference Program		

**GOAL 3:** GSFSA is well known and highly regarded throughout the state.

**OBJECTIVE B: Leadership:** Give more meaning to being a leader/volunteer in GSFSA.

**STRATEGY 2:** Recognize SFSA leaders with a letter of commendation to local Boards of Education and local newspaper.

Action Steps	Leadership Oversight	Start Date	End Date
Place a resolution to recognize newly elected state/district/local officers to send to local Boards of Education on the GSFSA Web site.	President Executive Director		
Prepare a resolution for local Boards of Education for chapters that receive the President's Award or a Gold Scroll Award. Place on the GSFSA Web site.	President Executive Director District Presidents Affiliations and Goals		
Prepare a press release for local/district chapters to send to local newspapers to recognize newly elected officers. Place on GSFSA Web site.	President Executive Director Public Relations		

**GOAL 3:** GSFSA is well known and highly regarded throughout the state.

**OBJECTIVE C: Governance -** Evaluate the effectiveness of our governing structure.

**STRATEGY 1:** Provide professional training in the role and function of the Board to Executive Board members.

Action Steps	Leadership Oversight	Start Date	End Date
Provide training on the role and function of the Executive Board at first Board meeting that includes a component on knowledge-based decision making.	President Executive Director		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 3:** GSFSA is well known and highly regarded throughout the state.

**OBJECTIVE C: Governance:** Evaluate the effectiveness of our governing structure.

**STRATEGY 2:** Develop methods to provide increased involvement of District Presidents and legislative chairs in the Executive Board.

Action Steps	Leadership Oversight	Start Date	End Date
Provide follow up to legislative training at Industry Seminar for district presidents and legislative chairs.	President Executive Director Legislative Chairs		
District presidents/president-elects serve on strategic planning focus group panel.	President Executive Director Legislative Chairs		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 1:** Conduct a public image campaign that establishes GSFSA as the voice of school nutrition professionals.

Action Steps	Leadership Oversight	Start Date	End Date
Promote ASFSA's public relations videos, "School Meals: Your Fuel for Success" and "Breakfast: Your Best Start." Provide a link on the GSFSA Web site for purchasing the video through ASFSA.	Public Relations System Level School Level Executive Director		
Encourage participation in "Child Nutrition Employee Appreciation Day" on May 12, 2004.	System Level School Level Public Relations District Presidents		
Promote state and national affiliation of Nutrition Advisory Councils (NAC).	NAC		
Promote the NAC Focus Award and national NAC of the Year Award.	NAC		
Promote ASFSA NAC Art Contest.	NAC President		
Provide sample press release for district/local chapters to publicize: <ul style="list-style-type: none"> <li>◆ State Leadership Training</li> <li>◆ National School Lunch Week</li> <li>◆ National School Breakfast Week</li> <li>◆ Child Nutrition Employee Appreciation Day</li> </ul> Place on the Web site.	President Executive Director Public Relations		
Encourage district/local chapters to present the GSFSA resolution on Childhood Obesity to their school boards. Place on the Web site.	President Nutrition Standards Executive Director		
Post GSFSA President's update to state affiliate community on the ASFSA Web site at least six times during the year.	President Executive Director		
Submit the name of a qualified GSFSA member to the ASFSA Nominating Committee for the ASFSA Executive Board or to the ASFSA President-elect for an ASFSA committee.	President Executive Director		
Conduct a Kick-Off Luncheon and Public Relations Seminar.	Public Relations Nutrition Standards		
Display first-place district and local Public Relations Portfolios at state Leadership/Legislative Training and Kick-Off Luncheon.	Public Relations Portfolio		
Publish Headquarters News via e-mail for Executive Board, and SNP Directors. Post Headquarters News on Web page.	Executive Director President Executive Board		



# STATE PLAN OF ACTION 2003 - 2004

## GOAL 4, OBJECTIVE A, STRATEGY 1 CONTINUED:

Action Steps	Leadership Oversight	Start Date	End Date
Publish two issues of Georgia Gems for active GSFSA members.	Publications Executive Director		
Encourage district/local chapters to submit a Public Relations Portfolio (scrapbook) for state competition.	Public Relations Portfolio		
Compile a state Public Relations Portfolio (scrapbook).	Public Relations Portfolio		
Promote participation in the Media Award. Recognize nominations for Media Award at Kick-Off Luncheon.	Awards Public Relations		

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 2:** Partner with allied organizations to promote school nutrition.

Action Steps	Leadership Oversight	Start Date	End Date
Identify association-allied organization partnerships for program planning and training that will encourage the promotion of the school nutrition. Examples: <ul style="list-style-type: none"> <li>- Department of Family and Children's Services</li> <li>- Department of Human Resource</li> <li>- PTA/PTO</li> <li>- Principals' Association</li> <li>- Local Hospitals</li> <li>- Local Pediatrician/Dentist</li> <li>- Local Food Banks</li> <li>- Local Restaurants</li> <li>- Chamber of Commerce</li> <li>- Extension Service</li> <li>- American Heart Association</li> <li>- American Cancer Society</li> <li>- Georgia Farm Bureau</li> <li>- Georgia Department of Agriculture</li> <li>- Georgia Commodity Commissions</li> </ul>	President President-elect System Level School Level Conference Program Public Relations District Presidents		
Involve allied groups as presenters at state meetings.	Conference Program School Level System Level		

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**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 4:** Develop a talking paper with program information for local personnel to customize and use in presenting to their Local Board of Education, LSAC, PTA, PTO, and other groups.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage the use of the customized presentation, "Healthy Eating Makes the Grade," which is available on the GSFSA Web site.	Executive Director President District Presidents		
Encourage the use of the GSFSA Web site as a resource for members to expand their knowledge and level of professionalism.	President Executive Director District Presidents Publications		

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 6:** Publicize the GSFSA Web page and encourage local systems and the GDOE to provide a link from their Web site.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage local SNP Web sites and the Georgia Department of Education SNP to provide a link to GSFSA Web site.	Executive Director Publications District Presidents		
Develop magnet including GSFSA Web site address and distribute to food service employees throughout the state.	President Executive Director		

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 8:** Promote ASFSA Certification.

Action Steps	Leadership Oversight	Start Date	End Date
Place information on certification on GSFSA Web site.	Executive Director Professional Dev./Certification		
Conduct workshop at statewide meeting on ASFSA Certification.	Executive Director Professional Dev./Certification Conference Program Chair		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 9:** Expand business partnerships to promote school nutrition.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage businesses that sell products/services related to school nutrition that are not GSFSA members to join the association as corporate members.	President President-elect Executive Director Conference Exhibits Industry Representative to Board		
Establish relationship with Georgia Farm Bureau and Georgia Department of Agriculture.	President Executive Director Conference Program Chair		

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 10:** Promote school nutrition sanitation Scores.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage local chapters to have health inspection scores published in local media, on local SNP Web site, and send to state Department of Education.	President District Presidents		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 4:** Georgia school food service programs and their providers are highly regarded throughout the state.

**OBJECTIVE A: Image:** Expand efforts to promote the value of GSFSA and those who provide the food.

**STRATEGY 11: Market aggressively to parents and teachers.**

Action Steps	Leadership Oversight	Start Date	End Date
Provide promotional materials in advance of needed deadlines: <ul style="list-style-type: none"> <li>◆ National School Lunch Week</li> <li>◆ National School Breakfast Week</li> <li>◆ Other</li> </ul>	President Nutrition Standards Public Relations		
Encourage systems to use <u>revised Keys to Excellence</u> or <u>Quality Measures</u> to market their programs.	President Public Relations		
Promote marketing activities and materials for use by districts and local chapters. Examples: <ul style="list-style-type: none"> <li>◆ Georgia Grown Campaign</li> <li>◆ Back to School with School Meals</li> <li>◆ Take Your Family to Lunch</li> <li>◆ American Education Week</li> <li>◆ "Five A Day" Campaign</li> <li>◆ School Nutrition Heart Week</li> <li>◆ Cancer Awareness Week</li> <li>◆ National Nutrition Month</li> <li>◆ Team Nutrition</li> <li>◆ "Got Milk" Campaign</li> <li>◆ Earth Day</li> <li>◆ World Hunger Day</li> <li>◆ Winnie the Pooh's Birthday</li> <li>◆ Dr. Suess's Birthday</li> </ul>	Nutrition Standards System Level School Level Public Relations		

# STATE PLAN OF ACTION 2003 - 2004

## GOAL 4, OBJECTIVE A, STRATEGY 11 CONTINUED:

Action Steps	Leadership Oversight	Start Date	End Date
<p>“Think Outside the Kitchen”: Encourage school nutrition staff to interact with students, teachers, and parents. Examples:</p> <ul style="list-style-type: none"> <li>- Visiting classrooms to teach a nutrition education lesson or reading a book with a food/nutrition message.</li> <li>- Conducting kitchen tours</li> <li>- Inviting students to participate in product testing.</li> <li>- Conducting sampling of menu items at a PTA/PTO meeting.</li> <li>- Conducting a school or system wide promotion of at least one Georgia agricultural product.</li> </ul>	<p>Nutrition Standards System Level School Level</p>		
<p>Identify possible school and community partnerships. Examples:</p> <ul style="list-style-type: none"> <li>-Department of Human Resources</li> <li>-Department of Family and Children’s Services</li> <li>-PTA/PTO</li> <li>-Principals’ Association</li> <li>-Local Hospitals</li> <li>-Local Doctors/Dentists</li> <li>-Local Food Banks</li> <li>-Local Restaurants</li> <li>-Local Farms</li> <li>-Chamber of Commerce</li> <li>- Other</li> </ul>	<p>President-elect Public Relations System Level School Level District Presidents</p>		
<p>Encourage managers/food assistants to show appreciation to their school faculty. Examples:</p> <ul style="list-style-type: none"> <li>- Back-to-school apple and menu in teacher’s mailbox</li> <li>- Coupon for a free dessert on birthday</li> <li>- Snacks for a faculty meeting</li> </ul>	<p>Public Relations School Level</p>		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 5:** GSFSA has the resources to accomplish the strategic planning goals.

**OBJECTIVE A:** Set priorities for our limited resources (both people and money).

**STRATEGY 2:** Prioritize and recommend member services that are relevant and effective.

Action Steps	Leadership Oversight	Start Date	End Date
Complete the planning process for the development of the next GSFSA three-year strategic plan.	President President-elect Executive Director		

**GOAL 5:** GSFSA has the resources to accomplish the strategic planning goals.

**OBJECTIVE A:** Set priorities for our limited resources (both people and money).

**STRATEGY 3:** Develop effective partnership with industry.

Action Steps	Leadership Oversight	Start Date	End Date
Identify ways to cooperate with Industry in the implementation of GSFSA public relations initiatives.	President Executive Director Industry Advisory Board Public Relations		
Seek industry support for GSFSA goals and objectives by compiling a list of sponsorship opportunities.	President Executive Director		
Involve industry representatives: - as legislative partners - in the planning and implementation of Industry Seminar	President Public Policy and Legislation Industry Seminar Industry Advisory Board		
Working with GSFS Foundation Chair, seek industry support for GSFS Foundation.	GSFS Foundation Chair President Industry Advisory Board		
Provide recognition for industry support of GSFSA activities and functions.	President District Presidents Conference Program		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 5:** GSFSA has the resources to accomplish the strategic planning goals.

**OBJECTIVE A:** Set priorities for our limited resources (both people and money).

**STRATEGY 4:** Evaluate how we use our greatest resource, our members, so that people are willing to assume leadership roles.

Action Steps	Leadership Oversight	Start Date	End Date
Provide opportunities for leaders to learn about and feel comfortable with leadership roles: <ul style="list-style-type: none"> <li>- State Leadership/Legislative Training</li> <li>- Three breakfasts during the year for district presidents to meet with president.</li> <li>- E-mail groups for district/local presidents and district/local legislative chairs.</li> <li>- Promote resources that can be used for district/local meeting programs.</li> <li>- Provide parliamentary procedures training at state Leadership/Legislative Training and/or <u>first HOD</u>.</li> </ul>	President Past Presidents on Executive Board Public Policy & Legislation Professional Dev./Certification Parliamentarian		
Develop Leadership Academy for designated GSFSA members.	President Executive Director Leadership Academy Chair		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 6:** GSFSA Leadership reflects the diversity of the membership.

**OBJECTIVE A:** Expand support and resources for school level members to play a more active role in GSFSA.

**STRATEGY 1:** Provide clearly defined duties and responsibilities in written form for all leadership positions.

Action Steps	Leadership Oversight	Start Date	End Date
Provide clearly defined duties and responsibilities to all leaders.	President Executive Director		
Conduct state Leadership/Legislative Workshop.	President Executive Board		
Provide opportunity at state leadership workshop for training on duties and responsibilities of district leaders.	President District Presidents		

**GOAL 6:** GSFSA Leadership reflects the diversity of the membership.

**OBJECTIVE A:** Expand support and resources for school level members to play a more active role in GSFSA.

**STRATEGY 2:** Explore ways to offer workshops at as many locations as possible, to reach as many school level members as possible.

Action Steps	Leadership Oversight	Start Date	End Date
Conduct two professional training workshops for school level members in strategic areas of the state to allow more participation of the school level members.	President School Level Professional Dev./Certification		

**GOAL 6:** GSFSA Leadership reflects the diversity of the membership.

**OBJECTIVE A:** Expand support and resources for school level members to play a more active role in GSFSA.

**STRATEGY 4:** Investigate ways to increase placement and involvement of school level members on all committees and task forces.

Action Steps	Leadership Oversight	Start Date	End Date
Assign school level members to meeting planning committees, Executive Board teams, and ad hoc committees, as appropriate.	President Executive Board School Level		
Conduct one Managers' Retreat for school level members.	President School Level Chair Executive Director		



# STATE PLAN OF ACTION 2003 - 2004

**GOAL 6: GSFSA Leadership reflects the diversity of the membership.**

**OBJECTIVE A: Expand support and resources for school level members to play a more active role in GSFSA.**

**STRATEGY 5: Provide more training on the role and responsibilities of leaders in GSFSA.**

Action Steps	Leadership Oversight	Start Date	End Date
Provide training on the role and responsibility of leaders: - State Leadership/Legislative Training - Three breakfasts during the year for district presidents to meet with president. - E-mail groups for district/local presidents and district/local legislative chairs. - Promote resources that can be used for district/local meeting programs. - Provide parliamentary procedures training at state Leadership/Legislative Training and/or first HOD. - Develop Leadership Academy for designated GSFSA members.	President Past Presidents on Executive Board Public Policy & Legislation Parliamentarian		

**GOAL 6: GSFSA Leadership reflects the diversity of the membership.**

**OBJECTIVE A: Expand support and resources for school level members to play a more active role in GSFSA.**

**STRATEGY 7: Develop system to identify potential leaders at the local level.**

Action Steps	Leadership Oversight	Start Date	End Date
Delegate school level members to facilitate, preside, host or speak at state conference sessions/workshops or district/local meetings and workshops.	Conference Program Hospitality District Presidents		

**GOAL 6: GSFSA Leadership reflects the diversity of the membership.**

**OBJECTIVE A: Expand support and resources for school level members to play a more active role in GSFSA.**

**STRATEGY 8: Provide training for potential future leaders**

Action Steps	Leadership Oversight	Start Date	End Date
Develop a Leadership Academy for designated GSFSA members.	President President-elect Leadership Academy Chair Executive Director		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 7: All members are certified by ASFSA.**

**OBJECTIVE A: Improve the understanding of professionalism.**

**STRATEGY 1: Make professional growth/educational opportunities more accessible to school level members.**

Action Steps	Leadership Oversight	Start Date	End Date
Publicize all educational opportunities available (ASFSA, GSFS, Districts, Locals) through meeting agendas, GSFS publications and posting on Web page.	Publications Executive Director		
Plan workshops that are more accessible to school level members.	President Executive Director School Level Professional Dev./Certification		
Encourage members to attend workshops and conferences to grow professionally and improve their image.	President District Presidents Professional Dev./Certification		
Encourage GSFS Foundation to sponsor scholarships and grants-in-aid for members to seek additional education or training.	President Foundation Chair Scholarship		
Participate in ASFSA Penny-A-Day campaign for Child Nutrition Foundation scholarship funds.	President Scholarship		

**GOAL 7: All members are certified by ASFSA.**

**OBJECTIVE A: Improve the understanding of professionalism.**

**STRATEGY 3: Publicize professional success within the state.**

Action Steps	Leadership Oversight	Start Date	End Date
Feature GSFS award winners in Georgia Gems.	Publications Awards		
Feature successful programs and members at state meetings. - Managers' Retreat - Industry Seminar - Food Assistants' Workshops - State Conference	School Level Industry Advisory Professional Dev./Certification Conference Program		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 7:** All members are certified by ASFSA.

**OBJECTIVE A:** Improve understanding of professionalism.

**STRATEGY 4:** Promote ASFSA certification.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage districts and local chapters to promote certification as a tool for enhancing knowledge and professional image.	President District Presidents Professional Dev./Certification		
Utilize certification documentation form for members attending meetings or workshops.	Professional Dev./Certification District Presidents		
Provide opportunities for certification credit at state meetings.	President Conference Program Professional Dev./Certification		
Encourage district and local chapters to recognize newly ASFSA certified and re-certified and credentialed members.	President Professional Dev./Certification		
Plan and implement a workshop at annual conference to assist members in understanding the ASFSA certification requirements and documentation required to maintain certification or credentials.	Professional Dev./Certification Conference Program		
Develop and distribute a brochure to explain certification.	Professional Dev./Certification Executive Director		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 8:** All district and local chapters are affiliated with GSFSA.

**OBJECTIVE A: Chapters:** Simplify chapter criteria and requirements.

**STRATEGY 1:** Simplify and make more relevant chapter criteria and requirements in state Plan of Action and awards.

Action Steps	Leadership Oversight	Start Date	End Date
Evaluate and update the Plan of Action with input from state/district/local leaders and Executive Board.	President Executive Director		
Include additional points for outstanding district/local activities.	President		
Publicize the availability of "Scroll Award" information on the web page.	Affiliations & Goals		

**GOAL 8:** All district and local chapters are affiliated with GSFSA.

**OBJECTIVE A: Chapters:** Simplify chapter criteria and requirements.

**STRATEGY 2:** Make the state "Scroll Awards" more motivational.

Action Steps	Leadership Oversight	Start Date	End Date
Evaluate and update point system for Gold, Silver, and Bronze Awards and President's Award.	Affiliations and Goals President		
Promote affiliation and re-affiliation of chapters.	Affiliations and Goals		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 9:** GSFSA advocates national, state, and local policy, which supports healthful school meals and nutrition education for all children.

**OBJECTIVE A:** Expand GSFSA’s advocacy role in state and federal government processes on behalf of school nutrition programs.

**STRATEGY 1:** Develop a multi-year legislative master plan, which addresses current and projected needs of the school nutrition program.

Action Steps	Leadership Oversight	Start Date	End Date
Provide funds for national/state legislative activities: <ul style="list-style-type: none"> <li>◆ Legislative Consultant</li> <li>◆ Legislative Conferences</li> <li>◆ Legislative Contacts</li> </ul>	Public Policy and Legislation Executive Board		
Utilize a Legislative Consultant to evaluate and develop policy positions and strategies.	Public Policy and Legislation President Executive Director		
Public Policy and Legislation Committee will meet to identify goals and plan strategies and will communicate regularly via e-mail. <ul style="list-style-type: none"> <li>· State Leadership/Legislative Training</li> <li>· District PPL chairs e-mail group</li> </ul>	Public Policy and Legislation State Staff Advisor District Public Policy and Legislation		
Evaluate, develop and distribute copies of legislative position papers and strategies. Place on Web site.	Public Policy and Legislation District Presidents Legislative Consultant		
Maintain legislative contacts.	Public Policy and Legislation District Public Policy and Legislation Legislative Consultant		
Utilize industry partnerships to implement legislative activities.	Executive Board Public Policy and Legislation District Public Policy and Legislation		
Utilize local chapters to implement legislative activities.	Public Policy and Legislation District Public Policy and Legislation		
Develop “Industry Legislative Partners” according to criteria presented at state Leadership/Legislative Training. (In Handbook)	President Public Policy and Legislation District Presidents		
Provide recognition for industry involvement in the Industry Legislative Partner Program by placing names of Partners on the GSFSA Web site.	President Public Policy and Legislation		
Provide weekly e-mail updates to Executive Board and Public Policy and Legislative Committee throughout the state General Assembly session.	Legislative Consultant Executive Director Public Policy and Legislation		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 9:** GSFSA advocates national, state, and local policy, which supports healthful school meals and nutrition education for all children.

**OBJECTIVE A:** Expand GSFSA's advocacy role in state and federal government processes on behalf of school nutrition programs.

**STRATEGY 2:** Increase education of state legislators, school board members and the school community about the purpose and role of the school nutrition programs in education.

Action Steps	Leadership Oversight	Start Date	End Date
Encourage key policy makers and legislators to participate in GSFSA by sending written invitations to association functions.	President Public Policy and Legislation Industry Advisory		
Conduct meetings with key legislative members.	Members Designated Delegates Public Policy and Legislation		
Adopt, support, and disseminate ASFSA/GSFSA legislative position papers as appropriate to: <ul style="list-style-type: none"> <li>◆ GSFSA Membership</li> <li>◆ State and Local School Boards</li> <li>◆ Superintendents</li> <li>◆ Industry</li> <li>◆ Legislators</li> <li>◆ Allied Organizations</li> </ul>	Public Policy and Legislation Executive Director Public Relations District Presidents		
Attend Georgia House/Senate Committee Meetings as appropriate.	President Designated Delegates Legislative Consultant		
Send one issue of Georgia Gems to key legislators, state Board of Education, state and local superintendents, and local Board of Education chairs.	Publications Executive Director		
Develop a current list of government Web sites and distribute to the members at Leadership/Legislative Workshop.	Public Policy and Legislation Executive Director Legislative Consultant		
Develop a link on GSFSA Web page for the current e-mail addresses for national and state Representatives and Senators.	Executive Director Public Policy and Legislation		
Expand current GSFSA Web site to include more links to allied associations to become a portal for child nutrition in Georgia.	President Executive Director		

# STATE PLAN OF ACTION 2003 - 2004

**GOAL 9:** GSFSA advocates national, state, and local policy, which supports healthful school meals and nutrition education for all children.

**OBJECTIVE A:** Expand GSFSA’s advocacy role in state and federal government processes on behalf of school nutrition programs.

**STRATEGY 3:** Identify and promote legislative activities that will strengthen GSFSA efforts.

Action Steps	Leadership Oversight	Start Date	End Date
Disseminate to district and local chapters, the state and national legislative goals, issues and suggestions for involvement.	Public Policy and Legislation		
Adopt, support, and disseminate legislative and/or policy information that addresses needs of SNP.	Public Policy and Legislation Executive Board		
Conduct legislative training at state Leadership/Legislative Workshop and Industry Seminar.	Public Policy and Legislation		
Conduct a “Charge to the Hill” orientation session for GSFSA members attending ASFSA LAC prior to visits to national Representatives and Senators.	Public Policy and Legislation		
Recognize outstanding membership achievements for national and state legislative contacts.	Public Policy and Legislation Awards		
Attend ASFSA LAC.	President Public Policy and Legislation Designated Delegates		
Develop a core of School Nutrition Program authorities from the membership to respond to legislative issues as they occur.	President Public Policy and Legislation District Presidents District Public Policy and Legislation		
Encourage district participation in ASFSA’s “Back the PAC”.	President Public Policy and Legislation		
Present A.L.I.R.T. Awards to district and local chapters who make the largest number of state and national contacts.	President Public Policy and Legislation		