



Feeding Bodies. Fueling Minds.™

WVSNA Strategic Plan 2025-26

1) Voice of School Nutrition

Objective:

1. Advocate of school nutrition policies at the state and local level.
2. Increase public awareness of the value of school nutrition programs.

Strategies:

- Collaborate with the West Virginia Department of Education Office of Child Nutrition (WVDE OCN) to support universal meal initiatives.
- Collaborate with WVDE OCN to share statewide data and success stories related to school nutrition.
- Align WVSNA media campaigns with WVDE's "Feed to achieve" and wellness priorities.
- Host "School Nutrition Advocacy Day" to engage legislators and showcase program impact with West Virginia legislators.
- Create school and community facing materials that highlight school nutrition's role in academic outcomes.
- Launch a state campaign highlighting "A Day in the Life" of school nutrition professionals.

2. Career Development and Growth

Objectives:

1. Expand professional development opportunities that meet USDA and WVDE training standards.
2. Improve pathways that prepare and advance school nutrition professionals.

Strategies:

- Support credentialing and Serve Safe certification through scholarships and training cohorts.
- Provide information to all school nutrition professionals in WV that benefits of SNA membership include career development and growth by providing webinars, in-person workshops, and conference sessions that align with WVDE and USDA training categories.
- Collaborate with OCN to develop a “Professional Standards Training Tracker” toolkit.
- Launch an “Emerging Leaders in School Nutrition” initiative targeting young school nutrition professionals.

3. Stakeholder Community

Objectives

1. Increase and retain membership.
2. Enhance member engagement and collaboration across counties.
3. Promote family and community involvement in school nutrition.

Strategies:

- Utilize SNA membership resources to increase membership and school district owned membership.
- Encourage LEAs to include community members and students in menu planning and nutrition education initiatives.
- Provide resources for promoting and celebrating School Lunch Hero Day and National School Lunch/Breakfast Week.
- Create event templates for “Family Lunch Days” or “West Virginia Wednesday” with OCN support.
- Utilize WVSNA Regional Chairs to bridge communication with members and nonmembers.

4. Thriving Organization

Objectives:

1. Build an inclusive leadership structure and responsive governance model.
2. Strengthen financial sustainability and strategic partnerships.

Strategies:

- Conduct annual member surveys to guide strategic decisions and policy priorities.
- Establish clear succession planning and leadership mentoring programs.
- Review and evaluate the use of committees and positions.
- Develop sponsorship opportunities for vendors aligned with child nutrition goals.
- Seek a social media partner that will monitor and update with the most current school nutrition information for our members as well as providing school nutrition information to our community.