

# 2026-2028 Strategic Plan

Fiscal Responsibility & Financial Stewardship

Robust & Intentional Communication,  
Marketing, & Outreach

CROSS-CUTTING THEMES

## The Voice of School Nutrition



- Identify & prepare subject matter experts to be the voice of the association.
- Elevate the professional image of the school nutrition industry.
- Advocate for equitable access to nutritious food for Washington students.

## Career Development and Growth



- Provide opportunities for mentorship and networking.
- Provide comprehensive and accessible professional development.
- Promote SNA certification pathways.

## Stakeholder Community



- Establish WSNA Members as the recognized team of experts in school meal program operations in Washington State.
- Identify and engage stakeholders in the mission of the association.
- Strengthen existing stakeholder relationships.

## Thriving Organization



- Provide a strong & varied pathway to association leadership.
- Develop & implement a programmatic review cycle.
- Grow association membership and participation in WSNA events.

CROSS-CUTTING THEMES

Building Meaningful Relationships

Advocacy at All Levels