

Strategic Plan

2025-2028

Vision: Advance the health and well-being of Texas children through nutritious meals that support learning and build a foundation for lifelong success

Mission: Empower, support, and advance the community of school nutrition.



Area of Focus	Respected Voice in School Nutrition
Statement of Desired Goal Achievement	1. Through a diverse and united community, we elevate the awareness needed for excellence in school nutrition.
Indicators of success	<ul style="list-style-type: none"> • Members will demonstrate fluency in our vision and mission. • Collective efforts will be reflected in policies that champion child nutrition through legislative action. • Recognized as the leading voice in student nutrition advocacy, both statewide and nationally. • Engagement with our members will be effective and consistent across all platforms.
Strategies	<ul style="list-style-type: none"> • Build a robust partnership with governmental agencies and allied groups through a unified voice. • Develop a strategic marketing campaign aimed at improving engagement and strengthening overall communication within the school nutrition community. • Partner and align with SNA to build a cohesive voice for school nutrition.
Tactics	<ul style="list-style-type: none"> • Rebrand TASN

Area of Focus	Building Inspired Communities
Statement of Desired Goal Achievement	1. Inspiring a community that advocates, empowers, collaborates, and supports members and allied groups.
Indicators of success	<ul style="list-style-type: none"> • School nutrition professionals in Texas turn to TASN as their place of connection and community and feel welcomed from their first interaction. • Fruitful collaborations exist within communities who share similar interest and goals. • Opportunities are provided for all TASN members to have access to role specific mentorship and support.
Strategies	<ul style="list-style-type: none"> • Create a robust volunteer program that results in a high level of pride in our organization. • Develop mutually beneficial relationships in support of the mission. • Provide various platforms and environments that foster a space for unique connection.

Area of Focus	Organizational Excellence
Statement of Desired Goal Achievement	1. The leadership and structure of TASN brings stability and strength to advance the organization's mission.
Indicators of success	<ul style="list-style-type: none"> • The shared vision is understood and embodied by leadership so that members feel supported. • Members demonstrate a passion and enthusiasm for TASN that inspires commitment to contribute and lead. • A strong and stable staffing structure exists that advances the organization.
Strategies	<ul style="list-style-type: none"> • Create data generating sources for indicating and evaluating interest and engagement. • Create and implement robust training and resources for staff and volunteers. • Build a strong association brand that fosters recognition and creates valuable opportunities. • Create foundational processes for internal and external operations.

Area of Focus	Journey of Professional Development and Growth
Statement of Desired Goal Achievement	1. TASN is the integral partner in the lifelong journey of learning and growth for School nutrition professionals.
Indicators of success	<ul style="list-style-type: none"> • We are the trusted source for professional development, embodying strength and leadership. • Continuous growth and retention will occur in membership certifications. • The quality of our models of knowledge and learning drives other organizations and partners to seek our guidance. • We provide an environment for professional development and resources that results in strong leaders in the industry
Strategies	<ul style="list-style-type: none"> • TASN provides accessible trainings and tools for school nutrition professionals. • TASN collaborates with allied partners to provide dynamic training opportunities. • TASN effectively communicates training opportunities utilizing various methods.