

SNEB 2016-2017 Focus Areas

Goal	Strategy	Measure	Person responsible	2016
Grow and maintain a dynamic Society serving the field of nutrition education around the world	Increase visibility			
2016/2017 Increase membership through partnership with Universities and other not for profit organizations	Outreach to universities via letters One letter of introduction and a 2nd introducing competencies	# of Universities contacted	President Staff to draft the letters to department heads and dietetic program chairs – include JNEB and conference	Fall semester 252 letters Sent October 2016
Identify State ambassadors to represent their State	Ambassadors identified for most states		Mbrship Comm	Ambassadors start outreach Sept 1
Increase student involvement	Students organizing meetings	# of volunteers for subcommittees	Student Committee	Fall 2016
Support effective nutrition education				
Promote the competences is the process	Finalize and implement communications plan		Pam check on the use of Competences at Teacher's College JW to follow up with Olfert re: communications plan	P. Koch will take action only if Teacher's College uses the competencies to update curriculum. 2 new co-chairs – Ramsay and Taylor

				identified. Development of a related position paper is under consideration.
Member spotlights to showcase various disciplines	eCommunicator			Promoting but little interest is being expressed
Development goals				See Dash Board
focus on engaging and strengthening Divisions by working together and training Help early career professionals find a “home” at SNEB. Mid-career who are interested in changing career	Past President’s forum that would provide advice and guidance to incoming division leaders		Murimi McCaffrey	Past presidents surveyed and interest in participation confirmed. Demographics being gathered via dues renewals
Conference goals				
Conference session panel on new food studies focused on students Good Briggs and Marks session topics Strong public policy session and more members involved in ACPP Cultural diversity amongst members – broadening member’s ability to work with culturally diverse audiences	Discuss Consider quarterly webinar sessions open to all members Conference or Webinar		Foundation ACPP	Briggs submitted. Marks being finalized.

Training members on technology	Conference or webinar			
--------------------------------	-----------------------	--	--	--