



Feeding Bodies. Fueling Minds.™



Call for Proposals SNA Annual National Conference 2023

Thank you for your interest in submitting an education session proposal for SNA's Annual Conference (ANC), July 9-11, 2023, in Denver, Colorado. Submitting a session proposal not only means your session will be considered for ANC but may also be considered for other SNA conferences and training.

Each proposed session should support one of four Key Areas identified in the [USDA Professional Standards](#). We are looking for innovative approaches and dynamic ideas that operators around the country can learn from, build from, and replicate.

The theme for ANC 2023 is "Reach Higher" and a focus should be on innovation as we continue to rebuild school nutrition programs for the school year 2022/23.

A major focus is on digital transformation and leveraging technology for communication, training, marketing, operations, and food service. Specifically, pre-ordering, delivery innovation, meal service, meal customization, digital menus /nutrition information etc.

Please submit your proposal at www.schoolnutrition.org/CFP by October 17, 2022.

SNA is looking for proposals in the categories listed below. Special attention should be given to topics listed in purple.

Key Area 1: Nutrition

- 1130 Innovative approaches to farm to school and school gardens as we rebuild school nutrition programs
- 1140 Recipe ideas and menu planning inspired by current trends (vegan, vegetarian, street food, ethnic flavors, etc)
- 1140 Menus that continue to allow operators to "pivot" to a variety of types of feeding models (in the classroom, cafeteria, on-the-go kiosks, and for virtual learners)
- 1140 Scratch cooking/speed-scratch while maximizing labor
- 1140 Menu management best practices due to food supply shortages
 - For example: recipes/menu planning built around one center of the plate item that can be cooked and packaged in many ways to allow for menu variety
- 1160 Food allergy management
- 1160 Menu planning for special diets
- 1160 Innovative concepts to enhance your menu and/or to increase a la carte sales (coffee bars/smoothie stands/make your own bars)
- 1200 Nutrition education and communicating nutrition information to families/students

Key Area 2: Operations

- 2200 Innovative ways to expand programs including mobile serving lines and food trucks
- 2200 Leveraging technology for meal pre-ordering, delivery, meal service, and meal customization
- 2200 Successful innovations introduced during the pandemic that continue to increase participation or student engagement
- 2200 Choice and customization of meals
- 2420 Procurement: Best practices for dealing with supply chain disruptions
- 2420 Procurement: Effective forecasting
- 2450 Equipment needs and procurement (how to write a bid for equipment, making serving lines kid friendly, finding the best equipment for the long term, tips for what to look for)
- 2450 Equipment replacement planning
- 2620 Food Safety
- 2620 Best practices for keeping staff safe with effective safety and sanitation practices

Key Area 3: Administration

- 3210 Leadership and connecting with your team
- 3210 Diversity, Equity, and Inclusion
- 3240 Disasters and emergency best practices and learning for the future (pandemics, hurricanes, fires, flooding and food recalls)
- 3310 Community Eligibility Best Practices and partial CEP
- 3340 Financial management fundamentals (understanding budgeting for school nutrition, benchmarking data, and meals per labor hour etc)
- 3340 Strategies for rebuilding your school nutrition program's fund balance and the importance of having a fund balance
- 3340 Adapting school meals programs (cost of living, inflation, gas prices, 4-day school weeks, or increasing prices for meals)
- 3420 Communication best practices between state agencies and SFAs
- 3430 How to train employees who may not have access to virtual tools like zoom and webinars
- 3430 Recruiting and retaining employees
- 3430 Performance management and coaching teams for success
- 3450 Wellness best practices and reducing team stress/anxiety

Key Area 4: Communications and Marketing

- 4110 Proven marketing ideas that work to increase participation
 - Please clarify target audiences for marketing: elementary, middle, or high school students or parents – all are needed
 - Marketing to help front-line employees and cook/managers market your program
- 4110 Creative packaging/marketing of school meals
- 4120 Media management and how to handle a crisis communication plan
- 4120 Social media marketing and social media etiquette for all levels
 - How to respond to negative news/social media (negativity)
- 4130 Student Engagement
- 4130 Understanding your customers and promoting your program to the community, parents and students
 - Positioning school meals as healthy, balanced, and good quality (myths vs reality)
- 4130 Innovative ways to leverage technology for communication and customer service (social media, digital menus, nutrition information)

- 4150: Advocating for school nutrition programs within your own district to your school board/administrators/teachers and positioning your program/yourself as the expert
- 4150 Community relations and partnerships to build your program