



SCHOOL DISTRICT OWNED MEMBERSHIP OVERVIEW

Background

In July 2007, the School Nutrition Association's (SNA) House of Delegates approved three bylaw amendments that enable the association to offer School District Owned Memberships (SDM) for personnel working in school nutrition programs as an option in addition to the standard individual memberships. SNA's most recent Strategic Plan identified the challenges that the more service based U.S. economy and low employment rates have had on the school nutrition workforce. The Plan included strategies to address the decreasing membership because of these challenges. SNA will continue to offer individual memberships as it has for the past 60 plus years. SDMs are an option for school districts.

School District Owned Memberships

- ❖ A SDM is a membership that is owned by a school district in the name of an individual that is transferable to another employee in the same membership category if the original assignee or person leaves the district's employ. The membership is nonrefundable. While in the employ of the district, the individual or assignee receives all the same benefits of an individual membership. All materials will be sent to the school district office or school address provided on the membership application and the home mailing option will not be available. Please note that this is not one membership for an entire school district's child nutrition staff. It is a new individual membership option to meet the needs of the changing workforce that enables a school district to keep its child nutrition staff informed and educated about feeding students.
- ❖ SDMs will only be available as a membership option in those states where the state associations have made the decision to offer it as a membership option at the state level as well. It is not enough that SNA offers it as an option because the state and national membership options need to be the same.
- ❖ New and renewing members can be SDMs. SDM expiration dates for renewing members will be one year from their existing expiration date.
- ❖ SDMs require an appointed Administrator. There is a box on the new application that must be completed with that person's contact information. This person is the only one authorized to request a transfer of a SDM from one person to another.
- ❖ A new SNA membership application has been designed to incorporate the SDM option. To eliminate the need to fill out an application for each SDM within a district, there is an Excel spreadsheet that can be used for multiple applicants. To use this, just one application needs to be completed with the Administrator information included and the remaining members can be recorded on the spreadsheet and included with the application.

SDM Categories and Dues

- ❖ Membership dues for SDMs will be the same as individual membership. The SDM option is not available for the Student, Retired and Affiliate membership categories

SDM Categories and Dues Continued

Member Type	Individual Membership	School District Owned Membership
SN Employees	\$26	\$26
SN Managers	\$28	\$28
Major City Directors & Supervisors	\$95	\$95
State Agency Personnel	\$95	\$95
Nutrition Educators	\$95	\$95
Other	\$95	\$95
Retired	\$26	NA
Students	\$26	NA
Affiliates	\$12	NA

SDM Pilot Program

- ❖ A six month SDM Pilot Program was launched in spring 2008 to introduce this new program and identify and work out any issues. The Pilot Program ran from April through the end of the year and three states were selected to participate in the pilot – Arizona, Georgia and Tennessee. An incentive of one free SDM in the SN Employee or SN Manager membership category for every five **new** SDMs that a school district signs up for during the Pilot Program (both national and state dues free) was offered.

SDM Roll Out to all States

- ❖ Since the launch of the Pilot Program, SNA has been promoting the introduction of SDMs in all promotional materials, publications and on its website.
- ❖ The free SDM in the SNE or SNM membership category for every five **new** SDMs incentive offer has been extended through December 31, 2010.
- ❖ Information on offering SDM in other states was distributed to state leaders in December 2008 and states were required to complete a participation form indicating their intent to offer this option. A schedule was developed that allowed three states per month, beginning in January 2009, to offer SDM. The list of participating states is on SNA's website and available from SNA's membership department. Participating states must agree to:
 - Offer SDMs as a membership option from the month they begin forward. A state cannot revert to only offering individual membership once it begins offering SDMs because it would be too confusing for members and detrimental to the association overall.
 - Offer one free SDM in the SN Employee or SN Manager membership category for every five **new** that a school district signs up for.
- ❖ When a state is offering SDMs, SNA will send an information packet to all member and non-member child nutrition directors in the state to introduce this new membership option. The information will be provided ahead of time to the state president and state association executive for their review. The information packet includes:
 - A letter from SNA's president introducing this new membership option;
 - A new SNA membership brochure;
 - A revised SNA membership application;
 - A copy of USDA's letter regarding the use of CN funds to pay for memberships; and
 - An Overview of the SDM program (this document).
- ❖ There will be no refunds when memberships are switched from individual membership to SDM.

Tracking of SDMs

- ❖ All persons in SNA's database, regardless of whether their membership is an individual membership or SDM, are assigned a membership number that is automatically generated when that individual's information is entered into the database for the first time. For certification and credentialing tracking purposes, membership numbers stay with an individual and are not transferred to the new employee assigned to that SDM.
- ❖ All SDM dues are linked to a school district in SNA's database. This will enable memberships to be easily transferred to another district employee when an authorized individual notifies SNA of a change.
- ❖ SNA's membership reports include all SDMs. In addition, states receive a separate report with just SDM members that is organized by Administrator. State leaders and members can easily track total members as well as the number of individual members and SDMs.

Transferring of SDMs

- ❖ All SDM transfers to another individual or assignee will only be accepted and processed when submitted on the official SDM Transfer Form that is posted on SNA's website.
- ❖ Transfers can only be made between individuals in the same membership categories. For example, SNA will not accept a transfer of a SDM for a Manager to a District Supervisor. The form requires name, title and contact information for the school district official requesting the change.
- ❖ When SNA is notified of a SDM transfer, a new membership number will be assigned to the new person and tracked in the school district's record in SNA's database. SNA's database is being programmed so that persons formerly assigned a SDM will be sent a membership application and letter encouraging them to rejoin SNA as an individual member retaining their membership number.
- ❖ There will be no limit in the number of SDM transfers or a fee to make such transfers.

SDMs and State Associations

- ❖ The SDM option will only be available in those states that decide to offer it as an option. Once a state decides to offer SDMs along with individual memberships, it may not revert to only offering individual membership.
 - States should review their bylaws to determine whether they need to amend them to incorporate the SDM option just as SNA did.
 - SNA highly recommends that state dues for SDMs be the same as individual memberships for consistency purposes. It would be very confusing for SNA to charge the same dues across the board for all member categories and for states not to do the same.
 - States will need to notify SNA that they want to offer the SDM option and sign an agreement as they did with the Direct to National Membership Processing Program. Once SNA receives the signed agreement, it will make the necessary changes in its membership database, send a draft membership application to the person designated in each state to review, and add the state to the list of participating states.
 - SNA will provide states with new marketing materials to use to launch the program in their state.
 - All monthly reports will be revised to incorporate SDMs.
 - Any SDM transfer information received in the state office should be sent to SNA immediately via fax or email so that SNA's records can be updated.