



Call for Proposals SNA Annual National Conference 2025

Thank you for your interest in submitting an education session proposal for SNA's Annual Conference (ANC), July 13-15, 2025, in San Antonio, Texas. 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 ANC25 theme, "It's Your Moment," celebrates the journey of school nutrition professionals, honoring their resilience and vision for the future. This conference has a clear purpose: to unite these mission-driven individuals, providing an opportunity to reflect on careers, foster personal and professional growth, and build a supportive community.

It's a moment to shine, share experiences and shape the next chapter of the essential work in advancing school meal programs. Help us create an inspiring experience that will empower and connect all attendees committed to making a difference, one meal at a time.

Please submit your proposal at www.schoolnutrition.org/CFP by November 6, 2024, at 11:59 pm ET.

SNA is looking for proposals in the categories listed below.

Key Area 1: Nutrition

- 1130 Innovative approaches to farm to school and school gardens.
- 1140 Recipe ideas and menu planning inspired by current trends. (vegan, vegetarian, street food, ethnic flavors, etc)
- 1140 Menus that allow for a variety 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.
 - 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 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: Best practices for keeping a safe operation with effective safety and sanitation practices.

Key Area 3: Administration

- 3210 Leadership and connecting with your team.
 - Leadership and how it relates to relaying the effectiveness of your program.
- 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.
- 3410 Human Resources Management.
- 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.
- 3430 Recruiting and retaining employees.
- 3430 Performance management and coaching teams for success.
- 3450 Wellness best practices and reducing team stress/anxiety.

- 3510 Using Technology for the Job.
 - Innovative uses for AI in school nutrition. What technologies are being used to help speed up processes.
 - Business Intelligence/technology to support Nutrition KPIs.

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.