

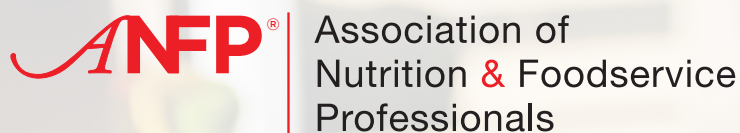


Association of
Nutrition & Foodservice
Professionals

Annual Report

FY 2021 | JUNE 1, 2020 - MAY 31, 2021

Governance



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**NUTRITION &
FOODSERVICE
EDUCATION
FOUNDATION**

The philanthropic arm of
Association of Nutrition & Foodservice Professionals **ANFP**®

CHAIR

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Dorothy Radermacher

Strategic Plan

In light of the COVID-19 Pandemic and its impact on current trends, the ANFP Board of Directors voted to extend the Strategic Plan for an additional year, through FY23. Despite the challenges, strong progress was made on each of the four goals.

The CDM, CFPP is a required staffing qualification in non-commercial foodservice management.

1

- 34% of Skilled Nursing Facilities now employ a CDM, CFPP, a growth of 2.6%.
- The total number of CDM, CFPPs grew slightly to 12,662.
- 60% of members' employers required the CDM, CFPP credential, an increase of 17%.
- 47% of members' employers paid all or a portion of dues and certification fees, an increase of 2%.

2

CDM, CFPPs maintain continued professional competence.

- 83.7% of CDM, CFPPs met their continuing education requirements for credential maintenance, almost even with FY20.
- 49% of members' employers paid all or a portion of their continuing education fees, an increase of 1%.
- ANFP remained the primary source of continuing education for CDM, CFPPs, with more than 54,000 CE hours reported from ANFP programs across the five core competency areas, as compared to 13,800 CE hours reported from external prior-approved programs.



Strategic Plan

3

ANFP is a source for foodservice management and food safety data.

- ANFP entered the second year of its Acute Care Benchmarking Program with a 35% increase in registered facilities, totaling 241.
- ANFP entered the fifth year of its Skilled Nursing Benchmarking Program, with a 3.7% increase in registered facilities, totaling 1,681.
- ANFP's Online Resource Center had nearly 100,000 page views, serving as a data repository for several industry research programs and tools, along with an extensive COVID-19 resource section.

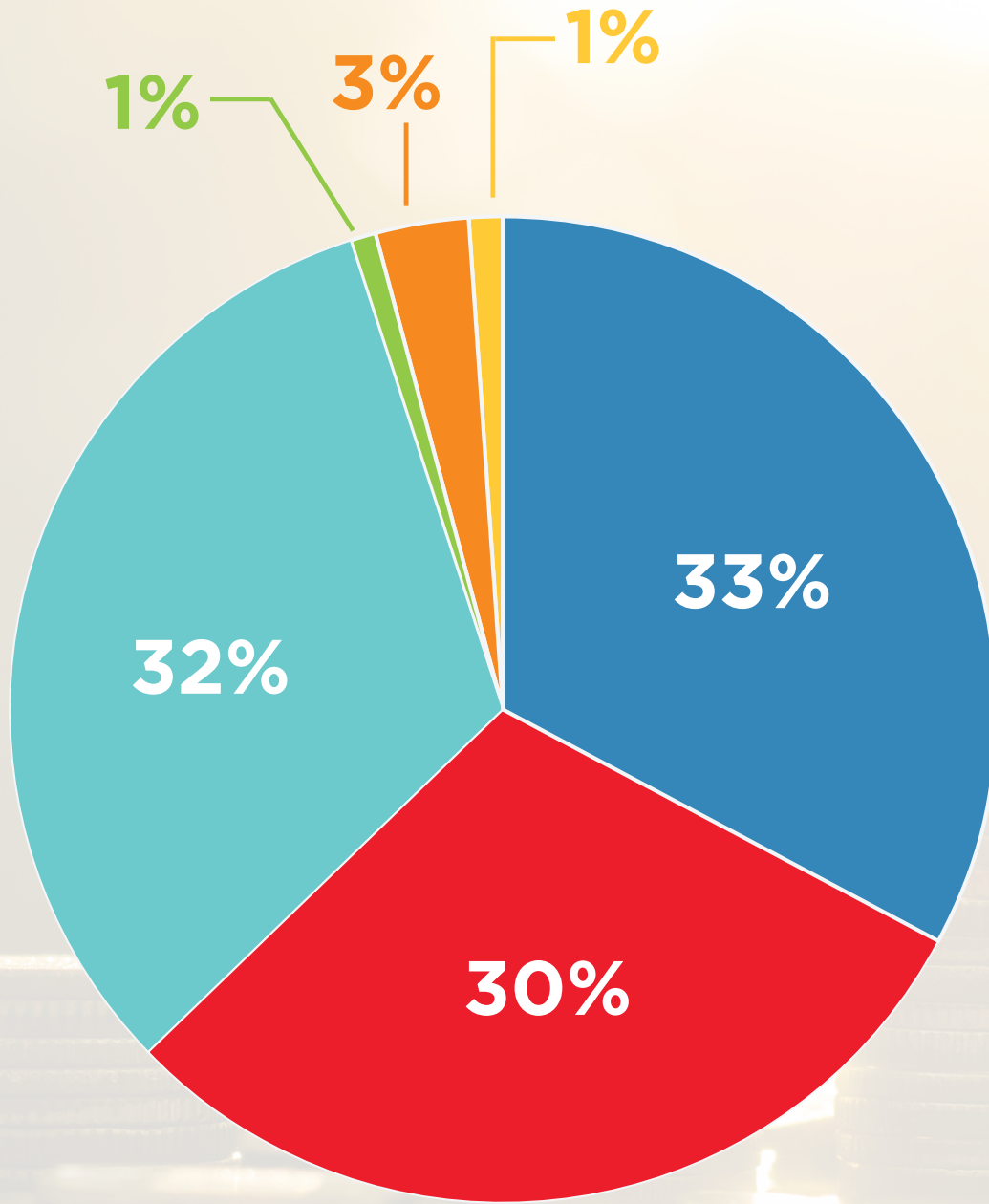


The future of the food and nutrition profession is secured through increased member engagement.

4

- 80.6% membership retention (up 2%), and 7.6% increase in new ANFP members.
- 92% increase in new candidates interested in the Volunteer Leadership program.
- 9% increase in engagement with ANFP Social Media channels.
- 12.5% increase in engagement with the ANFPtv video learning portal.

Revenue Streams



**CDM, CFPP
Certification
Program**



**Education
& Online
Learning**



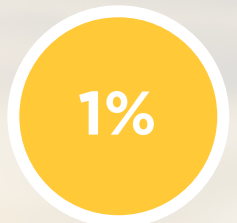
**Dues
Revenue**



**Print &
Online
Advertising**



**Live &
Virtual
Meetings**



**Other
Non-Dues
Revenue**

Membership

Membership Count

14,674

**TOTAL MEMBERSHIP
AS OF MAY 31, 2021**

1,911

**NEW ANFP MEMBERS
IN FY21**

12,994

**PROFESSIONAL
MEMBERS**

972

**PRE-
PROFESSIONAL
MEMBERS**

629

**ALLIED
PROFESSIONAL
MEMBERS**

79

RETIRED MEMBERS

Membership Benefits Highlights



Real Rewards Cafe

ANFP continued its partnership with Real Rewards Cafe for ANFP members and CDM, CFPPs. Real Rewards Cafe allows foodservice professionals to earn free rewards from qualifying food and equipment purchases to enhance their operations.

Individuals have the opportunity to redeem Real Rewards Cafe points to use towards ANFP membership and CDM, CFPP certification fees.



6th Annual Member Appreciation Week Highlights

ANFP observed Member Appreciation Week for its sixth year in the first week of April. Members received daily e-mails with details on events of the day, including:

- Free CE Article
- CE & Informational Webinars
- Merchandise Sale
- Membership Dues Giveaway
- Online Course Discounts



3rd Annual Volunteer Appreciation Week Highlights

ANFP celebrated Volunteer Appreciation Week in May. Volunteers received incentives and tokens of appreciation throughout the week, including:

- Volunteer Bingo
- 5-Piece Le Creuset Cookware Set Giveaway
- CDM, CFPP Merchandise Basket Giveaway
- Free Webinar
- Merchandise Sale

12,662

Total Number of CDM, CFPPs on May 31, 2021

1,221

New CDM, CFPPs in FY21  **2.0% Increase**

1,881

Total Number Tested  **9.7% Increase**

1,271

Total Number Passed

75.0%

First-Time Passing Rate

CDM Credentialing Exam Test Centers

After a complete shut-down of all test centers due to the COVID-19 pandemic, a gradual reopening resumed for essential workers, which included CDM Credentialing Exam candidates. The strength of the CDM, CFPP credential continues to be evidenced by the strong demand for the CDM Credentialing Exam, and the consistent reliability in the performance of the exam.

Verify Credentials

The Verify Credentials page on the CBDM website now has a 'Print' button, making it easy for CDM, CFPPs to print a copy of the information verifying current certification status for employers, surveyors, or anyone else interested in confirming certification status of an individual. In addition, CBDM has made a formal certificate, suitable for framing, available in the ANFP Marketplace.

CDM Credentialing Exam

A new version of the CDM Credentialing Exam launched in March, based on the 2021 Detailed Content Outline that was derived from the 2019 Job Analysis Survey. CBDM also approved and implemented a procedure in the exam development and administration process, called Linear On The Fly (LOFT) testing, which provides greater exam security while preserving the validity and reliability of each exam administered.

CBDM ● ● ●
continuing competence
where education advances performance

Continuing Competence Initiative

CBDM continues to promote the concept of continuing competence, encouraging CDM, CFPPs to be selective in their continuing education choices, so that they can support their goals and professional development needs.

Nutrition & Foodservice Professional Training Programs



19

Number of
Programs offering
Pathway IIIb



955

Total graduates from
ANFP-approved training
programs in FY21



33

Purchases of the
2021 Curriculum



64

The total number of active
Nutrition & Foodservice
programs at the end of FY21



CLASSROOM



ONLINE



HYBRID



CORRESPONDENCE

Live & Virtual Meetings

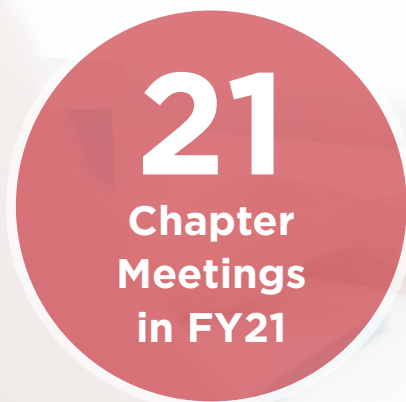


Due to the COVID-19 pandemic, the 2020 Spring Regional Meeting and 2020 Annual Conference & Expo (ACE) were cancelled. Three virtual meetings were held in place of live meetings.

2020 VIRTUAL ACE MEETING	2020 VIRTUAL FALL MEETING	2021 VIRTUAL SPRING MEETING
9.75 CE HOURS	5.50 CE HOURS	6.00 CE HOURS
905 SESSION PURCHASES	948 SESSION PURCHASES	298 VIRTUAL REGISTRANTS

Chapters

Due to the COVID-19 pandemic, several ANFP chapter events were cancelled or postponed.



Education & Continuing Education (CE) Products

54,630

The number of CE articles, webinars, online courses, and in-services purchased towards the learning needs and continued competence for CDM, CFPPs.



4% Increase
from FY20

What's New



Updated Exam Prep Materials

Several exam prep materials were updated, including the hard copy study guide, flash cards, online review course, and self-assessment exam.



New Math Study Tool

A new study tool was created that focuses solely on foodservice and nutrition math formulas.



Additional COVID-19 Resources

COVID-19 resources were updated regularly along with providing additional live Q&A sessions.



New Edition of Textbooks

The 3rd editions of *Foodservice Management – By Design* and *Nutrition Fundamentals and Medical Nutrition Therapy* were released.

Advocacy

What's New



21

NUMBER OF STATES
RECOGNIZING
THE CDM, CFPP
CREDENTIAL

ANFP is pleased to share that **Kentucky**, **New Hampshire**, and **Texas** have adopted the Centers for Medicare & Medicaid Services (CMS) regulations that list the CDM, CFPP as the primary qualification for the Director of Food and Nutrition Services in the absence of a full-time dietitian. This brings the total number of states that recognize the credential to 21!

ANFP-PAC had more than \$7,500 cash on-hand as of May 31, 2021.

ANFP continued its productive partnership with the **Opportunity America Jobs and Careers Coalition (OAJCC)**, providing a greater impact on federal career and technical education proposals and the prospect of new pathways for the CDM, CFPP credential, including:



The Jumpstart Our Businesses by Supporting Students (JOBS) Act

ANFP and OAJCC's other national members have continued to advocate for the bipartisan JOBS Act to better support today's students by making high-quality, shorter-term education and training programs eligible for federal Pell Grants. By expanding Pell Grant eligibility, the JOBS Act would help close the skills gap so workers can afford the job training and credentials that are now in even more demand due to the pandemic. The JOBS Act is supported by community colleges and those students receiving new Pell Grants would have to be enrolled in credentialing programs recognized by employers, industry or sector partners, or aligned with in-demand career pathways or registered apprenticeship programs.

Beyond these OAJCC-related endeavors, ANFP successfully maintained the 2016 Centers for Medicare and Medicaid (CMS) regulation requirement that the Director of Food and Nutrition Services in long-term care facilities must be a CDM, CFPP, despite a 2019 CMS proposed rule that would have diluted this important requirement.

Finally, ANFP's federally-registered political action committee, ANFP-PAC, continued raising funds thanks to the generous support of ANFP's members to show more than \$7,500 cash-on-hand by year's end.



A U.S. Dept. of Labor (DOL)-recognized Youth Apprenticeship Program

OAJCC facilitated meetings between ANFP and the Urban Institute, which has a \$2 million annual grant from DOL for youth apprenticeships to guide ANFP through the DOL application process to register and sponsor an apprenticeship program. By year's end, ANFP reached the pilot phase of establishing a DOL-recognized youth apprenticeship program. This will assist the succession planning for employees by enrolling into a program based on an ANFP-approved curriculum. DOL will also give employers \$1,000 for each youth apprentice through the Urban Institute grant to cover the cost of the course and exam registration fees.

Analytics & Technology

What's New

1 Upgraded Association Management Software System

2 Launched online payment system for corporate entities

3 Integrated ACH payments into ANFP website

4 Conducted two benchmarking studies

5 Conducted three COVID-19 surveys and published infographics on ANFP website

6 Completed move to 100% cloud-based systems and upgraded IT security infrastructure

7 Updated online exam registration system

8 Supported ANFP web page system upgrade and web page refresh.

Corporate Partners

Corporate Partners provided steady support in FY21, in spite of live event cancellations due to the COVID-19 pandemic.



Association of
Nutrition & Foodservice
Professionals

2021
**CORPORATE
PARTNER**



Corporate Partner Digital advertising and sponsorship revenue exceeded budget by **more than 30%.**



30% from FY20



10% from FY20

58

**Total number of
Corporate Partners as
of May 31, 2021.**

17

**Companies represented
on ANFP boards and
committees.**



38% from FY20

\$282,000

Total Revenue from Corporate Partners

This decline is mainly due to event cancellations.



The philanthropic arm of

Association of Nutrition & Foodservice Professionals **ANFP**

NFEF Update

1,431

Donations from
1,051 individuals
in FY21

91

Grants awarded in
FY21 to current and
aspiring CDM, CFPPs

\$25,420

Worth of grants
awarded in FY21

NFEF GRANTS ARE OFFERED FOR:

ANFP ANNUAL CONFERENCE & EXPO

CDM CREDENTIALING EXAM FEES & PREP

REGIONAL MEETINGS

DUES & CERTIFICATION FEE ASSISTANCE

STUDENTS ENROLLED IN DIETARY MANAGER TRAINING PROGRAMS

FY21 Funding Sources

Corporate Sponsors for FY21 are:



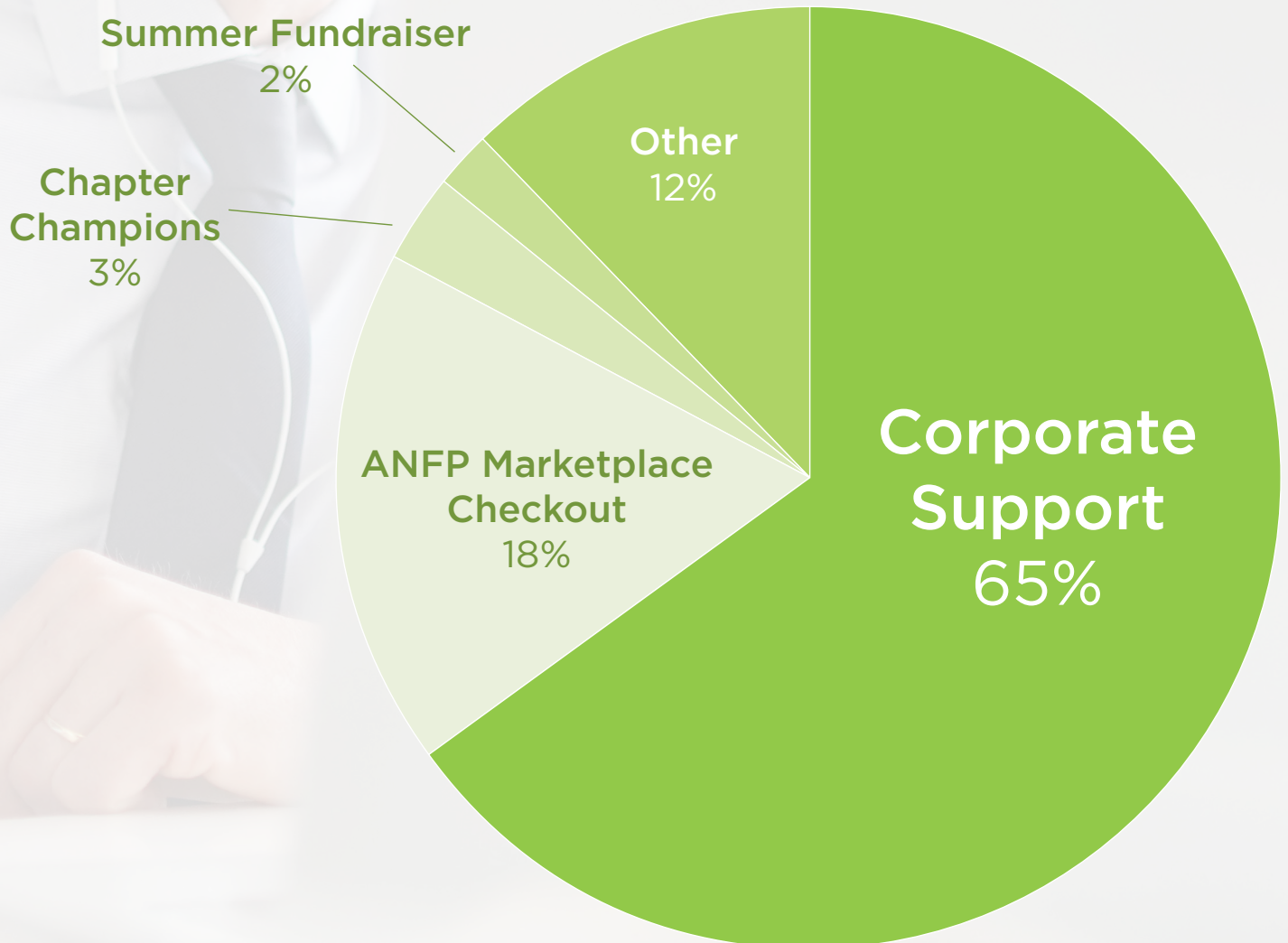
FY21 Activities

The Foundation was able to expand the number of grants awarded through the Member Dues and Certification Fees program to ANFP members impacted by the COVID-19 pandemic by providing an additional 31 grants—an increase of 67% in 2020.

In 2021, a two-minute promotional video and an informational brochure were developed, highlighting the Nutrition & Foodservice Education Foundation and its primary objectives: awarding grants, conducting research, promoting educational initiatives, and NFEF Awards. You can view the video and brochure [here](#).

NFEF continues to honor one foodservice department that together achieves operational success through teamwork, innovation, and customer service with the Foodservice Department of the Year Award. In addition, the Foundation awarded a facility that offers unique training or education initiatives with the Foodservice Innovator of the Year Award.

NFEF funds its programs through donations from the following sources:





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Professionals

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