

Minnesota Veterinary Medical Association Updated 2011-12 Strategic Plan

Promise

The Minnesota Veterinary Medical Association leads the veterinary profession by contributing to the success of veterinarians, public health safety, and the care and well-being of animals.

We accomplish this by

- advocating effectively for animal welfare
- supporting animal agriculture and food safety
- enhancing the knowledge and skills of veterinary professionals
- serving as an educational resource for members and the public
- identifying and mentoring future leaders of the veterinary profession
- facilitating collaboration and professional networking
- strengthening the positive reputation of the Minnesota veterinary profession

Goal

To strengthen the position, visibility and leadership of the Minnesota veterinary profession.

Objectives and Priorities

1. Continued Improvement of Governance

- 1.1 Facilitate MVMA committee connection to strategic plan.
- 1.2 Review/revise board processes and practices to strengthen engagement and improve decision-making.
- 1.3 Strengthen communication with board members between meetings.
- 1.4 Work to achieve a board that is representative of its membership in terms of gender, experience, practice type, geographical location, etc.
- 1.5 Continue to access AVMA resources and expertise to strengthen the MVMA
- 1.6 Priority of maintaining the Executive Director position.

2. To Enhance Grassroots Lobbying

- 2.1 Increase member involvement and knowledge in legislative advocacy, both at the state legislature and in their communities (e.g., forums, clinic visits).
- 2.2 Further enhance the key contact network.
- 2.3 Continue Day at the Capitol (February or March); Discuss plans for 2012.
- 2.4 Strengthen collaboration with other organizations with shared interests and manage working relationships with other organizations that deal with animal and public health safety issues.

3. To Communicate More Effectively With Members, Veterinary Technicians, Support Staff, Stakeholders, and Others

- 3.1 Ongoing assessment and strengthening of communication with veterinarians; consider expanded use of email updates; more social networking; more individualized invitations to events, meetings.
- 3.2 Expand professional network opportunities. Enhance relationships with other state and local VMAs (veterinary medical associations).
- 3.3 Identify ways to use technology and the Web more effectively to strengthen communication with members.
- 3.4 Build a stronger partnership with the CVM leadership, faculty and students.
- 3.5 Strengthen communication and relations with veterinary technicians and its state association (MAVT).

4. To Increase Positive Visibility Through the Media

- 4.1 Maintain a strategic public relations approach.
- 4.2 Identify and pitch stories to reporters.
- 4.3 Develop an animal issue crisis media response plan in conjunction with the College (CVM) and the AVMA
- 4.4 Create resources for members in media relations and training.
- 4.5 Maintain the media list.

5. To Demonstrate Leadership on Animal Welfare and Public Health Safety Issues

- 5.1 Identify opportunities to work more closely with humane societies and other animal welfare groups.
- 5.2 Collaborate effectively with the AVMA nationally and on Minnesota issues.
- 5.3 Advise and support veterinarians during local animal welfare and public health safety crises.
- 5.4 Support and evaluate the ongoing success of the MVMRC
- 5.5 Educate MVMA members on agriculture and public health safety issues and concerns.

6. To Increase Membership

- 6.1 Analyze and evaluate membership categories and corresponding dues and registration fees biannually (even year).
- 6.2 Coordinate student MVMA membership with SCAVMA.
- 6.3 Continue the development of engagement strategies for young professionals and senior veterinarians.
- 6.4 Utilize membership brochure.
- 6.5 Create a customized member value approach.
- 6.6 Increase understanding of and involvement in MVMA volunteer opportunities.

7. To Increase Non-dues Revenue

- 7.1 Expand advertising on the MVMA website and any other MVMA endeavors and any other MVMA endeavors.
- 7.2 Explore for-profit enterprises, establish specific criteria. Ongoing evaluation of investment and financial management strategies, processes and procedures.
- 7.3 Expand the annual convention; explore the possibility of upper midwest regional meetings.