

# 2020-2025 STRATEGIC PLAN

## VISION & MISSION

**Vision:** A community where all Vermonters thrive through the transformative power of food and nutrition.

**Mission:** Foster connections among members to enhance the Vermont food and nutrition landscape.

## PRINCIPLES

- Integrate research, technology, and professional development to stimulate discovery and innovation;
- Strive towards equity, diversity, and inclusion with a respectful humility;
- Act ethically with accountability for life-long learning, commitment to excellence, and professionalism;
- Approach decisions with consideration for environmental, economic, and social implications.

## FOCUS AREAS

The public recognizes and trusts RD/RDN/DTRs as the primary resource for evidence-based nutrition care and guidance

Members and prospective members view VAND as a social and professional asset

VAND leaders leverage innovation and technology to improve efficiency and engagement

### KEY STRATEGIES

- Enhance branding & improve user experience on our website;
- Utilize social media & website to increase consumer education;
- Leverage RD/RDNs employed in the VT state government to increase awareness about the profession
- Elevate RDNs to emphasize the role of nutrition status in quality health care across the lifecycle;
- Impact local food and nutrition policies through advocacy on the local and state level.
- Champion opportunities to advance diversity, equity, & inclusion.

### KEY STRATEGIES

- Offer networking, fundraising, & leadership opportunities for VAND members;
- Increase membership with board pipeline and improve board position transitions;
- Streamline technology and processes for VAND awards & scholarships;
- Create inter-professional training & development opportunities through strategic partnerships and the Annual Meeting;
- Champion opportunities to advance diversity, equity, & inclusion.

### KEY STRATEGIES

- Update the financial and accounting technology and software;
- Invest in website upgrades, with associated technical assistance, including event planning, registration, and revenue opportunities;
- Explore new technology to offer convenient, remote opportunities to connect and educate members;
- Champion opportunities to advance diversity, equity, & inclusion.