

## Strategic Plan 2015-2020

**Vision:** Optimize Vermont’s health and wellness through food, nutrition and lifestyle.

**Mission:** Empower members to be Vermont’s leaders in food, nutrition and wellness.

**VAND Values:**

*Customer Focus:* Meet the needs and expectations of all customers. Our customers are: members, health professionals, external partners and organizations, public, and other stakeholders.

*Integrity:* Act ethically with accountability for life-long learning, commitment to excellence and professionalism.

*Innovation:* Embrace and lead change with creativity and strategic thinking.

*Social Responsibility:* Make decisions with consideration for inclusivity as well as environmental, economic and social implications.

*Diversity:* Recognize and respect differences in culture, ethnicity, age, gender, race, creed, religion, sexual orientation, physical ability, politics and socioeconomic characteristics.

GOALS	<b>The public trusts and chooses Registered Dietitian/ Registered Dietitian Nutritionists as experts in food, nutrition, and wellness.</b>	<b>VAND members optimize the health and wellness of the Vermont community.</b>	<b>Members and prospective members view VAND as vital to professional success.</b>
STRATEGIES & TACTICS	<p>Work collaboratively across disciplines (including local, state and national food and nutrition communities and medical and other health and wellness organizations).</p> <ul style="list-style-type: none"> <li>Encourage VAND members to actively participate in Vermont food, nutrition, health, and wellness organizations and settings by identifying and communicating opportunities.</li> <li>Develop relationships and/or work on an initiative with at least 2 key stakeholders annually.</li> </ul> <p>Communicate emerging science and evidence-based positions on issues related to food, nutrition, health and wellness.</p> <ul style="list-style-type: none"> <li>Develop and implement a plan for updating VAND’s public website with content related to current, evidenced-based information.</li> <li>Share out emerging, evidence-based information via appropriate media public facing channels.</li> </ul> <p>Increase public visibility of VAND members by strengthening the brand.</p> <ul style="list-style-type: none"> <li>Encourage all VAND members to obtain and maintain Certification (CD) from the Vermont Secretary of State.</li> <li>Develop and implement a plan for marketing our professional and organizational brand.</li> <li>Participate in at least 1 community based event per year.</li> </ul>	<p>Engage members to impact food, nutrition and wellness policies through participation in the legislative and regulatory processes at local, state and federal levels.</p> <ul style="list-style-type: none"> <li>Provide scholarships and encourage participation in PPW</li> <li>Encourage interactions with legislators, including state house events, town meetings, etc.</li> <li>Develop and communicate pertinent Action Alerts to membership.</li> </ul> <p>Strengthen and expand knowledge and skills of VAND members.</p> <ul style="list-style-type: none"> <li>Embrace Vermont community values by educating members about food resiliency, food environment, and agriculture across practice disciplines.</li> <li>Encourage members to access and utilize resources from the Academy.</li> </ul> <p>Increase the public’s access to VAND member services.</p> <ul style="list-style-type: none"> <li>Encourage VAND members to seek opportunities to be more visible and provide services in food, nutrition, and wellness settings.</li> <li>Identify opportunities to advocate for inclusion and coverage of RD/RDN services.</li> </ul>	<p>Provide relevant professional development, leadership and networking opportunities for VAND members.</p> <ul style="list-style-type: none"> <li>Provide 2 social events &amp; 1 service opportunity for VAND members annually.</li> <li>Investigate and promote relevant educational and leadership opportunities for RD/RDN and DTRs in VT.</li> </ul> <p>Attract and retain VAND membership.</p> <ul style="list-style-type: none"> <li>Measure the diverse skills, practices, and needs of VAND members through surveys.</li> <li>Promote value of VAND brand through marketing efforts and networking opportunities.</li> <li>Seek ways to remove obstacles that discourage participation.</li> <li>Identify and develop tools to recognize new members.</li> </ul>