

Michigan Veterinary Medicine Association Strategic Plan 2020-2022

Our Mission (what we do)

Advocacy, education and networking for the health and well-being of Michigan and its veterinary community.

Our Vision (what we wish MVMA to become)

MVMA: Michigan's trusted authority and resource for excellence in the veterinary community and public health.

Our Overall Desired Outcomes (the impact we wish to make)

As a professional community, MVMA exists to create these impacts:

1. *Members are energized to:*
 - *Embrace excellence and innovation in veterinary medicine*
 - *Develop business acumen and use quality management practices in their businesses*
 - *Engage in the important work of MVMA*
 - *Access tools to enhance their well-being.*
2. *Veterinarian scope of practice is protected.*
3. *Veterinary continuing education is accessible and affordable in Michigan.*
4. *Legislators understand how veterinary medicine impacts public health.*
5. *Animal owners and guardians look to MVMA as the voice of accurate information about animal health and care*
6. *The public becomes aware of concerns of animal agriculture and the under-served areas of veterinary medicine*

Our Strategic Filters for use in decision-making at the Board, Committee and Staff Levels:

- Does this approach or decision demonstrate **adaptation to change using innovation/creativity**?
- Does it demonstrate **long term strategic perspective/direction**?
- Does this approach deliver on a **member service culture**?
- Does this decision promote **ethical and legal behavior** in the profession?

Priority Goals

1. Enhance Public Relations to create a stronger voice for public credibility through proactive position statements, emergency preparedness planning, social responsibility.

2. Pursue legislative advocacy as a core element of the value proposition

3. Enhance Governance to become strategic in nature with Local Structure & Techs under the tent

4. Create an emotional connection between MVMA and the members.

Key Objectives

- Increase diversity in the profession and inside MVMA
- Create a better balance of demographics in the profession

- Increase PAC donors and dollars
- Increase visibility with legislators
- Develop a grassroots infrastructure

- Become a more strategic board
- Widen the tent under the MVMA umbrella
- Strengthen local chapter structure and communication.

- Create a wellness initiative
- Create a leadership pipeline
- Build a solid value proposition for all segments of the membership