

WHAT DRIVES US

MVMA is dedicated to fostering a thriving, inclusive veterinary community that supports the health and well-being of animals, veterinarians, and the public.

VISION

MVMA envisions a modern, connected, and empowered veterinary community, cultivated through inclusivity, continuing education, advocacy, and accessible resources.

MISSION

One voice promoting professional excellence in veterinary medicine and advancing animal well-being and public health.

VALUES

Professional excellence
Commitment to one health
Forward thinking



HOW WE PROGRESS

MVMA's strength lies in the passion, expertise, and collaboration of its members and committees. As we implement this strategic plan, every initiative and partnership will serve a common purpose—to elevate professional excellence, promote compassionate care, and ensure that every member of the veterinary team feels valued, supported, and empowered.

Together, we will build a stronger, more connected profession and secure a vibrant future for veterinary medicine in Michigan.



**Michigan Veterinary
Medical Association**

*Professional excellence.
Compassionate care.*

517-347-4710 | www.mivma.org



**Michigan Veterinary
Medical Association**


2026-2028 Strategic Plan




OUR STRATEGIC PRIORITIES

MVMA will focus on four strategic priorities. These priorities position MVMA to lead with innovation and impact – ensuring the continued health and vitality of the profession and the association.

 Modernize and expand continuing education programming

 Build an inclusive veterinary community

 Strengthen advocacy communication and engagement

 Become an indispensable resource for veterinarians



STRATEGIC INITIATIVES

Over the next three years, MVMA will undertake nine initiatives to advance the stated strategic priorities.

Rethinking In-Person Continuing Education – Redesign MVMA's education portfolio to increase relevance, accessibility, and financial performance across all career stages.



LVT Awareness, Inclusion & Advocacy – Expand visibility, inclusion, and professional development opportunities for licensed veterinary technicians.



Legislative Advocacy – Strengthen communication, engagement, and participation in MVMA's advocacy efforts.



Consortium Purchasing Options – Explore collaborative purchasing and negotiation models to reduce costs and enhance member value.



Non-DVM Staff Professional Development – Develop and promote training pathways for support staff to improve team performance and practice efficiency.



Define Expectations for MAHF – Clarify MVMA's partnership with MAHF by establishing mutual goals, measures of success, and sustainable operational expectations.



Strengthen and Expand Practice Hub Topics – Broaden the scope of MVMA's practice management resources to include HR, legal, and emotional health support.



Grow Membership – Strengthen recruitment and retention to grow the MVMA membership.



Governance Model – Evaluate and refine MVMA's governance structure to ensure it is aligned, agile, and equipped to guide the association's next phase of growth.

