



# **A New Day at the AVMA**

## **Committee on Animal Emergency Management**

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# Outline for Today's Talk

- Strategy Management Process
- Advisory Panel Pilot Program



# STRATEGY MANAGEMENT PROCESS



# AVMA Members Highly Value

- Advocacy
- Accreditation
- Veterinary Economics
- Member Services
- Leadership

# MISSION STATEMENT

The American Veterinary Medical Association's **MISSION** is to **lead** the profession by **advocating** for its members and **advancing** the science and practice of veterinary medicine to **improve animal** and **human health**.

# VISION STATEMENT

The American Veterinary Medical Association's **VISION** is to be the trusted leader in **protecting**, **promoting** and **advancing** a strong, unified veterinary profession that meets the needs of society.

# CORE VALUES

# Core Values

- Ethical
- Inclusive
- Science-based
- Animal-focused
- Member-centric
- Supportive
- Fiscally responsible
- Efficient
- Innovative

# GOAL

# Grow Member Value

# 2015-2017 STRATEGIC PLAN

# Key Elements

- All 12 divisions evaluated and reorganized
- 3 strategic business units:
  - ✓ Advocacy and Public Policy
  - ✓ Products and Services
  - ✓ Accreditation and Certification
- New branding elements
- Marketing and Communications plans
- Metrics for success
- Flexibility

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

- VINCE LOMBARDI



**AVMA**™

**Our Passion. Our Profession.**

# ADVISORY PANEL PILOT PROGRAM

# Advisory Panel Pilot Program

What is it?

An 18-month (July 2015 – January 2017) experiment, testing an alternative AVMA governance structure designed to:

- Enhance efficiency and effectiveness of its volunteer leadership
- Increase member value and engagement by increasing opportunities for micro-volunteerism
- Provide a better overall volunteer experience

# Advisory Panel Pilot Program

## Who's Involved?

### Practice Advisory Panel

- Animal Agriculture Liaison Committee
- Aquatic Veterinary Medicine Committee
- Committee on Disaster and Emergency Issues
- Council on Veterinary Service

### Regulatory Advisory Panel

- Committee on Environmental Issues
- Council on Biologic and Therapeutic Agents / Clinical Practitioners Advisory Committee
- Council on Public Health and Regulatory Veterinary Medicine
- Food Safety Advisory Committee

# Advisory Panel Pilot Program

## Who's Involved?

### Stakeholder Forums

- Allied Organization Forum
  - Issues of importance to specific segments of the profession
- Governmental Forum
  - Public health and governmental perspectives

# Advisory Panel Pilot Program

## Allied Organization Forum

- American Academy of Veterinary Acupuncture
- American Animal Hospital Association
- American Association of Avian Pathologists
- American Association of Bovine Practitioners
- American Association of Corporate and Public Practice Veterinarians
- American Association of Equine Practitioners
- American Association of Feline Practitioners
- American Association of Food Safety Veterinarians
- American Association of Small Ruminant Practitioners
- American Association of Swine Veterinarians
- American Association of Veterinary Clinicians
- American Association of Veterinary Laboratory Diagnosticians
- American Association of Zoo Veterinarians
- American Holistic Veterinary Medical Association
- American Society of Laboratory Animal Practitioners
- Association of Avian Veterinarians
- National Association of Federal Veterinarians
- Society for Theriogenology
- Student AVMA
- Uniformed Services

# Advisory Panel Pilot Program

## Governmental Forum

- U.S. Department of Health and Human Services, Centers for Disease Control and Prevention
- U.S. Department of Health and Human Services, Food and Drug Administration, Center for Veterinary Medicine
- National Assembly of State Animal Health Officials
- National Association of State Public Health Veterinarians
- U.S. Department of Agriculture, Animal and Plant Health Inspection Service
- U.S. Department of Agriculture, Food Safety and Inspection Service
- U.S. Department of Homeland Security

# Advisory Panel Pilot Program

## Advisory Panel Charges

- Protect, promote and advance profession
- Strategically identify, prioritize and process issues under their charges
- Operate with awareness of needs of AVMA's diverse professional segments
- Create working groups with clear objectives
- Provide opportunities for general membership involvement
- Make recommendations to AVMA Board of Directors

# Advisory Panel Pilot Program

## Assessments

- Input from entities and stakeholder forums
- Pre- and post-survey
- Survey of participants at conclusion of each working group or other purpose-focused group utilized within the pilot
- Potential for commenter input survey
- Input from anyone through [APPilot@avma.org](mailto:APPilot@avma.org)



# New AVMA

[newavma.avma.org](http://newavma.avma.org)



# Key Takeaways

- Growing member value
- Adjusting our priorities
- Renewed commitment to serving members and profession
- Improving volunteer structure



# Thank You!

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