

# FLORIDA ACADEMY OF NUTRITION AND DIETETICS 2018-2023 STRATEGIC PLAN

<b>MISSION</b>					
Empowering our members as leaders in promoting optimal nutrition and health for all Floridians					
<b>VISION</b>					
Optimizing Floridians' health through food and nutrition					
<b>VALUES</b>					
Customer Focus; Integrity; Innovation; Leadership; Life-Long Learning; Collaboration; Diversity; Experts; Communication					
<b>GOALS</b>					
(1)	(2)	(3)	(4)	(5)	(6)
Build and sustain an aligned, engaged and diverse membership	Operate the association to yield a strong financial position	Cultivate future leadership	Advocate for key food, nutrition and health policy initiatives	Empower members to succeed in a rapidly changing and competitive environment	Increase demand for services provided by members
<b>OBJECTIVES (STRATEGIES)</b>					
(1.a) Sustain membership	(2.a.) Increase income by a minimum of 5% by 2023	(3a) Conduct a minimum of 1 leadership program per year	(4.a) A minimum of 20 visits with key legislative leaders per year	(5.a) Effectively use our technological communication tools	(6a) Increase the reporting of unlicensed activity each year by 20%
(1.b) Develop a recognition program that effectively recognizes and documents achievements of members and member groups	(2.b) Increase Reserve Account by \$5,000 by 2023	(3.b) Expand the FAND Leadership Database with DPG and Student leaders	(4.b) Increase number of active members at Legislative Workshop to 50 by 2023	(5.b) Each year provide a minimum of 30 CPE opportunities for members	(6.b) Establish relationships with 3 key nutrition and health stake - holders
	(2.c.) Increase Foundation revenue from Silent Auction by 2% each year	(3.c) Encourage a minimum of 1 person on each standing committee who has been practicing for less than 5 years.	(4.c)- Increase Political Committee (PC) donations by 5% each year;	(5.c) Annually evaluate and update our reimbursement toolkit	6.c) Re-evaluate FAND branding in 2020
		(3.d) 100% of districts will have a documented and manageable Strategic Plan and provide all quarterly reports to FAND	(4.d) Donate to at least 2 Political Campaigns each year		(6. d) Collaborate with the Academy's Dietetic Practice Based Research Network to drive evidence based and outcomes studies
			(4.e) Maintain funding for lobbyist through 2023		
<b>Champions</b>					
Member at Large Chair of District Presidents	Treasurer	Chair of District Presidents Member at Large	President-Elect Delegate	President Executive Director President-Elect	President-Elect Secretary Chair of District Presidents