



CALIFORNIA VETERINARY MEDICAL ASSOCIATION

2024 Action Plan

PURSUING EXCELLENCE IN THE
VETERINARY PROFESSION

VISION STATEMENT

Pursuing Excellence in the Veterinary Profession

MISSION STATEMENT

The CVMA is committed to serving our membership and community through innovative leadership and to improving animal and human health in an ethically and socially responsible manner

CORE VALUES

Leadership
Animal/Human Health
Ethics and Social Responsibility
Service to Members
Improvement

GOALS

Foster diversity, equity, and inclusion within the veterinary profession
Increase access to veterinary care
Represent the profession on issues impacting veterinary medicine
Cultivate and maintain a vibrant and diverse leadership
Promote local association engagement
Augment Political Action Committee resources
Identify and develop member benefits and services
Maintain relevant and productive committees and task forces
Provide continuing education to all members of the veterinary practice team
Maintain and promote wellness resources for members
Maintain effective disaster response program (CAVMRC)
Public Outreach and Education Regarding Veterinary Profession
Maintaining Financial Security
Public Health/OneHealth

FOSTER DIVERSITY, EQUITY, AND INCLUSION WITHIN THE VETERINARY PROFESSION

ACTION ITEMS	STATUS ¹
Articles in <i>California Veterinarian</i> on diversity, equity, and inclusion issues.	Ongoing ²
Consistent CE offerings on diversity, equity, and inclusion issues.	Ongoing (Two Such Offerings in 2021-2022 and three PacVet 2023 sessions; will look to make permanent part of PacVet wellness track or otherwise)
Increased attention to diversity of CVMA leadership bodies.	Ongoing/Permanent ³
Maintain mindfulness of diversity in hiring.	Ongoing/Permanent
Potential CVMA bylaw changes to codify DEI within organizational structure (hiring practices).	New for 2024

¹ “Status” as used in this document refers to the status of the action item as of September 26, 2023.

² “Ongoing” is sometimes used by organizations as a placeholder term to message that the organization is simply thinking about something as a general matter. However, as used in this document, “Ongoing” means that the action item *has* actually been operationalized, but is something that we are continuing to pursue. In the example of the DEI article series, we have now published several such articles, with several more planned.

³ As used in this document, “Ongoing/Permanent” means that the action item is one that the CVMA is actively pursuing, and will continue to do so indefinitely.

INCREASE ACCESS TO VETERINARY CARE

ACTION ITEMS	STATUS
Work with Veterinary Medical Board (VMB), shelter community, and other appropriate stakeholders towards access to care solutions.	Ongoing (in 2023, RVT scope; SB 669 work)
Increase awareness of access to veterinary care issue through an article or articles in the <i>California Veterinarian</i> magazine.	In progress (March/April 2023 <i>CV</i> article on RVT Scope of Practice Expansion; March/April 2023 <i>CV</i> article by Kwane Stewart; September/October 2023 <i>CV</i> Director’s Corner; September/October <i>CV</i> Article on SB 669)
Consider development of additional access to care-related resources.	Not Yet Started
Consider access to care/“pipeline” relationships with California veterinary schools.	Completed initial dialogue with UC Davis dean and interim executive associate dean and CDPH.
Engage the membership, VMB, shelter community, and other appropriate stakeholders on pet overpopulation and spay/neuter solutions.	New for 2024
Support California’s veterinary schools in their efforts to balance the veterinary workforce with societal needs for veterinary care (i.e., larger class sizes, selection of veterinary students to work in underserved segments of the profession).	New for 2024

REPRESENT THE PROFESSION ON ISSUES IMPACTING VETERINARY MEDICINE

ACTION ITEMS	STATUS
Work with lobbyists and the CVMA Legislative Committee to safeguard veterinary interests relative to legislation and regulations.	Ongoing/Permanent
Identify and monitor emerging and ongoing local, statewide, and national issues affecting the veterinary profession.	Ongoing/Permanent
Develop and maintain healthy working relationships with legislators, regulatory agencies, and other relevant stakeholders.	Ongoing/Permanent
Interface with legislators, legislative staff, the VMB, and other relevant stakeholders on issues of importance.	Ongoing/Permanent
Consistently message CVMA positions and legislative/regulatory updates to CVMA members and beyond.	Ongoing/Permanent
Stimulate member interest in running for office and becoming politically active on the local level (i.e., meeting with state legislators, attending local fundraisers, and forging relationships).	New for 2024

CULTIVATE AND MAINTAIN VIBRANT AND DIVERSE LEADERSHIP

ACTION ITEMS	STATUS
Possible creation of Membership Committee or appropriate alternative for securing direct membership input.	Task force pilot
Maintenance of committee interest list.	Ongoing
Consideration of Recent Grad event with Board members, possibly committee liaisons.	Not Yet Started
Implement “Mentor Moments” Program	Ongoing

PROMOTE LOCAL ASSOCIATION ENGAGEMENT

ACTION ITEMS	STATUS
Ensure that CVMA delegates are well-informed with up-to-date information on current issues.	Ongoing (Change to HOD Approach)
Considering ways to better interface with local associations.	In progress; two visits a year?
Stress importance of the CVMA, including how CVMA membership can help members in their local activities.	Not Yet Started
Create regular CVMA update report for CVMA BOG/HOD use at local meetings.	New for 2024

AUGMENT POLITICAL ACTION COMMITTEE RESOURCES

ACTION ITEMS	STATUS
Acknowledge PAC contributors.	Ongoing (\$250 and above get letter, and publications regularly thank contributors)
Review donation forms and consider periodic credit card deduction/autopay.	Donation form updated. Credit card deduction/autopay option scheduled to be available by December 1.
Review possibility of providing merchandise for donations of a certain level.	Not Yet Started

IDENTIFY AND DEVELOP MEMBER BENEFITS AND SERVICES

ACTION ITEMS	STATUS
Review member benefits for utility, need for continuation.	Not Yet Started
Consider initiation of new member benefits, including (a) those that will assist non-practice owners, lab animal veterinarians, etc., (b) scrubs/apparel, (c) website design construction/hosting, (d) payroll assistance service, and (e) financial planning.	Ongoing (yellow-shaded items are new for 2023)
Conduct a periodic (possibly once every two years) member benefit survey of members.	Ongoing (Last One Completed in 2021)

**MAINTAIN RELEVANT AND PRODUCTIVE COMMITTEES
AND TASK FORCES**

ACTION ITEMS	STATUS
Consider creation of new committees and task forces.	Ongoing

**PROVIDE CONTINUING EDUCATION TO ALL MEMBERS OF
THE VETERINARY PRACTICE TEAM**

ACTION ITEMS	STATUS
Maintain existing, affordable, high-quality offerings, including PacVet, Spring and Fall Seminars, Large Animal (new), Veterinary Assistant Program, etc.	Ongoing/Permanent (ended Sexual Harassment Prevention Training due to many other options and associated workload of presentation)
Provide multi-modal (in-person, online, and/or hybrid) CE alternatives meeting the needs of all members of the veterinary team (veterinarians, RVTs, veterinary assistants, CSRs, practice managers, and receptionists).	Ongoing, but need to consider expanded offerings for non-clinicians
Consider new CE programs, including self-guided CE options.	Not Yet Started
Consider expanding judicious use of antibiotics CE and look at other states' CE requirements.	Not Yet Started

MAINTAIN AND PROMOTE WELLNESS RESOURCES FOR MEMBERS

ACTION ITEMS	STATUS
Publish articles in <i>CV</i> and other association publications on wellness topics.	Ongoing
Maintain current and relevant wellness resources webpage.	Ongoing
Offer continuing education classes on wellness topics.	Ongoing
Consider additional wellness resources (such as Calm for Business).	Ongoing (Active & Fit, Let'sGetChecked implemented in 2022; MentorVet implemented in 2023)

MAINTAIN EFFECTIVE DISASTER RESPONSE PROGRAM (CAVMRC)

ACTION ITEMS	STATUS
Continuing to promote and advertise the CAVMRC in CVMA publications and on-line media.	Ongoing
Represent the CAVMRC to stakeholders, emergency response partners, and government agencies.	New for 2024

PUBLIC OUTREACH AND EDUCATION REGARDING VETERINARY PROFESSION

ACTION ITEMS	STATUS
Public outreach, education, partnering, events, opportunities, exposure to profession.	Not Yet Started
Engage in public messaging on importance of veterinary care/profession, including via social media messaging.	Ongoing/Subject of Further Discussion
Help cultivate “pipeline,” and promoting profession to those not in it/who wouldn’t otherwise hear about it.	Conducted Discussions with UC Davis personnel; discussed at Inclusion and Diversity Committee and subcommittee
Maintain healthy relationships with relevant personnel from UC Davis School of Veterinary Medicine and Western University of Health Sciences, College of Veterinary Medicine.	Ongoing (UC Davis has committed by middle of next year to increase faculty membership in the CVMA so as to get a delegate in the HOD)

MAINTAIN FINANCIAL SECURITY

ACTION ITEMS	STATUS
Regularly review financial status, reserves, investments through Finance Committee, Investment Committee, Board, etc.	Ongoing/Permanent
Maintain balanced budget.	Ongoing/Permanent

PUBLIC HEALTH/ONE HEALTH

ACTION ITEMS	STATUS
Consider intersection between One Health and Access to Care.	Discussions conducted with CDPH
Possible CV articles and CE offerings on One Health and public health.	Discussions conducted with CDPH
Possible exploration of One Health-related funding opportunities. (potentially remove)	Discussions conducted with CDPH
Establish working relationship with California Department of Public Health (CDPH) Veterinary Public Health and One Health veterinarians	Commenced and ongoing.