



**CALIFORNIA VETERINARY
MEDICAL ASSOCIATION**

2022 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

- 2022 article series in California Veterinarian on diversity, equity, and inclusion issues
- Consistent CE offerings on diversity, equity, and inclusion issues
- Evaluation of CVMA publications, records, and systems for use of gender-neutral language
- Possible formation of CVMA Diversity and Inclusion Committee
- Increased attention to diversity of CVMA leadership bodies
- Maintain mindfulness of diversity in hiring

INCREASE ACCESS TO VETERINARY CARE

ACTION ITEMS

- Creation and maintenance of Access to Veterinary Care Task Force
- Review and consideration of potential measures to increase access to veterinary care based on task force recommendation
- Development and adoption of an Access to Veterinary Care policy statement
- Work with Veterinary Medical Board (VMB), shelter community, and other appropriate stakeholders towards access to care solutions
- Increase awareness of access to veterinary care issue through an article or articles in the California Veterinarian magazine
- Consider development of additional access to care-related resources

REPRESENT THE PROFESSION ON ISSUES IMPACTING VETERINARY MEDICINE

ACTION ITEMS

- Work with lobbyists and the CVMA Legislative Committee to safeguard veterinary interests relative to legislation and regulations
- Identify and monitor emerging and ongoing local, statewide, and national issues affecting the veterinary profession
- Develop and maintain healthy working relationships with legislators, regulatory agencies, and other relevant stakeholders
- Interface with legislators, legislative staff, the VMB, and other relevant stakeholders on issues of importance
- Consistently message CVMA positions and legislative/regulatory updates to CVMA members and beyond

CULTIVATE AND MAINTAIN VIBRANT AND DIVERSE LEADERSHIP

ACTION ITEMS

- Possible creation of “Young Veterinarian Committee,” “Young Professionals Committee,” or similarly-designated committee
- Possible creation of Diversity & Inclusion Committee, or similarly designated committee
- Possible creation of Membership Committee or appropriate alternative for securing direct membership input
- “Get Involved” website content with committee information and opportunity to express interest
- 2022 preparation/release of a single-issue publication spotlighting each committee, a committee member, and emphasizing member benefits
- Maintenance of committee interest list
- Consideration of student/new graduate mentoring and/or networking programs
- Consideration of Recent Grad event with Board members, possibly committee liaisons

PROMOTE LOCAL ASSOCIATION ENGAGEMENT

ACTION ITEMS

- Hold periodic CVMA/local association “crossover” meetings on issues of interest
- CVMA leadership periodically attend (in-person) individual local association meetings
- Create and maintain CVMA-curated chat group for local VMA officers
- Local association events calendaring on CVMA app
- Stress importance of the CVMA, including how CVMA membership can help members in their local activities
- Ensure that CVMA delegates are well-informed with up-to-date information on current issues

AUGMENT POLITICAL ACTION COMMITTEE RESOURCES

ACTION ITEMS

- Review membership dues structure to emphasize PAC contributions
- Acknowledge PAC contributors
- Review donation forms and consider periodic credit card deduction/autopay
- Review possibility of providing merchandise for donations of a certain level
- Review ways to better apprise members of the benefits of the PAC

IDENTIFY AND DEVELOP MEMBER BENEFITS AND SERVICES

ACTION ITEMS

- Review member benefits for utility, need for continuation
- Consider initiation of new member benefits, including those that will assist non-practice owners, lab animal veterinarians, etc.
- Conduct a periodic (once every two years?) member benefit survey of members
- Consider empanelment of a member benefit focus group

MAINTAIN RELEVANT AND PRODUCTIVE COMMITTEES AND TASK FORCES

ACTION ITEMS

- Review existing committees for utility, need for continuation
- Consider creation of new committees and task forces (including possible “Young Veterinarian,” “Young Professional,” Diversity and Inclusion, and/or Membership Committee [or appropriate alternatives])
- Consider committee costs and reimbursement, as well as virtual v. in-person options for committee meetings

PROVIDE CONTINUING EDUCATION TO ALL MEMBERS OF THE VETERINARY PRACTICE TEAM

ACTION ITEMS

- Maintain existing, affordable, high-quality offerings, including PacVet, Spring and Fall Seminars, Large Animal (new), Sexual Harassment Prevention Training, Veterinary Assistant Program, etc.
- 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)
- Consider new CE programs, including self-guided CE options

MAINTAIN AND PROMOTE WELLNESS RESOURCES FOR MEMBERS

ACTION ITEMS

- Publish articles in *CV* and other association publications on wellness topics
- Maintain current and relevant wellness resources webpage
- Partner with LifeWorks to promote EAP resource
- Offer continuing education classes on wellness topics
- Consider additional wellness resources (such as Calm for Business)

MAINTAIN EFFECTIVE DISASTER RESPONSE PROGRAM (CAVMRC)

ACTION ITEMS

- Establish annual budget item/amount for CAVMRC deployment
- Consider augmentation of CAVMRC training programs
- Obtain and maintain a mobile command center
- Continuing to promote and advertise the CAVMRC in CVMA publications and on-line media
- Maintain relationships with other animal disaster response stakeholders, including UC Davis, CDFA, local officials, etc.

PUBLIC OUTREACH AND EDUCATION REGARDING VETERINARY PROFESSION

ACTION ITEMS

- Public outreach, education, partnering, events, opportunities, exposure to profession
- Engage in public messaging on importance of veterinary care/profession
- Help cultivate “pipeline,” and promoting profession to those not in it/who wouldn’t otherwise hear about it
- Social media messaging
- Maintain healthy relationships with relevant personnel from UC Davis School of Veterinary Medicine and Western University of Health Sciences, College of Veterinary Medicine

MAINTAIN FINANCIAL SECURITY

ACTION ITEMS

- Regularly review financial status, reserves, investments through Finance Committee, Investment Committee, Board, etc.
- Maintain balanced budget

PUBLIC HEALTH/ONE HEALTH

ACTION ITEMS

- Consider development of One Health position statement, as well as education on veterinary importance/significance in One Health structure
- Consider intersection between One Health and Access to Care
- Possible CV articles and CE offerings on One Health and public health
- Possible exploration of One Health-related funding opportunities