



CALIFORNIA VETERINARY MEDICAL ASSOCIATION

Vision Plan 2019-2020

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

LEADERSHIP: To be the trusted leader for advancement and excellence in the veterinary profession.

ADVOCACY: Proactively advocating for animals and the profession.

RELEVANCE: Meeting the current and changing needs of the veterinary profession.

ENGAGEMENT: Encouraging member participation and promoting public awareness.

LEADERSHIP: To be the trusted leader for advancement and excellence in the veterinary profession.

Ongoing Priorities

- Balanced annual budget
- Annual audit
- Maintain an investment policy

Objectives

- A. Expand ways to impact the veterinary profession
 - a. Identify and respond to factors that impact the profession
- B. Build strong and effective leadership
 - a. Recruit and develop strong and effective leaders
- C. Expand the CVMA's position as the go-to authority of veterinary medicine in California
 - a. Promote the CVMA's public image
 - b. Identify and promote relationships with public agencies that impact and regulate the veterinary profession
- D. Build financial stability
 - a. Create additional insurance services
- E. Advance the use of technology in veterinary medicine in California (e.g. CVMA app)
 - a. Promote existing technology resources
 - b. Explore potential new technological advancements

ADVOCACY: Proactively advocating for animals and the profession.

Ongoing Priorities

- Emerging Legislation
 - 2020 Sunset Review of the Veterinary Medical Board
 - Animal shelters: Want premises permit requirement for shelters removed and licensee managers in shelters to be non-veterinarians
 - Board of Pharmacy regulations on compounding: Define statutory authority of the Veterinary Medical Board and Board of Pharmacy over veterinary drugs;

concerns regarding AB 973—Irwin that requires pharmacist and pharmacies to follow USP guidelines

- o Cat declaw ban
- o Animal physical rehabilitation: Physical therapists want to own independent practices
- o USP guidelines: USP 795 and 797 on non-sterile and sterile compounding
- o Corporate Practice of Medicine Doctrine – VMB is discussing the corporation’s code as it applies to a professional corporation and practice ownership
- CVMA-PAC
- Maintain dialogue with the Veterinary Medical Board
- Maintain active public relationships program

Objectives

- A. Increase CVMA proactivity
 - a. Generate a legislative agenda
 - b. Develop forward thinking strategy to protect scope of practice
- B. Maintain CVMA reactivity
 - a. Build and promote the PAC fund
 - b. Add additional staffing for lobbyists
- C. Increase grassroots/membership involvement
 - a. Create outreach to membership about the legislative and regulatory process
- D. Build and maintain relationships
 - a. Develop template documents to guide discussions with members and elected officials
- E. Encourage dialogs with interested parties
 - a. Continue and build upon various efforts
 - b. Form new relationships and promote existing relationships
- F. Engage new graduates and students (e.g. webinars, meetings, etc.)

- a. Determine what programs are succeeding for new graduates and students, revise as needed
 - b. Provide CE relevant to new graduates and students
 - c. Develop programs tailored to recent graduates
- G. Advance animal care, use, and welfare
 - a. Utilize "Eight Principles" when addressing these issues
- H. Improve mental health resources for the veterinary profession
 - a. Study and identify causes for increase in veterinary suicide and burnout
 - b. Investigate partnerships with existing mental health groups
- I. Expand knowledge of "cost-of-care"
 - a. Promote the value of veterinary care to the public and veterinarians

RELEVANCE: Meeting the current and changing needs of the veterinary profession.

Ongoing Priorities

- Lifelong learning
- Insurance

Objectives

- A. Expand membership to be representative of the veterinary profession in California
 - a. Target underrepresented populations (e.g. RVTs, specialists, disabled, academia, non-companion, rural, bilingual)
 - b. Develop delegates to represent specialty/non-geographic VMAs
- B. Build CVMA's trust within the veterinary profession
 - a. CVMA leadership outreach to local VMAs and other groups
 - b. Encourage House of Delegates to reach out to local professionals
- C. Improve communication to and from members and the veterinary profession at large

- a. Identify the needs of underrepresented populations
 - b. Encourage governors to reach out to their constituents
 - c. Develop a relevance/needs survey
- D. Expand member benefits that reflect the diversity of membership
 - a. Develop a mentoring program for students, recent grads, and other new members
 - b. Expand VISC insurance services
 - c. Expand CE options, topics, and/or tailored professional tracks

ENGAGEMENT: Encouraging member participation and promoting public awareness.

Objectives

- A. Improve participation of all member types
 - a. Establish term limits for committees
 - b. Develop CE for non-small animal sectors of the profession
- B. Improve effective two-way communication
 - a. Improve communication between CVMA, BOG, HOD and members
- C. Expand information sharing with state and national VMAs
- D. Increase awareness of issues affecting the profession
- E. Expand mentoring resources for “new” graduates
- F. Build public awareness of the CVMA
 - a. Establish/develop resource kits (e.g. mentoring - matching system; school presentation; develop a speakers bureau; media training; P/R campaign like “Your ‘other’ Family Doctor”)