



CALIFORNIA VETERINARY MEDICAL ASSOCIATION

Vision Plan 2020-2021

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

The trusted leader for advancement and excellence
in the veterinary profession.

Proactively advocating for animals and the profession.

Meeting and adapting to the needs of a diverse
veterinary profession and public.

Encouraging membership and member participation,
supporting members, and promoting public awareness.

THE TRUSTED LEADER FOR ADVANCEMENT AND EXCELLENCE IN THE VETERINARY PROFESSION

PRIORITIES

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

OBJECTIVES

- Expand ways to impact the veterinary profession
- Build strong and effective leadership
- Expand the CVMA's position as the go-to authority of veterinary medicine in California
- Build financial stability
- Advance the use of technology in veterinary medicine in California

PROACTIVELY ADVOCATING FOR ANIMALS AND THE PROFESSION

PRIORITIES

- Emerging Legislation/Regulations
 - 2021 Sunset Review of the VMB
 - Telemedicine
 - Animal Physical Rehabilitation
 - Animal Shelter Issues
 - Veterinary Compounding Regulations
 - Animal Blood Banking
- CVMA-PAC
- Maintain dialogue with the Veterinary Medical Board
- Maintain active public relations program

OBJECTIVES

- Increase CVMA proactivity
- Maintain CVMA reactivity and agile responsiveness
- Increase grassroots/membership involvement
- Build and maintain relationships
- Advance animal care, use, and welfare
- Improve mental health resources for the veterinary profession

MEETING AND ADAPTING TO THE NEEDS OF A DIVERSE VETERINARY PROFESSION AND PUBLIC

PRIORITIES

- Lifelong learning
- Insurance

OBJECTIVES

- Expand membership to be representative of the veterinary profession in California
- Build and maintain CVMA's trust within the veterinary profession
- Improve communication to and from members and the veterinary profession at large
- Expand member benefits that reflect the diversity of membership
- Advance sustainability

ENCOURAGING MEMBERSHIP AND MEMBER PARTICIPATION, SUPPORTING MEMBERS, AND PROMOTING PUBLIC AWARENESS

OBJECTIVES

- Increase membership and participation of all member types
- Improve effective two-way communication within CVMA
- Continue information sharing with state and national VMAs
- Engage and support new graduates and students (e.g. webinars, meetings, etc.)
- Build public awareness of CVMA and issues affecting the profession
- Expand support of Registered Veterinary Technicians (RVTs)

SOURCES OF INFORMATION

- *California Veterinarian* magazine
- *CVMA Weekly* e-newsletter
- Email blasts – Continuing education offerings, events, member benefits, alerts
- Marketing pieces – CVMA programs and services
- Seminars/Conferences/Online Learning
- Member benefits and services
- Websites – CVMA, CVMF, InLine, PacVet Conference, VISC
- Social media – Facebook, Instagram, Twitter
- *CVMA at the Capitol* e-newsletter
- CAVMRC – disaster preparedness and planning seminars
- *RVT Newsletter* e-newsletter
- Presence at the local VMA level
- CVMA Member App