



CALIFORNIA VETERINARY MEDICAL ASSOCIATION

Vision Plan 2018–2019

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

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

ADVOCACY: To be vocal advocates for animals and the profession.

RELEVANCE: To meet the needs of all sectors of the veterinary profession through advocacy, education, and development.

ENGAGEMENT: To direct efforts and resources to represent the veterinary profession in key stakeholder issues.

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

- Advance use of technology in veterinary medicine in California (e.g. CVMA app)
- Identify and respond to factors that impact our profession (e.g. legislative, student debt, RVT, self-care, and national and state VMAs)
- Recruit and develop strong and effective leaders
- Expand the CVMA's position as the go-to authority of veterinary medicine in California
- Secure the long-term success of the CVMA and VISC, maintain and fiscal responsibility
- Engage the public
- Build relationships with public agencies the impact and regulate the veterinary profession

ADVOCACY: TO BE VOCAL ADVOCATES FOR ANIMALS AND THE PROFESSION.

Ongoing Priorities

- Emerging Legislation
 - Animal rehabilitation – physical therapists with independent practices
 - Drug compounding – USP 795 and USP 797 proposed regulations on non-sterile and sterile compounding
 - State agency oversight of animal cannabis products (language was removed from AB 2215)
 - Cannabis – AB 2215 guidelines to be implemented by the Veterinary Medical Board by January 1, 2020
 - Remove state restriction that prohibits veterinarians from prescribing Schedule 1 cannabidiol drugs approved by the FDA (AB 710 passed for human health in 2018)
 - Non-economic damages
 - Standardized credentialing requirements and scope of practice for RVTs on a national level
- CVMA-PAC
- Maintain dialogue with the Veterinary Medical Board
- Maintain active public relations program

Objectives

- Increase CVMA proactivity
- Maintain CVMA reactivity
- Increase grassroots/membership involvement
- Establish and build relationships
- Encourage and maintain dialogs with interested parties
- Develop template documents to guide discussions with members and elected officials
- Engage new graduates (e.g. webinars, meetings, etc.)
- Outreach tool to membership about legislative and regulatory process

RELEVANCE: TO MEET THE NEEDS OF ALL SECTORS OF THE VETERINARY PROFESSION THROUGH ADVOCACY, EDUCATION, AND DEVELOPMENT.

Ongoing Priorities

- Lifelong learning
- Insurance

Objectives

- Increase diversity of membership by targeting under-represented populations and identifying their needs
- Build trust among all sectors of the veterinary profession
- Improve communication to members and the veterinary profession at large
- Develop leaders from sections of under-represented groups (e.g. mentoring)

ENGAGEMENT: To DIRECT EFFORTS AND RESOURCES TO REPRESENT THE VETERINARY PROFESSION IN KEY STAKEHOLDER ISSUES

Objectives

- Improve engagement of all member types
- Encourage broad membership participation
- Improve effective two-way communication
- Share information with state and national VMAs
- Introduce methods to share knowledge to and from House of Delegates and members
- Increase awareness of issues affecting the profession
- Provide mentoring resources for “new” graduates

Sources of Information/Engagement Channels

- *California Veterinarian* magazine
- *CVMA Weekly* e-newsletter
- Email blasts – CVMA, CVMA Certified Veterinary Assistant (CVA) Program, California Licensing Curriculum (CLC), CVMF, Fall Seminar, PacVet Conference, Spring Seminar, VISC
- Marketing pieces – CVMA, CVMA Certified Veterinary Assistant (CVA) Program, California Licensing Curriculum (CLC), CVMF, Fall Seminar, PacVet Conference, Yosemite Spring Seminar, VISC
- Websites – CVMA, CVMF, InLine, PacVet Conference, VISC
- Social media – Facebook, LinkedIn, Twitter
- *CVMA at the Capitol* e-newsletter
- CAVMRC – disaster preparedness and planning seminars
- *RVT Newsletter* e-newsletter
- Presence at the local VMA level
- Student programs

DEFINITIONS

Mission Statement

A statement that expresses the purposes, ideals, and enduring activities of an organization or program. It states what needs to be accomplished and for whom. A mission statement may change over time as the market, niche, services, and/or product lines of an organization change, but core values expressed in the mission statement would not change.

Vision Statement

A three-to-nine-word statement that defines success, communicates dreams and images of future achievements, inspires, and describes an ideal future for the organization. It is designed to be broad but powerful so that every employee and member can carry the statement in their mind and use it as a standard for all that they do on behalf of the organization. It is the organization's reason for being and captures the soul of the organization. It should last for at least 100 years.

Core Values

Typically, organizations articulate three to five core values. These are enduring over time and must not change. Identifying core values begins with individual values and works up to organization-wide values.

Goals

State desired achievements. They often describe noble outcomes that include and reach far beyond business as usual. Goals do not necessarily describe quantitative ends and are not always achievable. Goals should contribute to achieving the organization's purposes set out in the mission statement.

Objectives

Define specific results that a person or organization aims to achieve within a time-frame and with available resources. In general, objectives are more specific and easier to measure than goals. Objectives are basic tools that underlie all planning and strategic activities. They serve as the basis for creating policy and evaluating performance.

Priorities

Ongoing top-priority objectives

Consensus

It means agreement among all group members. Full consensus occurs when all group members can give wholehearted support to the decisions made. Degrees of consensus include:

- Group members find the decision generally acceptable
- Group members will tolerate the decision
- One or more group members register disagreement with the decision, but will not block its implementation.