

Oregon Academy of Nutrition and Dietetics Strategic Plan



MISSION

Empower members to be leaders in food and nutrition.

VISION

Optimize the health of all Oregonians through food and nutrition.

VALUES

Social responsibility. Make decisions with consideration for inclusivity as well as environmental, economic and social implications.

Customer focus. Meet the needs and exceed the expectation of our customers.

Integrity. Act ethically with accountability for life-long learning and commitment to excellence.

Innovation. Embrace change with creativity and strategic thinking.

GOALS

GOAL 1: Oregonians trust and choose RDN/NDTRs as food and nutrition experts.

GOAL 2: The Oregon Academy of Nutrition and Dietetics improves the health of Oregonians through the promotion of dietetics, food, and nutrition.

GOAL 3: Members and prospective members view the Oregon Academy as a key source to professional success.

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	Membership	Policy	Communications
Team lead	Kathleen	Ansley	Sarah
Members	Catherine Howard Crystal Leatherman Taylor Kayfes Kate Spurgin Antoinette Kruger Anne Goetze Lewis Martin Whitney Ellersick	Laura Perdue Morgan Kuiper Neilann Horner Janet Mann Amy	Tobi Page Sandy Jablonka Rita Katie D Jenny

GOAL 1: Oregonians trust and choose RDN/NDTRs as food and nutrition experts.

OBJECTIVE 1: Execute a comprehensive marketing plan designed to enhance the visibility of the RDN/NDTR.

- **Tactic 1:** Execute a minimum of two appropriate media opportunities to promote members (National Nutrition Month®, RDN Day, Malnutrition Week, Food Day, etc.) that support the mission and vision.
 - *Responsible:* Designated project manager/coordinator in collaboration with the Director, Communications & Publications
 - *Completion Timeframe:* May 31, 2023
 - *Status:*
- **Tactic 2:** Identify 1-2 external events and support an Oregon Academy presence; monitor work to identify opportunities for RDNs to be positioned as nutrition experts.
 - *Responsible:* Director, Member Services; Director, Policy and Advocacy; Oregon Academy board
 - *Completion Timeframe:* May 31, 2023
 - *Status:*
- **Tactic 3:** Create an Instagram account to share information. Post two times per month.
 - *Responsible:* Director, Communications, Oregon Office
 - *Completion Timeframe:* December 1, 2022
 - *Status:*

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GOAL 2: The Oregon Academy of Nutrition and Dietetics improves the health of Oregonians through the promotion of dietetics, food, and nutrition.

OBJECTIVE 1: Increase Oregon Academy member measurable engagement in policy and advocacy.

- **Tactic 1:** Increase Oregon Academy Action Alert participation through social media, e-mail alerts, website and newsletter stories, and webinars by 5%.
 - *Responsible:* Director, Policy and Advocacy; Public Policy Coordinator
 - *Completion Timeframe:* May 31, 2023
 - *Status:*

- **Tactic 2:** Advocate for Oregon RDN/NDTRs through policy, licensure, and reimbursements by participating in regulatory comment periods, and providing communication through the Oregon Academy website, social media, member communications and the newsletter.
 - *Responsible:* State Regulatory Specialist; Consumer Protection Coordinator; Nutrition Services Payment Specialist, Public Policy Coordinator
 - *Completion Timeframe:* May 31, 2023
 - *Status:*

- **Tactic 3:** Increase Oregon member involvement in advocacy through professional development opportunities, and by working directly with state and federal elected officials. Projects include Oregon Educational Conference, 2023 Oregon Legislative Day, Advocacy Summit, and other campaigns as identified as priorities by the Public Policy Team, the Oregon Academy Board and the Academy.
 - *Responsible:* Director, Policy and Advocacy; Public Policy Coordinator; State Policy Representative; State Regulatory Specialist; Membership Director; Consumer Protection Coordinator
 - *Completion Timeframe:* May 31, 2023
 - *Status:*

- **Tactic 4:** Increase financial support of Academy's Political Action Committee through Oregon Academy fundraising, and through e-mail and newsletter communications.
 - *Responsible:* Director, Policy and Advocacy
 - *Completion Timeframe:* May 31, 2023
 - *Status:*

OBJECTIVE 2: Strengthen avenues to educate the public about food and nutrition.

- **Tactic 1:** Maintain social media outlets and webpage for the public, including sharing member media and/or product information (as available). This may include member podcasts, blogs or social accounts.
 - *Responsible:* Director, Communications & Publications
 - *Completion Timeframe:* Ongoing
 - *Next Required Completion Date:* Review quarterly
 - *Status:*

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OBJECTIVE 3: Promote at least 2 Academy resources to support evidence-based practice.

- **Tactic 1:** Utilize the website to promote Academy resources, including create a link to the Evidence Analysis Library and a link to Academy training options.
 - *Responsible:* Director, Member Services; President; President Elect
 - *Completion Timeframe:* May 31, 2023
 - *Status:* Completed

OBJECTIVE 4: Promote access to RDN/NDTRs to facilitate optimal nutrition status of Oregonians.

- **Tactic 1:** Communicate with Oregon Academy members regarding reimbursement issues, nutrition coverage, emerging payment and care delivery models, and consumer protection issues.
 - *Responsible:* Nutrition Services Payment Specialist; Consumer Protection Coordinator
 - *Completion Timeframe:* Newsletters, member eblasts, social media posts with completion by May 31, 2023
 - *Status:*

GOAL 3: Members and prospective members view the Oregon Academy as a key source to professional success.

- **OBJECTIVE 1:** Attract and engage members and potential members.

- **Tactic 1:** Regularly provide information to members via eblasts and the *Just a Taste* e-newsletter (published 6 times per year).

- *Responsible:* Director, Communications, Newsletter Editor, others as needed
- *Completion Timeframe:* May 31, 2023
- *Status:* Ongoing

- **Tactic 2:** Engage students and interns through promotion of scholarships, awards, and participation in Oregon Academy activities (Legislative Day (in odd years), annual conference, volunteer opportunities, presentations to interns and students)

- *Responsible:* Director, Member Services; Awards/Scholarship Chair; Policy Team
- *Completion Timeframe:* May 31, 2023
- *Status:*

- **Tactic 3:** Regularly solicit and promote member engagement/participation in Oregon Academy activities (Legislative Day (in odd years), annual educational conference, volunteer opportunities).

- *Responsible:* Director, Member Services; Awards Chair; Nominating Committee
- *Completion Timeframe:* May 31, 2023
- *Status:*

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- **Tactic 4:** Remain engaged in relevant Academy initiatives (which also includes the Academy Foundation and Diversity initiatives and information).
 - *Responsible:* President, Past President, Treasurer (Foundation), Diversity Liaison, Public Policy Coordinator
 - *Completion Timeframe:* May 31, 2023
 - *Status:*
- **Tactic 5:** Conduct outreach to those who have dropped their Oregon Academy/Academy membership.
 - *Responsible:* Director, Member Services
 - *Completion Timeframe:* First outreach - July 2022; 2nd outreach – prior to conference
 - *Status:* July 2022 outreach completed
- **Tactic 6:** Conduct an Oregon Academy member survey to determine member needs and perceptions at least every 2 years (in odd years), including a request for information on social media channels and use)
 - *Responsible:* Director, Member Services
 - *Completion Timeframe:* March 2023
 - *Status:* 2022 survey out 10/2022. Not that if response is less than anticipated, consider a focus group by 2024.
- **OBJECTIVE 2:** Offer professional and educational development opportunities statewide.
 - **TACTIC 1:** Offer an annual conference with all practice areas represented.
 - *Responsible:* President-Elect; Conference Chair
 - *Completion Timeframe:* May 31, 2023
 - *Status:*
 - **TACTIC 2:** Offer at least 2 webinars to members annually (educational, policy, etc.)
 - *Responsible:* Director, Member Services (in collaboration with other Board members as needed)
 - *Completion Timeframe:* May 31, 2023
 - *Status:*
- **OBJECTIVE 3:** Provide leadership and visibility to enhance Oregon Academy member involvement in contemporary issues statewide.
 - **Tactic 1:** Address hot topics in the newsletter, social media, website, and conference.
 - *Responsible:* Oregon Academy board
 - *Completion Timeframe:* May 31, 2023
 - *Status:* In process
 - **Tactic 2:** Develop rotating features for *Just a Taste* (ANDPAC support, evidence-based practice) focused on the latest Academy news.
 - *Responsible:* Oregon Academy board
 - *Completion Timeframe:* May 31, 2032
 - *Status:* In process

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- **OBJECTIVE 4:** Conduct the business of the association in a fiscally responsible manner to assure financial viability.
 - **Tactic 1:** Maintain financial reserves of at least 90% of budgeted expenses.
 - *Responsible:* President; Treasurer
 - *Completion Timeframe:* Ongoing
 - *Status:* On going
 - **Tactic 2:** Complete and submit all required Academy and IRS reports and information.
 - *Responsible:* President; Treasurer; Executive Office
 - *Completion Timeframe:* August 2022
 - *Status:*
 - **Tactic 3:** Secure external funding from 3 supporting businesses.
 - *Responsible:* Business Development; Executive Office
 - *Completion Timeframe:* May 31, 2023
 - *Status:*