



## Indiana Academy of Nutrition and Dietetics Strategic Plan

June 2016 – June 2019

### **Mission:**

Empower members to be Indiana's food and nutrition experts.

### **Vision:**

Optimize Indiana citizen's health through food and nutrition.

### **Values:**

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

**Customer focus:** Meet the needs and exceed the expectations of all customers.

**Innovation:** Embrace change with creativity and strategic thinking.

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

**Diversity:** Recognize and respect differences in culture, ethnicity, age, gender, race, cee, religion, sexual orientation, physical ability, politics, and socioeconomic characteristics.

### **Strategic Goals:**

1. The public trusts and chooses registered dietitians as the food and nutrition experts.
2. Indiana Academy improves the health of Americans; with focus on Hoosiers.
3. Members and prospective members view Indiana Academy as a key to professional success.

## **MEMBERSHIP:**

### **GOALS:**

Members and prospective members view Indiana Academy as a key to professional success.

Build an aligned and engaged membership in Indiana Academy, providing them with opportunities to compete in a changing environment.

Objective: Build membership and increase member engagement.

*Tactic:* Students

1. Work with Internship Directors and Educators across the state and encourage 100% of students to be lifelong members of Indiana Academy through direct contact and student membership campaigns.
2. Each University to be represented on the Indiana Academy of Nutrition and Dietetics Board through Dietetic Association's President or proxy to serve as an advocate for students.

*Tactic:* Strengthen membership

1. President Elect of affiliate districts will have 100% of completion of board position orientation webinar.
2. Provide a member survey annually, collect baseline, and strive to increase satisfaction of members each year.
3. Contact non-members annually to promote Indiana Academy membership.

## **PUBLIC POLICY:**

**GOAL:** The public trusts and chooses registered dietitians as the nutrition experts.

Objective: Obtain and maintain licensure

*Tactic:* Build and Strengthen Partnerships

1. Collaborate with other stakeholders and organizations who will help strengthen our licensure efforts
2. Fill all current and future vacancies on the certification board within 3 months
3. Increase participation of Indiana Academy members by 25% or more at Day at the Statehouse over 3 years.

*Tactic:* Contact legislators (Both Indiana and US Congress)

1. Invite legislators to district and state meetings.
2. Attend legislative meetings and events (both Indiana and US Congress)
3. Encourage all IAND members to respond to AND legislative action alerts to increase participation by 50%.

*Tactic:* Member involvement

1. Educate and inform RDN membership, annually, on the process to apply for a National Provider Identifier
2. Increase the number of RDNs with NPI's by 10%.
3. Encourage tracking cases of harm and maintain documentation.

## **EDUCATION:**

**GOAL:** Indiana Academy improves the health of Americans; with the focus on Hoosiers.

Objective: Encourage participation in Indiana Academy and provide continuing education opportunities for members that meet their needs.

*Tactic:* Annual Meeting

1. Meet CDR requirements
2. Offer educational sessions at all levels
3. Monitor and track attendance annually with a goal of increasing by 25% over three years
4. Encourage student attendance annually, monitor significant fluctuations, and address as needed.

*Tactic:* Support members as a CPEU resource

1. Provide two free webinars or other CPEU opportunities to members in addition to those offered at the Annual Meeting.
2. Offer a total of 15 CPEU's yearly to coordinate with Indiana certification requirements.

*Tactic:* Scholarship and Awards

1. Encourage and reach 100% submission of nominations for all Awards and scholarships yearly.
2. Advertise and encourage scholarships and awards nominations through website, newsletter, social media, and through affiliate districts and universities.
3. Offer and strive to award any non-RD winner at their professional or annual meeting, either in person or by video.

*Tactic:* Offer Indiana Diet Manual (IDM) as an accurate, current educational resource for members and customers.

1. Update IDM annually to ensure accurate and most current Medical Nutrition Therapy and standards of practice.
2. Market IDM to broaden customer base
3. Track and analyze sales data quarterly
4. Survey current buyers to assure satisfaction and return sales.

## **PUBLIC INITIATIVE:**

**GOAL:** Increase demand for utilization of Indiana Academy members' services to the public, to other professionals, and to policy makers.

Objective: Market the dietitian as the nutrition expert to the media and by participating in outreach or partnership opportunities.

2. *Tactic:* Collaborate or partner with associations, organizations, coalition, and councils that align with our mission/vision and goals.
  1. Increase IAND's visibility within communities by participating and partnering with associations, organizations, coalitions or councils.
  2. Attend meetings, outreach events, educational meetings hosted/facilitated by organization, associations, coalitions or councils to promote and strengthen IAND's visibility and standing.
3. *Tactic:* Create an IAND presence through social media.
  1. Increase fans, followers on Facebook and Twitter by asking district presidents or media representatives to post on monthly basis
  2. Reach out to Dietetics' clubs at each University to post on monthly basis to our social media.
  3. Link to partner's websites as appropriate to promote IAND.
  4. Educate and update members on importance and how to use social media.
4. *Tactic:* National Nutrition Month
  1. Provide toolkit to each district (e.g., press release, radio/TV pitch ideas).
  2. Promote NNM Grant to each district.
5. *Tactic:* Promote Annual meeting and/or district meetings
  1. Create PR through press releases, social media and other communication efforts surrounding awards, scholarships, and 50 year members.
  2. Create PR around notable speaker, key events, and initiatives.
  3. Increase IAND visibility by partnering with organizations that align with our mission/vision and promote via social media.

