



Indiana Academy of Nutrition and Dietetics Strategic Plan

June 2019 – June 2022

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, 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 the Indiana Academy as a key to professional success.

MEMBERSHIP:

GOALS:

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

Build an aligned and engaged membership in the 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 the 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 respective University 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% completion rate of board position orientation webinar by August of the year they are elected.
2. Provide a member survey annually, collect baseline, and strive to increase satisfaction of members each year.
3. Obtain member input on strategic priority issues annually (licensure, programs, and diet manual) by April to assist in guiding initiatives for the upcoming year.
4. Contact non-members annually to promote Indiana Academy membership via email after the first Indiana Academy board meeting in June.

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 10% 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), such as Day at the Statehouse and Public Policy Workshop (PPW), and meet with at least five members of congress at PPW each year.
3. Encourage all IAND members to respond to AND legislative action alerts to increase participation by 25%.

Tactic: Member involvement

1. Educate and inform RDN membership, annually, on the process to apply for a National Provider Identifier for those who do not currently have one.
2. Increase the number of RDNs with NPI's by 10%.
3. Encourage tracking cases of harm by providing information on an annual basis of the procedure. Education will be provided annually at Day at the Statehouse, annual meeting, and/or via webinar.

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, by marketing to university program director's, internship coordinators, and student dietetic organizations.

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 at least two associations, organizations, coalitions or councils annually.
 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. Reach out to Dietetics' clubs at each University to post on monthly basis to our social media.
 2. Link to partner's websites as appropriate to promote IAND.
 3. 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. Recognize district NNM events at the annual meeting.
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.

