



CALIFORNIA VETERINARY
MEDICAL ASSOCIATION

2025-2026 Action Plan

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

Foster diversity, equity, and inclusion within the veterinary profession
Increase access to veterinary care
Represent the profession on issues impacting veterinary medicine
Cultivate and maintain a vibrant and diverse leadership
Promote local association engagement
Augment Political Action Committee resources
Identify and develop member benefits, categories, and services
Maintain relevant and productive committees and task forces
Provide continuing education to all members of the veterinary practice team
Maintain and promote wellness resources for members
Maintain effective disaster response program (CAVMRC)
Public Outreach and Education Regarding Veterinary Profession
Maintaining Financial Security
Public Health/OneHealth
Maintain effective organizational governance

FOSTER DIVERSITY, EQUITY, AND INCLUSION WITHIN THE VETERINARY PROFESSION

ACTION ITEMS	STATUS ¹
Articles in <i>California Veterinarian</i> on diversity, equity, and inclusion issues.	Ongoing ² Additional 2024-2025 articles occurring, including in July/August 2024 and forthcoming November/December 2024 and January/February 2025 issues of the <i>CV</i> .
Consistent CE offerings on diversity, equity, and inclusion issues.	PacVet 2024 and 2025 have dedicated DEI tracks; considering possible annual(+) webinar.
Increased attention to diversity of CVMA leadership bodies.	Ongoing/Permanent ³ --Inclusion & Diversity Committee ongoing. --Membership Committee being composed. --Early Career DVM Board position now in Bylaws, will be introduced July 2025. --Consider increasing visibility of leadership, including through possible <i>CV</i> profile of Board members and other leaders.
Maintain mindfulness of diversity in hiring.	Ongoing/Permanent

¹ “Status” as used in this document refers to the status of the action item as of October 2024.

² “Ongoing” is sometimes used by organizations as a placeholder term to message that the organization is simply thinking about something as a general matter. However, as used in this document, “Ongoing” means that the action item *has* actually been operationalized, but is something that we are continuing to pursue. In the example of the DEI article series, we have now published several such articles, with several more planned.

³ As used in this document, “Ongoing/Permanent” means that the action item is one that the CVMA is actively pursuing, and will continue to do so indefinitely.

Potential CVMA policy manual or similar addition to codify DEI within organizational structure (hiring practices).	New for 2025-2026
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INCREASE ACCESS TO VETERINARY CARE

ACTION ITEMS	STATUS
Continue working with VMB and appropriate stakeholders towards access to care solutions.	Ongoing Working on package for RVT volunteers at HQHVSN shelters to receive CE credit.
Increase awareness of access to veterinary care issue through an article or articles in the <i>California Veterinarian</i> magazine.	<i>CV</i> and other publication of legislative work; considering article on spectrum of care/incremental care/contextualized care (and accompanying importance of documentation of declined care).
Consider development of additional access to care-related resources, including those that are non-monetary in nature.	Ongoing
Consider access to care/“pipeline” relationships with California veterinary schools.	Ongoing --Encourage funding for SB 1233 and promotion of HQHVSN programs. --Consider career day/volunteer practice initiatives. --Continuing dialogue with UC Davis leadership regarding collaboration and food animal pipeline, and make similar inquiries at WU.

**REPRESENT THE PROFESSION ON ISSUES IMPACTING
VETERINARY MEDICINE**

ACTION ITEMS	STATUS
Work with lobbyists and the CVMA Legislative Committee to safeguard veterinary interests relative to legislation and regulations.	Ongoing/Permanent
Identify and monitor emerging and ongoing local, statewide, and national issues affecting the veterinary profession.	Ongoing/Permanent
Develop and maintain healthy working relationships with legislators, regulatory agencies, and other relevant stakeholders.	Ongoing/Permanent (2022-2024 approval of additional PAC funding and implementation of pro forma; LOTY Award initiation).
Interface with legislators, legislative staff, the VMB, and other relevant stakeholders on issues of importance.	Ongoing/Permanent
Consistently message CVMA positions and legislative/regulatory updates to CVMA members and beyond.	Ongoing/Permanent
Stimulate member interest in running for office and becoming politically active	Ongoing

<p>on the local level (i.e., meeting with state legislators, attending local fundraisers, and forging relationships).</p>	<p>--Amplified PAC approach includes more fundraiser attendance by leadership.</p> <p>--Consider possible annual Zoom with CVMA lobbyist and relevant leaders to encourage interface with local legislators.</p> <p>--Consider a more local-focused approach (hosting legislators at veterinary practices, tours, etc.).</p> <p>--Encourage and facilitate annual (esp. post-election) board member outreach to relevant legislators.</p>
<p>Consider reinstating (and budgeting for) Legislative Day at Capitol</p>	<p>New for 2025-2026</p>
<p>Create candidate pool for VMB/MDC Positions (possibly composed of recent CVMA Board members)</p>	<p>New for 2025-2026</p>
<p>Emphasize to the VMB the importance of contextualized care/spectrum of care and evidence-based medicine (minimum standard vs. “gold standard”)</p>	<p>New for 2025-2026</p>

**CULTIVATE AND MAINTAIN VIBRANT AND DIVERSE
LEADERSHIP**

ACTION ITEMS	STATUS
Maintenance of committee interest list.	Ongoing
Consideration of Recent Grad event with Board members, possibly committee liaisons.	Consider appending a Recent Grad CE event to Fall Seminar.

PROMOTE LOCAL ASSOCIATION ENGAGEMENT

ACTION ITEMS	STATUS
Ensure that CVMA delegates are well-informed with up-to-date information on current issues.	Ongoing --Local association interfacing—CVMA membership services director to communicate with local officers.
Considering ways to better interface with local associations.	In progress with at least two “official” visits a year; develop budget to allow increased frequency/intensity of local association visits.
Contact members in defunct or struggling local VMA regions with relevant Board director information.	Not Yet Started
Create regular CVMA update report for CVMA BOG/HOD use at local meetings.	Preparing periodic (i.e., quarterly, post-BOG meeting) email for BOG members to send out to relevant delegates.
Consider Local VMA- or practice-hosted events in areas of existing conferences/seminars	New for 2025-2026

AUGMENT POLITICAL ACTION COMMITTEE RESOURCES

ACTION ITEMS	STATUS
Acknowledge PAC contributors.	Ongoing (\$250 and above get letter, and publications regularly thank contributors).
Review donation forms and consider periodic credit card deduction/autopay/autorenewal.	Donation form updated, autopay/autorenewal pending new AMS.

**IDENTIFY AND DEVELOP MEMBER BENEFITS,
CATEGORIES, AND SERVICES**

ACTION ITEMS	STATUS
Review member benefits for utility, need for continuation.	Conducting late 2024/early 2025 membership survey, including benefits piece, and keynote discussion of Joint Leadership Forum in January 2025.
Consider initiation of new member benefits, including (a) those that will assist non-practice owners, lab animal veterinarians, RVTs, etc., (b) scrubs/apparel, (c) website design construction/hosting, (d) payroll assistance service, and (e) financial planning.	<p>Ongoing</p> <p>--Same as above; in addition, MEAP roll-out occurring in early 2025.</p> <p>--Consider PropFuel or similar conversational engagement platform.</p> <p>--Consider VIN relationship/benefit.</p> <p>--Consider pet insurance benefit.</p> <p>-- Consider greater use of QR codes in member-facing publications.</p>
Conduct a periodic (possibly once every two years) member benefit survey of members.	Ongoing
Develop new member categories and review existing categories for adequacy.	New for 2025-2026
Consider development of practice and/or corporate membership categories.	New for 2025-2026

Consider periodic member orientation meetings regarding CVMA membership, benefits, and services.	New for 2025-2026
Develop new features in <i>CV</i> , including food animal, financial, Access to Care/One Health, charity spotlight, and reinitiation of <i>Renew</i> series.	New for 2025-2026
Revamp relief veterinarian database/accessibility.	New for 2025-2026

**MAINTAIN RELEVANT AND PRODUCTIVE COMMITTEES
AND TASK FORCES**

ACTION ITEMS	STATUS
Consider creation of new committees and task forces.	Ongoing --Composing depopulation task force. --Membership Committee to launch by first quarter of 2025. --Consider possible VMB Sunset Review task force.

**PROVIDE CONTINUING EDUCATION TO ALL MEMBERS OF
THE VETERINARY PRACTICE TEAM**

ACTION ITEMS	STATUS
Maintain existing, affordable, high-quality offerings, including PacVet, Spring and Fall Seminars, Large Animal (new), Veterinary Assistant Program, etc.	Ongoing/Permanent (Food Animal Medicine Seminar completed in March 2024; Equine Medicine Seminar planned for April 2025 to accompany Spring Seminar).
Provide multi-modal (in-person, online, and/or hybrid) CE alternatives meeting the needs of all members of the veterinary team (veterinarians, RVTs, veterinary assistants, CSRs, practice managers, and receptionists).	CE archive originally intended to introduce as of 1/1/2025, but launch is AMS/LMS dependent.
Consider new CE programs, including self-guided CE options.	<p>Continuing</p> <p>--See CE archive note above.</p> <p>--Continuing development of FAMS/EMS.</p> <p>--Consider initiating structured business management CE offerings.</p> <p>--Consider early practitioner event appended to Fall Seminar (using AABP model as possible inspiration);</p> <p>--Further developing of zoo medicine/avian-exotic seminars/webinars/tracks.</p> <p>--Considering shelter medicine/Access to Care full-day webinar in addition to or in lieu of in-person track at PacVet.</p>

Consider launch of Continuing Education Committee, possibly through an expansion of the PacVet Program Committee	New for 2025-2026
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MAINTAIN AND PROMOTE WELLNESS RESOURCES FOR MEMBERS

ACTION ITEMS	STATUS
Publish articles in <i>CV</i> and other association publications on wellness topics.	TELUS articles to end given discontinuation of contract; intend to reprise “Renew” articles.
Maintain current and relevant wellness resources webpage.	Ongoing
Consider additional wellness resources (such as Calm for Business).	<p>Ongoing</p> <ul style="list-style-type: none"> --Rolling out ReadyVetGo. --Considering life coach, Calm/Headspace, or similar benefit as alternative to TELUS. --Dialogue with Board/House to occur at January 2025 Leadership Forum. --Possible massage-related member benefit.

**MAINTAIN EFFECTIVE DISASTER RESPONSE PROGRAM
(CAVMRC)**

ACTION ITEMS	STATUS
Continuing to promote and advertise the CAVMRC in CVMA publications and on-line media.	Ongoing
Represent the CAVMRC to stakeholders, emergency response partners, and government agencies.	Ongoing
Engage UC Davis CVET in disaster response integration.	New for 2025-2026

PUBLIC OUTREACH AND EDUCATION REGARDING VETERINARY PROFESSION

ACTION ITEMS	STATUS
Public outreach, education, partnering, events, opportunities, exposure to profession.	Consider Career Day/Volunteer practice initiatives; collaboration with veterinary schools.
Engage in public messaging on importance of veterinary care/profession, including via social media messaging.	Ongoing/Subject of Further Discussion
Help cultivate “pipeline,” and promoting profession to those not in it/who wouldn’t otherwise hear about it.	Consider possible work with Cristo Rey and/or BlendVet.
Maintain healthy relationships with relevant personnel from UC Davis School of Veterinary Medicine and Western University of Health Sciences, College of Veterinary Medicine.	Ongoing/Permanent Consider ways to amplify veterinary school access/touch points/leadership introductions, possibly through more substantive presentations that supplement clinical education.

MAINTAIN FINANCIAL SECURITY

ACTION ITEMS	STATUS
Regularly review financial status, reserves, investments through Finance Committee, Investment Committee, Board, etc.	Ongoing/Permanent
Maintain balanced budget.	Ongoing/Permanent
Possible change to fiscal year (to mirror calendar year).	New for 2025-2026
Develop and implement needed physical plant (building, property, etc.) and security upgrades.	New for 2025-2026

PUBLIC HEALTH/ONE HEALTH

ACTION ITEMS	STATUS
Consider intersection between One Health and Access to Care.	Discussions conducted with CDPH; periodic CMA Grand Rounds announcements in <i>Connect</i> .
Possible <i>CV</i> articles and CE offerings on One Health and public health.	Full Day of One Health at PacVet; continue relevant articles in <i>CV</i> .

MAINTAIN EFFECTIVE ORGANIZATIONAL GOVERNANCE

ACTION ITEMS	STATUS
Assess governance structure.	New for 2025-2026
Consider changing leadership reimbursement structure.	New for 2025-2026
Consider dues reduction or other incentives based on CVMA leadership participation	New for 2025-2026