



**CALIFORNIA VETERINARY MEDICAL
ASSOCIATION**

Vision Plan 2016–2017

**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

To be vocal advocates for animals and the profession

To be the respected source of pertinent information
for members and the public

To enhance the business, professional, personal
and leadership growth of the membership

To be fiscally responsible and financially secure

TO BE VOCAL ADVOCATES FOR ANIMALS AND THE PROFESSION

Priorities

- Legislation
 - Animal Physical Rehabilitation
 - Sales Tax on Services
 - Unprofessional Conduct
 - Drug Compounding
 - Small animal antimicrobial drugs by prescription only
 - Premises Issues
 - Medical Marijuana for Pets
- CVMA-PAC
- Maintain dialogue with the Veterinary Medical Board
- Maintain active public relations program

Objectives

- Encourage veterinarians to develop school outreach programs to promote animal care and interest in veterinary medicine.
- Create a veterinary student legislative day to expose students to the legislative process and CVMA's advocacy.
- Develop talking points for CVMA members to recruit new members and increase involvement.
- Research means for raising public awareness of the veterinary profession.

TO BE THE RESPECTED SOURCE OF PERTINENT INFORMATION FOR MEMBERS AND THE PUBLIC

Objectives

- Create an online list of resources for practice management, alternative career paths and professional growth on the CVMA website, including resources to enhance the personal and financial well-being of CVMA members.
- Educate our members on telemedicine due to changing technology.
- Create a short, filtered, and entertaining information source on contemporary veterinary issues to engage members.
- Develop a mobile app.

Sources of Information

- *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, Spring Seminar, VISC
- Websites – CVMA, CVMF, InLine, PacVet Conference, VISC
- Social media – Facebook, Google+, 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

TO ENHANCE THE BUSINESS, PROFESSIONAL, PERSONAL, AND LEADERSHIP GROWTH OF THE MEMBERSHIP

Priorities

- Lifelong learning
- Insurance

Objectives

- Pursue educational debt consolidation and financial counseling resources to improve the financial well-being of CVMA members.
- Explore mentorship and networking programs to connect veterinary students and recent grads with CVMA member veterinarians to facilitate career development, personal development, stress reduction, life balance, and wellness.
- Provide professional reputation management resources to help members deal with cyber bullying and negative press in any of their forms.
- Enhance RVT member resources on management, inventory, HR training, and career development.
- Emphasize self-care through continuing education, articles, speakers, and other resources to enhance member well-being.

TO BE FISCALLY RESPONSIBLE AND FINANCIALLY SECURE

Priorities

- Balanced annual budget
- Annual audit
- Maintain an investment policy

Objectives

- Develop a strategy to increase reserves to 50% of the annual budget and specify how reserve funds are invested.

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.