A New Day at the AVMA
Committee on Animal Emergency Management

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Outline for Today’s Talk

• Strategy Management Process

• Advisory Panel Pilot Program
STRATEGY
MANAGEMENT
PROCESS
AVMA Members Highly Value

- Advocacy
- Accreditation
- Veterinary Economics
- Member Services
- Leadership
MISSION STATEMENT
The American Veterinary Medical Association’s MISSION is to lead the profession by advocating for its members and advancing the science and practice of veterinary medicine to improve animal and human health.
VISION STATEMENT
The American Veterinary Medical Association's **VISION** is to be the trusted leader in **protecting**, **promoting** and **advancing** a strong, unified veterinary profession that **meets the needs of society**.
CORE VALUES
Core Values

- Ethical
- Inclusive
- Science-based
- Animal-focused
- Member-centric
- Supportive
- Fiscally responsible
- Efficient
- Innovative
GOAL
Grow Member Value
2015-2017
STRATEGIC PLAN
Key Elements

• All 12 divisions evaluated and reorganized

• 3 strategic business units:
  ✓ Advocacy and Public Policy
  ✓ Products and Services
  ✓ Accreditation and Certification

• New branding elements

• Marketing and Communications plans

• Metrics for success

• Flexibility
“Perfection is not attainable, but if we chase perfection we can catch excellence.”

- VINCE LOMBARDI
ADVISORY PANEL PILOT PROGRAM
Advisory Panel Pilot Program

What is it?

An 18-month (July 2015 – January 2017) experiment, testing an alternative AVMA governance structure designed to:

• Enhance **efficiency** and **effectiveness** of its volunteer leadership

• Increase **member value** and **engagement** by increasing opportunities for micro-volunteerism

• Provide a better overall **volunteer experience**
Advisory Panel Pilot Program

Who’s Involved?

Practice Advisory Panel

• Animal Agriculture Liaison Committee
• Aquatic Veterinary Medicine Committee
• Committee on Disaster and Emergency Issues
• Council on Veterinary Service

Regulatory Advisory Panel

• Committee on Environmental Issues
• Council on Biologic and Therapeutic Agents / Clinical Practitioners Advisory Committee
• Council on Public Health and Regulatory Veterinary Medicine
• Food Safety Advisory Committee
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Who’s Involved?

**Stakeholder Forums**
- Allied Organization Forum
  - Issues of importance to specific segments of the profession
- Governmental Forum
  - Public health and governmental perspectives
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Allied Organization Forum

- American Academy of Veterinary Acupuncture
- American Animal Hospital Association
- American Association of Avian Pathologists
- American Association of Bovine Practitioners
- American Association of Corporate and Public Practice Veterinarians
- American Association of Equine Practitioners
- American Association of Feline Practitioners
- American Association of Food Safety Veterinarians
- American Association of Small Ruminant Practitioners
- American Association of Swine Veterinarians
- American Association of Veterinary Clinicians
- American Association of Veterinary Laboratory Diagnosticians
- American Association of Zoo Veterinarians
- American Holistic Veterinary Medical Association
- American Society of Laboratory Animal Practitioners
- Association of Avian Veterinarians
- National Association of Federal Veterinarians
- Society for Theriogenology
- Student AVMA
- Uniformed Services
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Governmental Forum

- U.S. Department of Health and Human Services, Centers for Disease Control and Prevention
- U.S. Department of Health and Human Services, Food and Drug Administration, Center for Veterinary Medicine
- National Assembly of State Animal Health Officials
- National Association of State Public Health Veterinarians
- U.S. Department of Agriculture, Animal and Plant Health Inspection Service
- U.S. Department of Agriculture, Food Safety and Inspection Service
- U.S. Department of Homeland Security
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Advisory Panel Charges

• Protect, promote and advance profession
• Strategically identify, prioritize and process issues under their charges
• Operate with awareness of needs of AVMA’s diverse professional segments
• Create working groups with clear objectives
• Provide opportunities for general membership involvement
• Make recommendations to AVMA Board of Directors
Advisory Panel Pilot Program

Assessments

• Input from entities and stakeholder forums

• Pre- and post-survey

• Survey of participants at conclusion of each working group or other purpose-focused group utilized within the pilot

• Potential for commenter input survey

• Input from anyone through APPilot@avma.org
New AVMA
newavma.avma.org
Key Takeaways

• Growing member value
• Adjusting our priorities
• Renewed commitment to serving members and profession
• Improving volunteer structure
Thank You!

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