

Idaho Academy of Nutrition and Dietetics Strategic Plan
June 2015 through June 2017
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MISSION

Empower the Idaho RDN.

VISION

Enhance skills, knowledge, and networking opportunities to empower Idaho RDNs to be the food and nutrition experts.

VALUES

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

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

Innovation: Embrace change with creativity and strategic thinking.

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

GOALS, OBJECTIVES (STRATEGIES), TACTICS, AND RESPONSIBILITIES

GOAL 1: Membership- Build and maintain strategically-aligned, diverse and active membership in Idaho Academy of Nutrition and Dietetics.

- **OBJECTIVE (STRATEGY) 1:** Increase membership in Idaho Academy by focusing on activation, participation and retention. The Idaho Academy will annually participate in Affiliate Membership Challenge.
 - **TACTIC 1:** Make contact via email or social media with each non-renewed member of the Idaho Academy. Provide information to non-

members and students about the sliding rate scale and the membership challenge.

- Responsible: Membership Committee and and
- Resources Needed: Contact information for non-members and non-renewed.
- Completion Timeframe: (Not Specified)
- Next Required Completion Date: June 1, 2015

○ **TACTIC 2:** Appoint and train a Membership Chair and committee members.

- Responsible: Executive Board and Executive Director
- Resources Needed: Academy membership information and access to monitor members and non-members in the State.
- Completion Timeframe: Within one month of beginning the Membership chair position.
- Next Required Completion Date: June 1, 2015

○ **TACTIC 3:** Focus on increasing membership of clinical, public health, and foodservice dietitians and work to identify current barriers.

- Responsible: Membership Committee
- Resources Needed: Benefits Flyer, Non-member contact list, Survey Monkey or mailing to distribute survey.
- Completion Timeframe: June 1, 2015
- Next Required Completion Date: June 1, 2014
- Status: Assessment will be ongoing.

• **OBJECTIVE (STRATEGY) 2:** Maintain a statewide network for social media utilization

○ **TACTIC 1:** Develop network of Registered Dietitian Nutritionists for content.

- Responsible: Executive Board and
- Resources Needed: (None Identified)
- Completion Timeframe: (Not Specified)
- Next Required Completion Date: June 1, 2015

- **TACTIC 2:** Maintain social network of follower's for registered dietitian nutritionists.
 - Responsible: Membership Chair and Membership Committee
 - Resources Needed: Blog, Facebook, website, LinkedIn (TBD by social media chair)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

- **OBJECTIVE (STRATEGY) 3:** Develop regional networks of Registered Dietitian Nutritionists for membership activities.
 - **TACTIC 1:** Strengthen local groups through member liaisons. Magic Valley, Idaho Falls, Pocatello, Treasure Valley, North Idaho, including Lewiston, Moscow, and Coeur d'Alene.
 - Responsible: Board Appointed Local Liason
 - Resources Needed: Updates from the Academy and the Idaho Academy.
 - Completion Timeframe: June 1, 2015
 - Next Required Completion Date: June 1, 2014

 - **TACTIC 2:** Strengthen and share media and public policy activities of local groups.
 - Responsible: Public Policy Panel and Board Appointed Local Liason and
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: March 31, 2015

GOAL 2: Advocacy/Public Policy-The Idaho Academy improves the health of Idahoans by influencing key food, nutrition and health initiatives on the local, state, regional and national level.

- **OBJECTIVE (STRATEGY) 1:** Impact food and nutrition policies
 - **TACTIC 1:** Promote the RDN as the nutrition expert.
 - Responsible: Public Policy Committee
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2014

 - **TACTIC 2:** Registered Dietitians are included on nutrition related policy making committees, work with the policy consultants, conduct public policy updates within local chapters.
 - Responsible: Public Policy Panel and
 - Resources Needed: Financing for lobbyists. Letters to members and non-members of the Idaho Academy requesting donations to finance the lobbyists.
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

 - **TACTIC 3:** Meet with the Governor, Idaho Senate and House Legislatures and committee members, Health and Welfare Committee (e.g. Medicaid), Idaho Health Insurance Exchange Board and other key decision makers.
 - Responsible: Public Policy Panel and Membership Committee
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

- **OBJECTIVE (STRATEGY) 2:** Provide opportunities for Idaho RDNs to participate in public policy.
 - **TACTIC 1:** Maintain public policy committee for the Idaho Academy.
 - Responsible: Board Members and Public Policy Panel
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)

- Next Required Completion Date: June 1, 2015
- **TACTIC 2:** Support and empower local RDN's to be involved in their communities.
 - Responsible: Public Policy Panel
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015
- **TACTIC 3:** Teach members how to use the grassroots manager on the website from the Academy of Nutrition and Dietetics.
 - Responsible: President and Public Policy Chair and President-Elect
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015
- **TACTIC 4:** Encourage RDN's to be members of the Academy's Political Action Committee.
 - Responsible: Public Policy Panel
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015
- **OBJECTIVE (STRATEGY) 3:** Strengthen relationships with external organizations to further the Academy/Idaho Academy initiatives.
 - **TACTIC 1:** Partner with groups as appropriate.
 - Responsible: President and Executive Director
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2014

- **TACTIC 2:** Investigate other possible organizations memberships (e.g. IHCA, IPHA)
 - Responsible: President and Executive Director
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

GOAL 3: Marketing-Increase the visibility, value, demand and utilization of the Licensed Registered Dietitian Nutritionist in Idaho.

- **OBJECTIVE (STRATEGY) 1:** Create a respected brand
 - **TACTIC 1:** Utilize "Registered Dietitian Nutritionist - The Nutrition Expert"
 - Responsible: All Idaho Academy Members
 - Resources Needed: (None Identified)
 - Completion Timeframe: On-going
 - Next Required Completion Date: June 1, 2014

- **OBJECTIVE (STRATEGY) 2:** Create messaging used by RDN to promote their expertise
 - **TACTIC 1:** Internal: Create messages that are consistent and relevant. Send Tweets about blog posts, solicit bloggers for blog posts. Solicit blog followers and how to get them to read the blog. Use educational blog articles for newspaper articles.
 - Responsible: Social Media Chair and Social Networking Chair
 - Resources Needed: (None Identified)
 - Completion Timeframe: ongoing
 - Next Required Completion Date: June 1, 2015

- **TACTIC 2:** External-Interactions with policy makers, consumers and employers
 - Responsible: President and President-Elect and Board Members
 - Resources Needed: (None Identified)
 - Completion Timeframe: Ongoing
 - Next Required Completion Date: June 1, 2015

- **OBJECTIVE (STRATEGY) 3:** RDN's respond to informational requests
 - **TACTIC 1:** RDN expertise web tree state wide. Use Survey Monkey to gather information and feedback.
 - Responsible: President and Executive Director and Board Members
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

 - **TACTIC 2:** Utilize The Academy of Nutrition and Dietetics as a resource
 - Responsible: President and Executive Director and Board Members
 - Resources Needed: (None Identified)
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

- **OBJECTIVE (STRATEGY) 4:** Position the RDN to be foremost in public view for food and nutrition related information.
 - **TACTIC 1:** Maintain website and social media to provide current and relevant information to consumers.
 - Responsible: Social Media Chair and Website Manager and Executive Director
 - Resources Needed: (None Identified)
 - Completion Timeframe: On-going

- Next Required Completion Date: June 1, 2015
- **TACTIC 2:** Create a state wide web tree and referring informational requests to RDNs across the state with different areas of expertise.
 - Responsible: Executive Board and Executive Director
 - Resources Needed: (None Identified)
 - Completion Timeframe: On-going
 - Next Required Completion Date: (Not Specified)

GOAL 4: Professional Development- Members view the Idaho Academy as a key to professional success for lifelong learning, quality practice and career advancement.

- **OBJECTIVE (STRATEGY) 1:** Provide state of the art professional development opportunities for career success.
 - **TACTIC 1:** Provide a strong annual meeting that meets member's needs, including a variety of relevant program offerings.
 - Responsible: Annual Meeting Planning Committee and Annual Meeting Chair and Meeting Planner
 - Resources Needed: Meeting budget, sponsorship policy, speaker contracts, theme, exhibit guidelines
 - Completion Timeframe: Annually
 - Next Required Completion Date: June 1, 2015
 - **TACTIC 2:** Explore alternative education and provide communication to members when partner organizations are hosting events for continuing education opportunity.
 - Responsible: Distance Learning Chair and Website Manager and All Idaho Academy Members
 - Resources Needed: Post events on website calendar and send e-blast from website to members, share on social media.
 - Completion Timeframe: (Not Specified)
 - Next Required Completion Date: June 1, 2015

- **TACTIC 3:** Member spotlights on the website, social media, and at annual meeting.
 - Responsible: Social Media Chair and Executive Director and Website Manager
 - Resources Needed: Training for individuals making posts on website and written directions on website.
 - Completion Timeframe: On-going
 - Next Required Completion Date: June 1, 2015

- **OBJECTIVE (STRATEGY) 2:** Promote local, state and national resources to support evidence based practice.
 - **TACTIC 1:** Utilize website and social media to promote available resources and professional development events, including a link to the evidence analysis library and all training dates.
 - Responsible: Social Media Chair and Distance Learning Chair and Website Manager
 - Resources Needed: Website and social media master plan; standing committee (members to include: President, President-elect, Secretary, Website Manager, Social Media Chair, and local liaisons).
 - Completion Timeframe: On-going
 - Next Required Completion Date: June 1, 2015

GOAL 5: Public Protection-the RDN credential represents qualified practitioners dedicated to protecting and improving the health of the public.

- **OBJECTIVE (STRATEGY) 1:** Utilize the RDN credential and Idaho Dietitian Licensure to protect and improve the health of Idaho citizens.
 - **TACTIC 1:** Internal: Communicate the value of the RDN and DTR credential to providers, stakeholders, and the public.
 - Responsible: Public Policy Panel and Consumer Protection Coordinator
 - Resources Needed: State Statute, AND staff, CDR staff
 - Completion Timeframe: On-going

- Next Required Completion Date: June 1, 2016

- **TACTIC 2:** External: Interaction with Idaho Board of Medicine, RDNs on the Board of Medicine, Public Member on Board of Medicine, CDR
 - Responsible: President and Consumer Protection Coordinator and Executive Director
 - Resources Needed: State Statute, AND staff, CDR staff
 - Completion Timeframe: On-going
 - Next Required Completion Date: June 1, 2016