

Delaware Academy of Nutrition and Dietetics Strategic Plan 2015-2018  
Goals and Objectives approved by DAND Board of Directors on 12/18/2014

**Goal #1; Members and Prospective Members View Membership in DAND as Essential to Professional Success**

Strategies	Tactics	Year Ending 5/31/15 (describe progress toward goal)	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
1. Build an engaged membership in the organization	<ol style="list-style-type: none"> <li>1. Establish a Membership Chair and Committee.</li> <li>2. Conduct an annual member survey               <ol style="list-style-type: none"> <li>a. Summarize and use the results for the DAND leadership and members to support DAND Board initiatives.</li> </ol> </li> <li>3. Identify and use opportunities to reach out to groups prospective members to raise awareness of DAND’s Mission/Vision and the benefits of membership.</li> <li>4. Actively reach out to members to encourage participation via multiple communication outlets, (e.g. website, newsletter, EML, and social media) to promote growth opportunities, and add value to the organization.</li> <li>5. Encourage and support student involvement               <ol style="list-style-type: none"> <li>a. Actively involve and seek input from Student Liaisons</li> <li>b. The Annual Conference Planning Committee pursues student representation.</li> </ol> </li> <li>6. Report on and recognize new members during board meetings and in the newsletter.</li> </ol>					<ol style="list-style-type: none"> <li>1. Board of Directors</li> <li>2. Membership Chair New Member Liaison</li> <li>3. Membership Chair PR Chair</li> <li>4. Media Rep Newsletter Editors New Member Liaison</li> <li>5a. Board of Directors</li> <li>5b. Annual Conference Planning Committee (ACPC) Student Liaisons</li> <li>6. Membership Chair New Member Liaison Newsletter Editors</li> </ol>

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**Continued Goal #1: Members and Prospective Members View Membership in DAND as Essential to Professional Success**

Strategies	Tactics	Year Ending 5/31/15	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
2. Efficiently and effectively communicate information, current trends, and regulatory updates using multiple outlets.	<ol style="list-style-type: none"> <li>1. Review policies &amp; procedures for DAND communication outlets (e.g. newsletter, EML, and social media).               <ol style="list-style-type: none"> <li>a. Define the purpose and criteria for all methods of DAND communication, as well as the responsibilities of the Board member(s) designated to manage each.</li> </ol> </li> <li>2. Assure ongoing and timely updates to the DAND website and relevant social media outlets in order to positively and accurately reflect the current face of the organization.</li> </ol>					<ol style="list-style-type: none"> <li>1. Board of Directors               <ol style="list-style-type: none"> <li>1a. President EML Coordinator Media Rep PR Chair Newsletter Editors</li> </ol> </li> <li>2. PR Chair Media Rep</li> </ol>

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**Goal #2: Influence national, state, and local food, nutrition & health policy initiatives**

Strategies	Tactics	Year Ending 5/31/15	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
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<p>1. Engage members to impact food and nutrition policies through participating in legislative and regulatory processes at the local, state, and federal levels.</p>	<p>1. Make the DAND membership aware of annual public policy goals developed by the Public Policy Committee</p> <p>2. Identify and take action on food, nutrition, and health-related legislative and policy initiatives which support the Mission/Vision of DAND</p> <ul style="list-style-type: none"> <li>a. Build and maintain DAND’s relationship with state and federal legislators and health policy organizations</li> <li>b. Monitor the legislative environment for relevant changes</li> <li>c. Mobilize members (via communication and training) to respond to action alerts, attend legislative events, and develop relationships with their own legislators</li> </ul> <p>3. Promote the Public Policy Workshop among members</p> <ul style="list-style-type: none"> <li>a. Encourage participation in PPW and provide support to help increase attendance</li> <li>b. Communicate important information from PPW to members and provide training on key issues</li> </ul>					<p>1. Public Policy Panel -Public Policy Coordinator (PPC) -State Policy Representative (SPR) - State Regulatory Specialist (SRS) -State Reimbursement Representative (SRR) -Consumer Protection Coordinator (CPC) -Delegate -President -President-Elect</p> <p>2. Public Policy Panel</p> <p>2a. PPC, SPR, CPC, SRR, SRS</p> <p>2b. PPC, SPR, CPC</p> <p>2c. PPC, SPR, SRS, SRR</p> <p>3a. Board of Directors Public Policy Panel</p> <p>3b. Public Policy Panel</p>
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**Continued Goal #2: Influence national, state, and local food, nutrition & health policy initiatives**

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Strategies	Tactics	Year Ending 5/31/15	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
<p>2. Promote the role of the LDN in protecting the health and optimal nutritional status of consumers to health care policy makers and decision makers</p>	<p>1. Identify opportunities to raise public awareness of the many roles of the RDN in health and wellness</p> <ul style="list-style-type: none"> <li>a. Manage website and other media outlets to allow for positive and accurate public perception of DAND and its members</li> <li>b. During all contacts with public officials, highlight the unique role of the LDN in disease prevention/management and wellness promotion</li> </ul> <p>2. Advocate for the critical role of Nutrition/Dietetics licensure in protecting the health and safety of the public</p> <ul style="list-style-type: none"> <li>a. Monitor the agenda and activities of the Delaware Board of Dietetics/Nutrition and maintain an appropriate relationship with the Delaware Division of Professional Regulation</li> <li>b. Educate members to recognize the value of licensure and to promote the role of the licensed nutritional professional within their own workplaces, communities, and legislative arenas</li> </ul>					<p>1. Board of Directors Public Policy Panel</p> <p>1a. PR Chair Media Rep</p> <p>1b. PPC, SPR, SRS, CPC, SRR</p> <p>2. Board of Directors Public Policy Panel</p> <p>2a. CPC SRS</p> <p>2b. Board of Directors</p>

**Goal #3: Empower members to compete successfully in a rapidly changing environment.**

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Strategies	Tactics	Year Ending 5/31/15	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
1. Equip members to take the lead in creating and maintaining a competitive edge in the delivery and reimbursement of nutrition services in the evolving marketplace	<ol style="list-style-type: none"> <li>1. Develop a strong reimbursement committee that stays informed on issues of reimbursement and coverage for LDN's.</li> <li>2. Develop and implement an education plan for consumers about the importance of seeking coverage for nutrition services under their insurance plans.</li> <li>3. Establish a relationship with the office of the DE Insurance Commissioner.</li> <li>4. Identify and contact decision makers to brief DE employers on the benefits of seeking LDN coverage for their employees.</li> <li>5. Collect reimbursement rate data for all DE insurers to establish baseline for competitive LDN compensation.</li> </ol>					<ol style="list-style-type: none"> <li>1. SRR Board of Directors</li> <li>2. Reimbursement Committee PR Chair</li> <li>3. Reimbursement Committee</li> <li>4. Reimbursement Committee</li> <li>5. Reimbursement Committee</li> </ol>
2. Provide relevant CPEU activities which reflect current trends affecting the prof.	<ol style="list-style-type: none"> <li>1. Develop guidelines for offering CPEUs at the Annual Conference and other education opportunities</li> <li>2. Offer CPEU activities related to member practice areas               <ol style="list-style-type: none"> <li>a. Identify topics discussed at FNCE and trends being followed by the Academy of Nutrition and Dietetics.</li> <li>b. Survey members to identify areas of interest for CPEUs.</li> </ol> </li> <li>3. Promote attendance at the Annual Conference by highlighting CPEU Rollover</li> </ol>					<ol style="list-style-type: none"> <li>1. Board of Directors ACPC CPEU Coordinator President</li> <li>2a. Board of Directors ACPC</li> <li>2b. Board of Directors Membership Chair</li> <li>3. ACPC</li> </ol>

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**Continued Goal #3: Empower members to compete successfully in a rapidly changing environment.**

Strategies	Tactics	Year Ending 5/31/15	Year Ending 5/31/16	Year Ending 5/31/17	Year Ending 5/31/18	Responsibility
3. Work collaboratively with medical and other allied health care disciplines and their organization to further the DAND strategic direction	<p>1. Identify and build relationships with medical and other allied health care disciplines.</p> <p>2. Provide resources explaining the DAND Mission and Vision to medical and other allied health care disciplines.</p> <p>3. Identify and incorporate CPEU needs of medical and other allied health care professionals when planning educational events</p>					<p>1. Board of Directors PR Chair Media Rep</p> <p>2. Board of Directors</p> <p>3. ACPC</p>