

# Rhode Island Academy of Nutrition and Dietetics 2015-2020 Strategic Plan - DRAFT

<b>GOAL 1</b> Members and prospective members view RIAND as vital to professional success.			
<b>STRATEGY 1</b> Provide state of the art professional development products and services for education, competence and career success.			
Tactics/Action Steps	Responsible	Target completion date	Measures
1.1.1 Hold annual leadership event.	President President elect	August 2016	1 leadership event held by August 2016
1.1.2 Establish continuing education committee	Conference planning chair-elect, membership committee	January 2016	-1 meeting by January 2016 -actions steps detailing plan of work
1.1.3 Provide CEU page on RIAND website with updates about opportunities available from anywhere.	“ “	January 2017	www.eatrightri.org will have dedicated CEU webpage -updates 1x/month
1.1.4 Promote CEU page through PowerBlast and social media	Above and social media, website, newsletter coordinator(s)	June 2017	-monthly updates channeled through outlets in 1.1.4
<b>STRATEGY 2</b> Identify and respond to trends and needs of a changing, diverse membership.			
Tactic	Responsible	Target completion date	Measures
1.2.1 Complete members needs and satisfaction survey every other year.	Membership committee	2016, 2018, 2020	3 member satisfaction surveys complete by 2020
1.2.2 Gather information on most accessed nutrition information from a	President elect, conference planning chair and chair elect,	Quarterly – Dec 2015, March 2016, June 2016, Sept 2017, etc.	-Quarterly update from President-elect on most accessed resources from various outlets

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variety of sources – <a href="http://www.eatrightPRO.org">www.eatrightPRO.org</a> , various DPGs, Dietitian Central, Skelly Publishing, RD411, etc.	membership committee		-efforts made to provide resources to local members based on findings -findings put on eatrightri.org CEU webpage
<b>STRATEGY 3</b>			
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.			
<b>Tactic</b>	<b>Responsible</b>	<b>Target completion date</b>	<b>Measures</b>
1.3.1 Recruit Reimbursement Rep to RIAND board for 2 year commitment	Nominating Committee	January 2016	-position filled for 2 years (through June 2017)
1.3.2 CEU series/events focused on marketing your brand, business and communication skills	Membership committee, conference planning chair and chair elect	Ongoing	-1 event during 2015-2016 board year focused on 1.3.2
1.3.3 ICD-10 CEU opportunity	??	January 2016	-1 CEU opportunity (locally led or through Academy) will have been offered to membership
<b>STRATEGY 4</b>			
Empower present and future practioners to be the leaders and mentors in food and nutrition.			
<b>Tactic</b>	<b>Responsible</b>	<b>Target Completion Date</b>	<b>Measures</b>
1.4.1 Recruit volunteers to board committees.	All board members, direct candidates to Nominating Committee	Ongoing	-board positions filled with new people -committees supported by non-board members
1.4.2 Ensure board members are properly trained in leadership and recruitment strategies	President, president-elect, nominating committee	Ongoing, June 2016	-at least one leadership event by June 2016 -nominating committee attend recruitment strategy trainings offered by Academy

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1.4.3	Market already existing preceptor CEUs from Academy to members	President elect	Ongoing, part of tactic 1.2.2; February 2016	-1 preceptor CEU announcement made in all outlets (website, power blast, social media)
<b>GOAL #2</b> Rhode Islanders trust and choose Registered Dietitian Nutritionists as food, nutrition and health experts.				
<b>STRATEGY 1</b> Strengthen and differentiate a respected RDN brand.				
<b>Tactic</b>		<b>Responsible</b>	<b>Target completion date</b>	<b>Measures</b>
2.1.1	Plan and execute targeted marketing efforts.	President, past-president, president elect, media rep, marketing rep	Quarterly, March 2016 (National Nutrition Month)	- quarterly contact with media outlets on trending nutrition topics -RIAND brand in print/electronic/news/radio media 2x/year -RIAND brand strategically promoted during NNM
<b>STRATEGY 2</b> Establish value to target audiences through effective programs, services and initiatives offered by RDNs.				
<b>Tactic</b>		<b>Responsible</b>	<b>Target completion date</b>	<b>Measures</b>
2.2.1	Promote \$100 stipend for volunteering expertise in community	President, newsletter, website coordinator, social media	Ongoing	-4 x/year announcement will be made of availability of stipends -post stipend recipients and details on social media
2.2.2	RIAND will have a presence at other community events with similar mission, values to ours	President, volunteer members	Ongoing	-1 x/year RIAND will collaborate with other like-minded groups to promote nutrition/wellness concepts
2.2.3	RIAND (members) will hold community nutrition talks/lectures/workshops. RIAND will assist with event promoting and execution.	Members	Ongoing	-1x/year RIAND member(s) will provide nutrition lecture/workshop to community at large
<b>STRATEGY 3</b>				

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Work collaboratively across disciplines with local and state food and nutrition communities.			
Tactic	Responsible	Target completion date	Measures
2.3.1 Determine which groups to be in contact with.	Public Policy, marketing rep, president, past, elect	Ongoing, February 2016	-form committee to determine which groups RIAND should be involved with -Contact all groups by February 2016 -plan to attend at least 1 meeting/event of another orgz.
2.3.2 Appoint RIAND members to sit on nutrition/wellness board or attend meetings.	President, elect, past, public policy committee	February 2016	-RIAND board member or member-at-large will be part of another professional board or coalition (see brainstorm for ideas)
<b>STRATEGY 4</b> Work collaboratively with medical and other allied health care disciplines and their organizations to further the Academy's strategic direction.			
Tactic	Responsible	Target completion date	Measures
2.4.1 Appoint volunteers to allied health boards/tables/coalitions	President, past, elect, public policy	Ongoing, June 2016  2016-2017 Board Year  2017-2018 Year	-identify at least 2 professionals boards to collaborate with -1 RIAND member will sit on 1 board  -2 RIAND members will sit on 2 boards
2.4.2 Communicate with allied health/medical boards to determine barriers to collaboration and create solutions.	President, president elect	By end of FY2016    1 <sup>st</sup> half FY2017	- Meet with at least 1 allied health board and discuss barriers to collaboration and solutions  - Formulate plan to address barriers and solutions within RIAND with beyond

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		2nd half FY17	- Implement newly developed strategies
<b>GOAL #3</b> RIAND members optimize the health of Rhode Islanders.			
<b>STRATEGY 1</b> Engage members to impact food and nutrition policies through participant in legislative and regulatory processes at local, state and federal levels.			
<b>Tactic</b>	<b>Responsible</b>	<b>Target completion date</b>	<b>Measures</b>
3.1.1 Conduct training in public policy.	Public policy committee	June 2016, ongoing	-1 public policy CEU offered per year -1 public policy workshop (>30 min) at board meeting/year
3.1.2 Establish legislative event where members meet and greet with state legislators.	Public policy committee	June 2016, ongoing	-attend 1 legislative event/year -draft "how-to" document to help members approach local officials
<b>STRATEGY 2</b> Promote the relevance of public health nutrition and the role of members in chronic disease prevention and treatment.			
<b>Tactic</b>	<b>Responsible</b>	<b>Target completion date</b>	<b>Measures</b>
3.2.1 Continuously promote the RDN as an integral part of chronic disease prevention and treatment.	Media, marketing	ongoing	The RDN will be highlighted in various media as having a role in prevention at least 3 times/board year.
3.2.2 Create promotional campaign (print, internet, TV, etc.) focused around chronic disease prevention and treatment.	Media, marketing	Planning in FY2016 board year. Implementation in FY2017	By the end of FY16 there will be a plan and budget for roll out of media campaign. FY17 will see to development of campaign, 2018 implementation.
<b>STRATEGY 3</b> Prepare members to lead, contribute, conduct, interpret and use research in practice.			

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Tactic	Responsible	Target completion date	Measures
3.3.1 Attract highly credible speakers for annual conference and ongoing CPE events, webinars, etc.	Conference planning chair, membership	FY16 planning and implementation, ongoing for all subsequent years	At least 2 speakers at annual conference will present recent and credible research. At least 1 CEU event/year (webinar or live) will be presented on new, credible research.
3.3.2 Encourage local researchers to present work at annual conference and in ongoing CEU events (webinars or live). May include poster sessions at annual conference.	Conference planning chair, membership	FY16 planning; FY17 implementation	FY17 will plan and begin roll out of including more research in CEU events and annual conference.
<b>STRATEGY 4</b> Increase health equity by promoting improved access to Academy credentialed practitioners' services and nutrition interventions.			
Tactic	Responsible	Target completion date	Measures
3.4.1 Advertise outpatient nutrition services on public and social media.	Marketing, media, social media	ongoing	Private practice RDNs will have the ability to post Ads once/month on public RIAND social media.
3.4.2 Provide PCMHs with private practice RDNs in their area.	Reimbursement Rep		
3.4.3 Work with local insurers to improve access to medical nutrition therapy.	Reimbursement rep		

Drafted by Katie Mulligan

Voted on and approved by RIAND board 10/28/2015