

# Strategic Plan



**Vision:** Optimizing health through food and nutrition

**Mission:** Empowering members to be food and nutrition leaders

- Values:**
- **Customer Focus:** Meet the needs and exceed the expectations of all customers
  - **Integrity:** Act ethically with accountability for lifelong learning, commitment to excellence and professionalism
  - **Innovation:** Embrace change with creativity and strategic thinking
  - **Social Responsibility:** Make decisions with consideration for inclusivity as well as environmental, economic and social implications
  - **Diversity:** Recognize and respect differences in culture, ethnicity, age, gender, race, creed, religion, sexual orientation, physical ability, politics and socioeconomic characteristics

G O A L	The public trusts and chooses Registered Dietitian Nutritionists as food, nutrition and health experts.	Academy members optimize the health of individuals and populations served.	Members and prospective members view the Academy as vital to professional success.	Members collaborate across disciplines with local food and nutrition communities.
S T R A T E G Y	<p>The Academy, RDNs and NDTRs will:</p> <ol style="list-style-type: none"> <li>1. Strengthen and differentiate respected RDN and NDTR brands</li> <li>2. Use emerging science and evidence-based positions on issues related to food, nutrition and health</li> <li>3. Work collaboratively across disciplines with local, state and national food and global nutrition communities</li> <li>4. Work collaboratively with medical and other health care disciplines and their organizations to further the Academy’s strategic direction</li> <li>5. Strategically promote RDNs and NDTRs for leadership roles in key influential and visible positions</li> <li>6. Advance the RDNs and NDTRs role in protecting the health and optimal nutritional status of consumers to policy makers and decision makers</li> <li>7. Promote RDNs and NDTRs to consumers</li> <li>8. Increase the racial, ethnic, gender and age diversity and cultural competence of RDNs and NDTRs</li> </ol>	<ol style="list-style-type: none"> <li>1. Strengthen and expand knowledge and skills in the interdependency of agriculture, food, nutrition and health</li> <li>2. Engage members to impact food and nutrition policies through participation in the legislative and regulatory processes at local, state and federal levels</li> <li>3. Promote the relevance of public health nutrition and the role of members in chronic disease prevention and treatment</li> <li>4. Advance relationships with key stakeholders and external organizations to further Academy initiatives</li> <li>5. Increase health equity by promoting improved access to Academy-credentialed practitioners’ services and nutrition interventions</li> <li>6. Prepare members to lead, contribute, conduct, interpret and use research in practice</li> <li>7. Strengthen and expand skills such as physical assessment, behavior counseling and cultural competence of the Academy’s membership</li> <li>8. Position members to assume emerging and transdisciplinary roles</li> </ol>	<ol style="list-style-type: none"> <li>1. Empower present and future practitioners to be leaders and mentors</li> <li>2. Create state-of-the-art professional development</li> <li>3. Provide relevant and valued resources and services for diverse audiences</li> <li>4. Support research and offer resources to advance evidence-based practice</li> <li>5. Identify and respond to trends and needs of a diverse membership</li> <li>6. Increase the diversity and cultural competence in the Academy</li> </ol>	<ol style="list-style-type: none"> <li>1. Engage and educate members on the importance of local collaborations</li> <li>2. Collaborate with other local nutrition and dietetics organizations to support a workforce using evidence-based practice standards</li> <li>3. Collaborate with state-wide and local colleagues to provide evidence on the effectiveness of dietetic- and nutrition-related interventions using accepted processes and terms</li> <li>4. Build and support development of programs in partnership with local colleagues</li> <li>5. Reach and strengthen relationships with industry, agricultural organizations and other key stakeholders to advance and promote professional development opportunities and advance the Academy’s program of work and strategic direction</li> <li>6. Define and implement the key strategic elements of effective collaborations, including identification of best practices, member benefit, financial return on investment and professional development, research and educational opportunities</li> </ol>