

NCAVT Board Meeting
Strategic Planning Session (SP)
August 16, 2015

Present: Beckie Mossor, Cindy Davis, Amanda Dillard, Jeannie Losey, Tonya Tenters,
Anne Myers, Maureen Susi, Cathy Mann
Not Present: Jonathan Loftis

1. Call to order & welcome: Beckie Mossor
 - a. Formal welcome
 - b. Welcome Maureen (first mtg in person together) and introductions
 - c. Review NAVTA leadership conference - see Power Point by Beckie Mossor
 - d. Review NCAVT RVT survey

2. Strategic Planning Presentation
 - a. Background
 - b. Vision
 - i. Provide accessible outreach to all RVTs in NC
 - ii. Public Education
 - iii. Encourage veterinary outreach
 - c. Mission
 - i. Our mission statement needs to be updated. Make it more factual
 - ii. Remove the word purpose
 - iii. Advocate for the appropriate- recognition & utilization of RVTs (or all roles in the veterinary community: RVT, assistants, students, support staff)
 - iv. Public Outreach: informing the public about the roles of the whole veterinary team
 - v. Investing in the future of VMT - learning through CE and scholarships (VMT students & VTS....others)
 - vi. *****Side note: Assistant programs - reach out to the programs to let them know that RVTs can teach?
 - d. Values
 - i. Professional - Demonstrate our level of knowledge & skill through comprehensive education.
 - ii. Teamwork -recognizing and utilizing the entire veterinary team to further animal welfare
 - iii. Growth -
 1. Personal - CE, educating others, leadership
 2. Association - increase members, strength in numbers
 3. Profession - increase number of techs and public perception of value
 - iv. Respect
 1. Given - team, clients, patients

- 2. Received – “Golden Rule”, get it by giving it
- v. Quality - standards of care, best practices
- vi. Achievement – Recognition of goals & standards met & maintained
- vii. Fairness – whole team value for their individual role, respecting professional boundaries
- viii. Inspiring – love of animals, advocate for animals
- ix. Fun – maintaining morale & longevity
- x. Community – giving back to our community, commonality of animal welfare
- e. Marketing & Communication
 - i. Groups to serve
 - 1. vet techs
 - 2. students (VMT & assistant)
 - 3. VTS
 - 4. Vet assistants
 - 5. Vets
 - 6. Community
 - ii. What do they need to hear?
 - 1. Current state, opportunities, peer recognition, achievement, externships & projects, monitoring, scholarships, clinical trails
 - iii. How do we communicate with them?
 - 1. Calendar of events
 - 2. You tube
 - 3. Pet spotlight
 - 4. Social media
 - iv. Measure of success
 - 1. Increase in members
 - 2. Receive feedback
 - 3. We have more \$\$
 - 4. Increase in social media
 - 5. More volunteers and involvement
 - 6. Media response
- f. Objectives & Priorities:
 - S – specific
 - M -measurable
 - A - achievable
 - R - realistic
 - T – timebound
 - i. increase members to 350 by 2016 Spring Conference
 - ii. increase donations and overall revenue by
 - 1. increase vendor donations
 - iii. increase communication
 - 1. Increase newsletter distribution

- 2. Create Twitter and YouTube accounts
 - iv. Increase education
 - 1. create 3rd track at Spring Conference “Professional Development”
 - 2. cohesiveness
 - a. Create Job Posting Guidelines
 - b. Rebrand
 - g. Risks and Opportunities
 - i. Strengths
 - ii. Weaknesses
 - iii. Outcomes/Objectives
 - iv. Threats
 - h. Development Plan- Tabled
 - i. Operating Budget- Tabled
- 3. Action Plans
 - a. Quarter 1 – spring conference , membership drive
 - b. Quarter 2 – NCSU CVM open house, graduations
 - c. Quarter 3 – Dog Olympics, graduations, scholarships, visit schools
 - d. Quarter 4 – NCVC, fall conference, NVTW, 2 annual gifts to non-profits
 - e. All 4 – quarterly events, quarterly fundraiser, quarterly social events
 - f. Try to plan a zoo event for Q2?
- 4. The Plans!!!!!!!
 - a. Dog Olympics September 19th
 - i. Kathy to post on facebook and ask Megan Kelly for SCNAVTA volunteers/alum facebook page
 - ii. Amanda to send out email to members
 - iii. Amanda to donate wooden wheel for Kathy to design
 - iv. Measures for success – participation
 - v. Maureen to update gift in kind letter
 - b. Graduations
 - i. How many students return the free membership
 - ii. How many new student memberships will we get
 - iii. Look at doing graduation on a different day to not interrupt
 - iv. Attend all state exams to catch online students & out of state people, Beckie has set it up – Anne & Jeannie offered to help
 - c. Scholarships
 - i. Continue and include any new programs
 - d. Fall Conference October 17th
 - i. Anne, Amanda, Maureen, Beckie maybe
 - e. NCVC November 6-8
 - i. Sat afternoon Social event
 - ii. Unveil new logo (in meantime hold off on business cards, etc)

- iii. Anne will work on write up a public announcement & for newsletter by end of August
 - iv. Anne is committee head for this event
 - v. Tonya to send out newsletter schedule to everyone
 - f. NVTW
 - i. Maureen to research ideas for charms & patches, get out by end of month
 - ii. Order in September
 - iii. Facebook posts
- 5. RVT Video
 - a. Jeannie's husband is a producer, will talk with him about \$\$, he needs length, location, and a deadline to come with an estimate
 - b. CCC has students that may be interested
 - c. Networks have designated time set aside for non-profits
 - d. Beckie wants to aim for 3 minutes
 - e. We need a you tube channel
 - f. 1 location, call for volunteers, done by October 1
 - g. Jeannie to find music that is not copyrighted
- 6. Follow-Up
 - a. Success Measures
 - b. Management Plan