

# Iowa Dietetic Association Strategic Goals and Objectives for FY2007-2010

Our Mission: Leading the future of dietetics.

Our Vision: The Iowa Dietetic Association members are the most valued source of food and nutrition information.

<b>Operational Goal 1</b>		<b>ENHANCE AND PROMOTE THE VALUE OF MEMBERSHIP</b>			
<b>Strategies</b>	<b>Action Steps</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Resources</b>	<b>Progress</b>
1. Improve communication with members.	A. Set up a mass email distribution list to inform members of opportunities, when Bulletin is published on-line, and announcements. B. Promote and utilize list serves.	August 2007	Executive Director, Website Chair, Bulletin Editor	Service charge for system	
2. Promote benefits of membership.	A. Create a membership committee to promote and manage membership activities. a) current members - surveys b) students - scholarships c) non-members - surveys  B. Have a presence at the annual meeting to promote the benefits of membership. • Display, Nutrition Network	June 2007  Nov 2007	President, President-elect, Membership Chair, Awards Chair  Membership Committee		
3. Engage districts.	A. Offer speakers to talk on activities of IDA at meetings.	ongoing	President-elect, district presidents	Travel expenses	

<b>Operational Goal 2</b>		<b>CULTIVATE LEADERSHIP</b>			
<b>Strategies</b>	<b>Action Steps</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Resources</b>	<b>Progress</b>
1. Train volunteers	A. Develop and maintain a Leadership Orientation Program and provide resources.	June 2007	Past President, President, President-elect, Executive Director	\$\$	
	B. Encourage mentoring and transitioning of board and council positions.	Ongoing	Board and council members		
2. Promote benefits of leadership and recruitment.	A. Communication via Bulletin, display at annual meeting, opportunities brochure.	Ongoing	Nominating Chair, President-elect	\$\$	
	B. Conduct presentations at district meetings.	Ongoing	Nominating Committee, President-elect	\$\$	
3. Recognize volunteers/leaders	A. Highlight on website and Bulletin. B. Encourage personal thank you's and acknowledgement. C. Written acknowledgement to employers. D. Showcase within the community via newspaper, etc.	Ongoing	Website Chair, Bulletin editor, President, Media Chairs, all leadership roles.		

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<b>Operational Goal 3</b>	<b>ENGAGE OUR MEMBERS IN PUBLIC POLICY AND PROMOTE ACCESS TO NUTRITION SERVICES</b>				
<b>Strategies</b>	<b>Action Steps</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Resources</b>	<b>Progress</b>
1. Expand legislative activities.	<p>A. Build a strong working legislative committee.</p> <ul style="list-style-type: none"> <li>• Develop strategic plan</li> <li>• Develop policies and procedures to fast track responses similar to those used by SNE.</li> </ul> <p>B. Engage members with the tools to advocate locally and at the state level.</p> <ul style="list-style-type: none"> <li>* sample letters</li> <li>*talking points</li> </ul>	Oct 2007	President, Past President, Public Policy Chairs, Legislative liaison, Public Policy committee		
2. Increase awareness of reimbursement issues.	<p>A. Develop a strategic plan.</p> <p>B. Monitor and disseminate reimbursement related information.</p> <p>C. Awareness/speaker at fall meeting.</p> <ul style="list-style-type: none"> <li>• Work with Linda Snetslaar on presentation from North Carolina.</li> </ul>		Reimbursement Chair, CPI, CPI-elect  Reimbursement Chair, CPI, CPI-elect, Meeting Chair		

<b>Operational Goal 4</b>	<b>OPERATE A STRONG IDA TO ENSURE LONG-TERM GROWTH</b>				
<b>Strategies</b>	<b>Action Steps</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Resources</b>	<b>Progress</b>
1. Develop and maintain a financial management plan.	A. Hire an outside consultant.	Nov 2007	Executive Director	\$\$	
2. Maintain an annual budgeting process.	<p>A. Evaluate and report quarterly at board and council meetings.</p> <p>B. Make reports available on the member only section of the IDA website.</p>	<p>Ongoing</p> <p>June 2007</p>	Executive Director, Website Chair		
3. Pursue additional revenue opportunities.	<p>A. Increase revenue from annual meeting, including greater attendance.</p> <p>B. Create and implement a marketing plan to promote IDA and generate revenue.</p>	<p>Nov 2007</p> <p>Ongoing</p>	<p>Meeting Chair, Meeting Chair-elect, Foundation Chair</p> <p>Marketing Chair, Media Chair, President</p>		
4. Strategic Plan	A. Evaluate progress and evaluate strategic plan periodically	Ongoing	President		