



The Voice of  
Veterinary  
Medicine



Value for  
Members



Viability of  
MVMA

#### 2018-2019 Leadership

Dr. Patricia Hidalgo, President

Dr. Kent Holifield, President-Elect

Dr. Jack Smith, Vice-President

Dr. Kevin Smith, Past President

Dr. Stanley Robertson, Secretary/Treasurer

Dr. Charles Edwards, District Representative

Dr. Katie Ebers, District Representative

Dr. Gregory Howell, District Representative

Dr. Lisa Sharp, District Representative

Dr. Jim Brett, AVMA Delegate

Dr. Bob Filgo, AVMA Alternate Delegate

DeAnna Dillard, Executive Director

# STRATEGIC PLAN

## 2019-2021

Adopted by the  
MVMA Board of Directors

September 20, 2018

[www.msvet.org](http://www.msvet.org)

P.O. Box 395 – Clinton, MS 39060

# Goals are the core competencies of the association.

The Mississippi Veterinary Medical Association (MVMA) was founded in 1906. It is affiliated with the American Veterinary Medical Association and the Mississippi Animal Disaster Relief Fund (MADRF) and has a political action committee (PAC.) Approximately 700 members; a market share of about 60 percent of potential members; this is up from 600 and 45 percent in 2014.

The leadership develops a plan about every three years to guide successive boards, committees and management. The prior plan was developed in November 2014 to cover 2015 to present. At both planning meetings the board focused resources on just three goals to advance the profession and serve the members.

- Advocacy and Government Relations
- Membership Value and Engagement
- Strong Professional Association

Prior to adjourning a motion was passed to adopt the new mission and strategic plan for 2019 to 2021, pending a final review of the report.

The board sets the direction and task forces advance elements of each goal. The task forces aligned with the goals include<sup>1</sup>.

- Continuing Education/Programs – Dr. Kent Holifield
- Budget and Finance – Dr. Stanley Robertson
- Government Affairs – Drs. Bob Filgo and Katie Ebers
- PAC - Drs. Bob Filgo and Katie Ebers
- Membership – Dr. Charles Edwards and District Representatives
- Nominating and Awards – Dr. Jack Smith

## Voice – Advocacy

- Government Affairs
- Political Action Comm.

## Value – Membership

- Continuing Education
- Membership (District Reps)

## Viability - MVMA

- Budget/Finance
- Nominations



## OUR MISSION

To promote the importance of the veterinarian as a medical professional protecting animal and public health.

## STRATEGIES

These strategies are ways to advance the goals and should be supported by performance metrics and timelines carried out by task forces, board and staff over a span of 2-3 years.

**Voice of the Veterinarian** – Advancing and protecting the practice and promoting good public policy.

- **Lobbying** – Amplify the presence and representation of the veterinary profession through the retained lobbyist.
- **PAC** – Improve influence and impact of the PAC by increasing contributions by members, using new ideas, leveraging customized approaches through the North, South and Central Districts. Annually raise \$2,500 from professionals to support PAC contributions<sup>2</sup>.
- **Grassroots Engagement** – Encourage members to be more engaged in governmental relations. Continue the Legislative Appreciation luncheon and consider if there is space to include more members. Identify who knows who among lawmakers, asking veterinarians to introduce and host lawmakers locally to improve understanding. Maintain effective channels of communication between members and association to receive input and share the issues.
- **Public Awareness of Veterinary** – Improve public awareness of the profession, animal issues, and resources available through veterinarians, AVMA and MVMA.

**Value for Members** – Providing relevant programs and services to benefit members.

- **Knowledge Delivery** – Use varied mechanisms to deliver knowledge through the annual conferences<sup>3</sup> (winter and summer) and on-line resources. Evaluate the conferences to ensure relevant content, attendance and sustainable revenue.
- **Veterinary Team** – Provide opportunities for education, practice management tracks, and MVMA participation.
- **Awards and Recognitions** – Recognize the veterinary team, analyzing the criteria for “young veterinary of the year.” Transfer process from a board responsibility to that of the Nominating and Awards Task Force.
- **Social Media** – Maintain social media platforms to engage veterinary professionals and keep the public aware of the issues.
- **Resource Availability** – Connect members to AVMA resources, programs and expertise that support practice success.
- **Animal Disaster Relief Fund** – Make best use to the fund to benefit members.

**Viability of the Association** – Leading a dynamic professional association advancing Mississippi’s veterinary community.

- Membership Growth** – Continue membership growth to reach 800 members by 2021<sup>4</sup>.
- Communications** – Improve member and public communications of MVMA’s achievements and goals; making best use of the new website.
- Governance** – Offer board support with an annual orientation and budget for access to an attorney if questions arise. Use dashboards for consistent reporting and tracking of programs.
- Committees** – Align task forces with the three goals and rely on committee chairs to keep the board updated at meetings.
- Resource Management** – Serve as excellent stewards of the finances. Develop a policy on the best use and rationale for savings<sup>5</sup>.

<sup>1</sup> Economic Future Task Force dissolved.

<sup>2</sup> Estimated at \$5,000 per two-year election cycle.

<sup>3</sup> Consider conference name enhancements for broader appeal.

<sup>4</sup> Current benchmark of 700 members.

<sup>5</sup>For example, MVMA will maintain an amount equal to 100% of the annual budget in savings reserve, permitting the board to use excess savings on behalf of the association in prudent manners.