GROWTH and PROGRESS IN CHALLENGING TIMES

2020 IMPACT REPORT
It seems like January 2020 was a lifetime ago. So much has changed. One can look back now and see how naïve we were when we thought things would be back to “normal” by the summer of 2020. But, despite the turmoil and turbulence—and even chaos—NAVTA stayed steady and calm and focused on how to be the best association for you, its members. As a result, we achieved many successes during the year and put down solid foundations for future success stories.

The most obvious sign of NAVTA’s success in 2020 was our growth in membership. As of December 31, 2020, NAVTA’s total membership stood at 8,435 individuals, an increase of 45.5% from the prior year! Thank you for placing your trust in NAVTA and for looking to NAVTA for leadership and resources.

With our growth in membership and other successes during the year, NAVTA ended the year with a positive cash flow. This was no small feat considering the circumstances, and my thanks go to the outstanding sponsors and organizations that supported NAVTA throughout the year.

NAVTA’s most significant accomplishment in 2020 was the development of a new strategic plan. This was significant not only because of the direction in which it points NAVTA for the future, but also because of how the work was completed. My hat goes off to the entire NAVTA Executive Board who participated in no fewer than a dozen Zoom meetings over the course of several months. We had deep and important conversations, studied data and input from external stakeholders, and worked really hard. In the end, we came up with a plan that takes an honest and open-eyed look at NAVTA today, sets realistic goals for our immediate future, and points a way toward an envisioned future that is exciting for everyone.
At the start of 2020, I never could have envisioned the year unfolding as it did. But it was a good year for NAVTA and one that sets the tone for a bright and successful future. I am pleased and proud to present you with this annual report.

My most sincere thanks go out to the individuals who served on NAVTA’s Executive Board and as Committee leaders and members in 2020. I also extend my personal gratitude, as well as that of the entire NAVTA Executive Board, to AVMA for their backing, guidance, and support. And, finally, great thanks go to Phil Russo, CAE, who, in his first year as our Executive Director, provided significant guidance and leadership with his expertise in association management.

Sincerely,

Ken Yagi
2020 NAVTA President

Pictured, left to right: Phil Russo, Jamie Rauscher, Ken Yagi, Courtney Waxman, Ed Carlson, Harold Davis, and Erin Spencer.
The NAVTA board, working entirely through Zoom meetings over the course of many months in 2020, adopted an entirely new strategic plan for NAVTA, resulting in a new vision, mission, and goals for the association.

The Board’s overarching goals were to produce a strategic plan that answered two questions:

1. What will constitute value for current and future members?
2. How will NAVTA remain relevant and influential in an evolving internal and external environment?

To begin, the board discussed NAVTA’s core purpose, or reason for being. The board agreed that NAVTA’s core purpose is “to be the unifying voice that leads the profession of veterinary nursing and veterinary technology.” With that, the board also developed four “value statements” to enumerate the essential and enduring principles that guide the association. They are:

- We are committed to **leading and elevating the profession**.
- We are a **mission- and member-driven association**.
- We encourage **diversity in ideas, perspectives and people**.
- We believe in **open and honest communication**.

The ensuing conversations led the Board to develop a new mission statement for NAVTA as well. A mission statement should define who an entity is, what the entity is trying to accomplish, and what the entity is doing, or will do, to accomplish that. NAVTA’s new mission statement is:

**NAVTA is a dynamic community of credentialed veterinary technicians dedicated to advancing the profession of veterinary nursing through advocacy, awareness, and professional development.**
The path toward realizing and accomplishing that mission is set out in broad terms by the association’s goals, which describe the condition NAVTA seeks to attain. The goals serve as boundaries to help the board ensure all of NAVTA’s activities are moving the association toward its mission. NAVTA’s goals for the next three years can be categorized in five separate areas:

1. **Advocacy** - NAVTA will be the advocate for professional standards in veterinary nursing.
2. **Awareness** - The public and the veterinary community will recognize and respect the vital role of the veterinary nursing professional.
3. **Infrastructure** - NAVTA will be structured, governed and aligned to maximize financial, staff and volunteer resources to meet our goals.
4. **Membership** - NAVTA will be a growing community of members who find participation relevant and valuable.
5. **Professional Development** - NAVTA will support and encourage members to expand their knowledge and expertise in veterinary nursing.

In 2021, the NAVTA Board will put the strategic plan in motion, assigning work to specific committees and task forces, and beginning many of the initiatives deemed critical for this year.
NAVTA: 67 Programs, 6 Specific Business Lines

During the strategic planning process, the NAVTA Board assessed each of the Association’s existing and upcoming programs. How many of these programs do you know about?

CONTINUING EDUCATION
- Live CE at major industry events (VMX, AVMA, WVC)
- Monthly webinars
- Approved Veterinary Assistant program
- Tuition for Techs Scholarship Program
- Virox Infection Prevention Guidelines
- Leadership Summit
- Leadership Symposium
- CE Committee webinars
- Other Committee webinars

ONLINE RESOURCES
- Membership Section of NAVTA Website
- Student Section of NAVTA Website
- Specialties Section of NAVTA Website
- Assistants Section of NAVTA Website
- States Section of NAVTA website
- Continuing Education Section of NAVTA Website
- Journal Section of NAVTA Website
- Wellbeing Section of NAVTA Website
- CareerCenter
- Calendar Section of NAVTA Website
- Latest News Section of NAVTA Website
- VNI Website
- Social Media: Facebook / LinkedIn / Instagram / Twitter
- VetMed Resources Online Library

ADVOCACY
- State Association outreach
- Veterinary Nurse Initiative
- Press releases
- Veterinary Technician of the Year Award
- Student Chapter of the Year Award
- Student Chapter Advisor of the Year Award
- National Veterinary Technician Week
- Seats on stakeholder industry boards, committees, etc.
- Veterinary Technician Oath
- Collaboration with industry stakeholder groups (AAHA, AVMA, AVMC, AVTE, VHMA, etc.)
- Collaboration with blockchain coalition (VLCN)

NETWORKING
- District Rep System
- Booth, lounge at industry events
- Membership recruitment efforts
- Membership retention programs
- Cords for SCNAVTA grads
- Certificates for SCNAVTA chairs

INFRASSTRUCTURE
- Committee on Veterinary Technician Specialties
- Global Outreach Committee
- Legal Committee
- Membership Committee
- Public Relations Committee
- Student Chapters of NAVTA
- District Chapters of NAVTA
- Wellbeing Task Force
- Approved Veterinary Assistant Program Committee
- Sponsorship program (bundled packages)
- 20% discount for members of state Veterinary Technician associations
- Discount offers from industry suppliers (18 currently offered)
- 20% discount for VTS Academy members

PUBLICATIONS
- Bi-Monthly e-Journal
- Monthly NAVTA Newsletter
- Convention Issue of Journal
- SCNAVTA Newsletter
- Annual Report/Impact Report
- Demographics Survey
- Salary Survey
- Community or Leader blogs
YEAR-END SUMMARY

GROWTH & SUCCESS

The most obvious sign of NAVTA’s success is 2020 was our growth in membership. As of December 31, 2020, NAVTA’s total membership stood at 8,435 individuals, an increase of 2,636, or 45.5% from one year ago!

Thank you for placing your trust in NAVTA and for looking to NAVTA for leadership and resources. With our growth in membership, along with other successes during the year, NAVTA had a positive financial year in 2020.

NAVTA ended the year with a positive cash flow and a good mixture of revenue sources (dues, sponsorship, programs, and other). This diverse mixture of sources helps ensure that a downturn in any one area will not cripple the association. The financial gain from 2020 will help NAVTA establish a reserve (“rainy day”) fund, which will also help if there are any future economic downturns.

2020 FINANCIAL FACTS

<table>
<thead>
<tr>
<th>Total Revenue increase:</th>
<th>Dues Revenue increase:</th>
<th>Sponsorship Revenue increase:</th>
<th>Total Expenses were up just 1.3% from 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>14%</td>
<td>187%</td>
<td>Net Gain exceeded budget projections by 22%</td>
</tr>
</tbody>
</table>

INDUSTRY REPRESENTATION

NAVTA served as the voice for the Veterinary Technician profession through participation in many groups where we advocated for the profession. NAVTA represents veterinary technicians with member or liaison seats on several organizations and committees including:

- AVMA Telehealth Coalition
- AVMA Economic Advisory Research Council;
- AVMA/AAVMC Commission for a Diverse, Equitable, and Inclusive Veterinary Profession.
- AAVSB Veterinary Technician National Exam Board;
- AAVSB Regulatory Policy Task Force;
- World Small Animal Veterinary Association;
- Pet Nutrition Alliance;
- Veterinary Medicine Interconnected (a DEI affiliate group);
- Partner for Healthy Pets;
- International Veterinary Nurse and Technician Association
COVID-19 RESPONSE

In mid-March 2020, NAVTA reached out to state veterinary medical exam and licensing boards and encouraged them to consider implementing temporary measures of leniency with regard to Veterinary Technician continuing education requirements. Included in the request was the suggestion to consider making more virtual/online courses eligible for CE, as well as to consider extending the timeline by which CE credits had to be earned.

NAVTA also looked at its own credentialing bodies, the Approved Veterinary Assistant (AVA) Program and the Committee on Veterinary Technician Specialties (CVTS), and recommended to them that they be lenient in their offerings to and requirements of those seeking CE credits.

NAVTA also produced a press release voicing support for technicians to be deemed essential employees during the coronavirus pandemic.

Working with the American Veterinary Medical Foundation, NAVTA partnered with Hill’s and Zoetis to offer a $200,000 COVID-19 financial relief grant for veterinary technicians and assistants. Due to extremely high demand, the funding ran out within a week, which is reflective of those financially affected in the pandemic.

SPECIALTY ACADEMY SUPPORT

NAVTA’s Committee on Veterinary Technician Specialties (CVTS) awarded full recognition to the Academy of Veterinary Zoological Medicine Technicians (AVZMT) in 2020, bringing the total number to 5 fully recognized Academies. There are 16 NAVTA specialty academies.

In early 2020, NAVTA created a flyer (see page 9) promoting the specialty academies and encouraging individuals to pursue accreditation in a specialty area. The brochure also served as the first step in enabling NAVTA to register the VTS and VTN logos so that these marks can be legally protected.

Near the end of 2020, NAVTA signed a contract with ExamSoft that will enable NAVTA to offer the specialty academies a secure examination assessment platform and the ability to offer online exams to their members. This is a critical service for the academies now that in-person learning and exams are so difficult to accomplish. NAVTA will absorb the annual license fee and one-time training fee, while the specialty academies will reimburse NAVTA for the exam fees.

Learn more at www.navta.net/page/specialties
Would you like to stand out among the crowd and advance your career as a credentialed veterinary technician?

The best way to do that is to earn certification as a Veterinary Technician Specialist (VTS) or Veterinary Nurse Specialist (VNS)* from one of the Specialty Academies approved by NAVTA’s Committee on Veterinary Technician Specialties (CVTS).

Only CVTS-approved academies can award the VTS or VNS designation. By earning your VTS or VNS designation, you are demonstrating your advanced level of knowledge and skill in your chosen specialty area.

Upon successful completion of the academy’s credentialing process and examination, you will earn the designation Veterinary Technician Specialist or Veterinary Nurse Specialist, along with the right to use the VTS or VNS logo.

Only individuals who achieve certification from a CVTS-approved specialty academy have the right to use the VTS or VNS logo (shown above). When you earn your VTS or VNS, the specialty academy will provide you with a logo that includes a line of text delineating your specialty area of certification.

Start your journey to becoming a VTS today!
Learn more at navta.net/page/specialties

*The “Veterinary Nurse Specialist” designation may be earned in countries using the “Veterinary Nurse” title.

There are currently 16 CVTS-approved Specialty Academies focusing on these specialty areas of veterinary medicine:

- Anesthesia & Analgesia
- Behavior
- Clinical Pathology
- Clinical Practice
- Dentistry
- Dermatology
- Diagnostic Imaging
- Emergency & Critical Care
- Equine Nursing
- Internal Medicine
- Laboratory Animals
- Nutrition
- Ophthalmology
- Physical Rehabilitation
- Surgery
- Zoological Medicine

National Association of Veterinary Technicians in America (NAVTA)

NAVTA is a dynamic community of credentialed veterinary technicians dedicated to advancing the profession of veterinary nursing through advocacy, awareness, and professional development.

Learn more about each of these academies at navta.net/page/specialties
STUDENT CHAPTERS OF NAVTA

The NAVTA Executive Board selected winners of the Student Chapter of the Year and Chapter Advisor of the Year awards for the 2019-2020 academic year. Foothill College, in the San Francisco Bay area, was awarded Chapter of the Year, while Tiffany Pope, from Texas A&M University, was awarded Advisor of the Year. These awards were awarded through the AVTE Virtual Conference, which NAVTA proudly supported as a sponsor.

Learn more at www.navta.net/page/student_chapters

CONTINUING EDUCATION

In January 2020, when we could all still meet in person, NAVTA hosted its annual Association Leadership Summit in conjunction with the AVMA Veterinary Leadership Conference. The Summit is intended for volunteer leaders of state Veterinary Technician associations and specialty academies and provides critical information on how to effectively and efficiently manage not-for-profit organizations. The 2020 Summit had more than 45 registrants representing more than 35 different Veterinary Technician associations and academies across the United States.

NAVTA also provided several tracks of in-person CE sessions at VMX 2020 in Orlando in January, and at WVC in Las Vegas in February. The NAVTA exhibit booth at VMX drew more than 250 visitors in two days, while the NAVTA Lounge at WVC had a steady flow of visitors and standing-room-only attendance at its mini-sessions focused on personal wellness. NAVTA also sponsored a track of sessions at the AVMA conference, which was moved to a virtual platform in August 2020.

NAVTA’s 2020 Leadership Symposium moved to an all-virtual format and was an incredible success from every aspect! The Symposium featured six webinars on topics that helped members take steps to become the best versions of themselves. All six sessions received outstanding reviews and evaluations from the participants. Each session had more than 300 registrants, with more than 130 actually attending each session. NAVTA also gained 16 new members as a result of the series, which offered the webinars free to members.

In addition to the outstanding CE offered through these avenues, NAVTA’s Continuing Education Committee also delivered three virtual sessions in 2020, each offered free to members.

Learn more at www.navta.net/page/continuing_education
As in past years, NAVTA celebrated National Veterinary Technician Week (October 11-17, 2020) by producing a nationally distributed poster exploring the theme “Credentialed Veterinary Technicians. This is who we are. This is what we do,” (see below) as well as running special spotlight features in the October/November 2020 issue of The NAVTA Journal (see pages 12 and 13).

Learn more at www.navta.net/page/nat_vet tech
The week of October 11-17, 2020 has been set aside to celebrate, recognize, and promote the valuable contributions you, as credentialed veterinary technicians, make to the veterinary profession and society.

Veterinary technicians are integral players on the veterinary healthcare team. You are on the frontlines, compassionately working with clients whose beloved animals need care. You work tirelessly in exam rooms, labs, and operating rooms, putting to work your vast technical and scientific knowledge treating and caring for every species of animal. Your broad skills – both professional and personal – allow veterinarians to work more efficiently and effectively. And you do it all with love and a smile, day after day.

This year you’ve been put to the test like never before. Deemed essential personnel, you went to work every day; exposing yourself to the possibility of contracting a virus that has no cure. If that weren’t stressful enough, many of you faced furloughs and layoffs due to a sudden drop in hospital or clinic appointments. When you did go back to work, the caseload was nonstop as clients rushed to get their pets caught up on wellness appointments. But your love for animals and the work you do to help them drove you to keep going.

This year, more than ever, we are proud to salute and celebrate you, the Veterinary Technicians in America!

The 2020 National Veterinary Technician Week (NVTW) celebration will include daily prizes on NAVTA’s social media outlets, three free CE webinars, and a robust public relations push. Watch your email and check out NAVTA’s social media outlets for details.

National Veterinary Technician Week (NVTW) is exclusively sponsored by Hill’s Pet Nutrition, whose financial support enables us to create and implement media outreach programs which include posters, press releases, scripts for Public Service Announcements, and other media information. In addition, Hill’s field representatives will personally deliver NVTW posters and a special edition of this Journal to their clients across the United States, ensuring nearly 5,000 practices are aware of you and the great work you do. Thank you, Hill’s Pet Nutrition!
In order to provide quality service, today’s veterinary team utilizes the skills of highly-educated and trained professionals known as veterinary technicians. In general, veterinary technicians obtain 2-4 years of post-high school education and have an Associate’s or Bachelor’s degree in veterinary technology. (The AVMA accredits veterinary technology programs throughout the United States and Canada through their Committee on Veterinary Technician Education and Activities.) Veterinary technicians must pass a credentialing examination and keep up-to-date with continuing education to be credentialed. The credentialing term varies from state to state, with some known as “licensed,” (LVT), others as “registered,” (RVT), others as “certified” (CVT).

In a growing number of arenas, veterinary technicians are called veterinary nurses, as this term alleviates the confusion of the various credentialing terms and more accurately describe the level and types of work these professionals handle every day. In fact, the AVMA points out that, “A veterinary technician employed in a veterinary clinic or hospital handles many of the same responsibilities that nurses and other professionals perform for physicians.”

Veterinary technicians have been educated in the care and handling of animals, the basic principles of normal and abnormal life processes, and in many laboratory and clinical procedures. Veterinary technicians work under the supervision of a licensed veterinarian or other scientist. While a veterinary technician can assist in performing a wide variety of tasks, they cannot diagnose, prescribe, perform surgery, or engage in any activity prohibited by a state’s veterinary practice act.

**Veterinary Technician Specialties**

Some veterinary technicians decide to specialize in a certain area, such as dental technology, anesthesia, internal medicine, emergency and critical care, zoological medicine, or equine veterinary nursing, to name just a few. These professionals enhance their already-deep knowledge with further education and training offered by specialty “academies” that focus on their area of interest. After passing an exam in the specialty area, these veterinary technicians can use their credentials to further their career.

NAVTA has a formal program that recognizes specialty academies as meeting certain high levels of requirements. For information on these approved specialty academies, please visit [www.navta.net/page/AcademiesCurrentandFuture](http://www.navta.net/page/AcademiesCurrentandFuture).

**Career Opportunities**

There is a high demand for credentialed veterinary technicians. Most commonly, veterinary technicians find rewarding careers in private practice, but exciting opportunities also exist in academia, research and laboratories, government, animal shelters, zoo and wildlife care, livestock management, and many other areas.

NAVTA offers a robust Career Center program where veterinary technicians can find new employment opportunities across the United States. Check it out at [careers.navta.net](http://careers.navta.net).

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The Veterinary Nurse Initiative continued to work toward standardizing veterinary technician credentials nationally, defining the Veterinary Technician scope of practice, creating Veterinary Technician title protection, and establishing an identity as veterinary nurses.

In 2020, NAVTA raised $130,000 through fundraising efforts to directly support the Veterinary Nurse Initiative. The funds assure that no NAVTA dues or other revenue are used for VNI projects. Recent major activities of the VNI include work in the areas of advocacy, title protection, and education.

Lobbying efforts came to a halt in 2020 with the onset of the pandemic. At the time, NAVTA was actively involved in several states, writing letters of opposition in states seeking to lower credentialing requirements and eliminate restrictions on tasks to be performed by credentialed veterinary technicians.

During the year NAVTA had several representatives on an AAVSB task force working on revising the Veterinary Technician Model Scope of Practice. The task force’s suggested revisions were finalized and released by AAVSB in December 2020. The AAVSB model will help guide state veterinary boards in defining the scope of practice for Veterinary Technicians in each state.

By the end of the year there were six AVMA-accredited programs offering degrees in Veterinary Nursing. While NAVTA neither encourages nor discourages program or degree name changes to “Veterinary Nursing,” NAVTA respects each program’s choice. The programs listed below have made changes to become Veterinary Nursing Programs.

Near the end of 2020, NAVTA launched an outreach program to its members asking them to create short videos in which they expressed support for any or all of the VNI goals. NAVTA provided members with a sample script, but encouraged members to use their own words to talk about why they support the VNI.
videos will be used as part of a campaign to educate both the public and veterinary profession about the role and value of veterinary technicians/nurses.

The VNI Voice is a collection of voices from members of our profession discussing both the successes and challenges our profession face, published in each issue of the NAVTA Journal and online.

The VNI continues to gain support and is collaborating with organizations to expand initiative activities, serving as a platform for research, communication, discussion and advocacy of the national credential process.

Learn more at [veterinarynurse.org](http://veterinarynurse.org)
The NAVTA Career Center has everything you need to make your resume stand out, ace the interview, advance your career, and navigate the digital world through social media and digital communication.

Visit navta.net to learn more
NAVTA COMMITTEES

GRASSROOTS INVOLVEMENT = GREAT SUCCESS

NAVTA has many work groups that address specific areas of strategic importance. All of these groups are led by NAVTA Members who volunteer their time and talent to ensure NAVTA is a diverse, inclusive, and successful organization. Each of these groups is comprised of NAVTA members – just like you – who have an interest in a specific topic and want to contribute to NAVTA’s accomplishments.

If you would like to get involved in any of these groups, please visit www.navta.net/page/leadership to learn about the positions available and qualifications to apply.

NAVTA thanks and congratulates the 2020 committee leaders, all of whom exhibited outstanding leadership and innovation during a tumultuous year.

APPROVED VETERINARY ASSISTANT COMMITTEE
Chair: Dennis Lopez, M.Ed., LVT

Committee Overview
- Develop and implement guidelines and standards to assess veterinary assistant programs
- Assess new applicants to the program
- Maintain records of all approved program
- Serve as resource for approved programs
- Collaborate with partner in execution of AVA Exams

CONTINUING EDUCATION COMMITTEE
Chair: Vicky Ograin, MBA, RVT, VTS (Nutrition)

Committee Overview
- Serve in an advisory capacity to the Executive Board for continuing education programs
- Develop and implement continuing education programs

COMMITTEE ON VETERINARY TECHNICIAN SPECIALTIES
Chair: Linda Merrill, LVT, VTS (SAIM)

Committee Overview
- Develop and implement guidelines and standards to assess specialty academies applying for NAVTA approval
- Assess academies applying for NAVTA approval
- Serve as resource for approved academies, as well as those seeking approval
District Representative Committee
Chair: Mary L. Berg, BS, RLATG, RVT, VTS (Dentistry)

Committee Overview
- Maintain an information flow between the Association and state representatives
- Provide assistance to State Associations
- Solicit representatives from unrepresented states and/or associations
- Review the State Representative nominations on an annual basis

NAVTA’s 2020 District Representatives
- District I: Amy Newfield, CVT
- District II: Michael Azzarello, LVT
- District III: Leslie Wereszczak, LVT, VTS (ECC)
- District IV: Olivia Williams, RVT
- District V: Christie Myers, RVT, VTS (Clinical Practice)
- District VI: Marianne Dosmann, CVT
- District VII: Meri Durand, CVT, RLATG
- District VIII: Ashli Selke, CVT
- District IX: Christin Smith Puckett, CVT
- District X: Anita Levy, RVT
- District XI: Ryan Frazier, LVT

NAVTA Districts

DISTRICT I
- Connecticut
- Maine
- Massachusetts
- New Hampshire
- New York
- Rhode Island
- Vermont

DISTRICT II
- Delaware
- District of Columbia
- Maryland
- New Jersey
- Pennsylvania
- Virginia

DISTRICT III
- Alabama
- Mississippi
- North Carolina
- South Carolina
- Tennessee

DISTRICT IV
- Florida
- Georgia
- Puerto Rico

DISTRICT V
- Kentucky
- Michigan
- Ohio
- West Virginia

DISTRICT VI
- Illinois
- Indiana
- Wisconsin

DISTRICT VII
- Iowa
- Minnesota
- Missouri
- Nebraska
- North Dakota
- South Dakota

DISTRICT VIII
- Arkansas
- Louisiana
- Texas

DISTRICT IX
- Arizona
- Colorado
- Kansas
- New Mexico
- Oklahoma
- Utah

DISTRICT X
- California
- Hawaii
- Nevada

DISTRICT XI
- Alaska
- Idaho
- Montana
- Oregon
- Washington
- Wyoming

Visit www.navta.net/page/DistrictRep for current DR reps and contact information.
GLOBAL OUTREACH COMMITTEE
*Chair: Linda Markland, RVT*

**Committee Overview**
- Provide global outreach and networking
- Identify areas of international collaboration

LEGAL COMMITTEE
*Chair: Mark Sharpless, MBA, JM, CMAR, RVT, VTS (Lab Animal Medicine)*

**Committee Overview**
- Review the bylaws, policies and procedures, and any other pertinent documents as necessary
- Provide guidance on ethical and code of conducts issues as necessary
- Help promote the interest of veterinary technicians through state and federal legislation

MEMBERSHIP COMMITTEE
*Chair: Beth Skiles, RVT*

**Committee Overview**
- Promote membership in the Association
- Recommend outreach programs for potential members
- Recommend retention program for existing members

PUBLIC RELATIONS COMMITTEE
*Chair: Ryan Frazier, LVT*

**Committee Overview**
- Promote the association and the profession of veterinary technology to the industry and general public
- Recommend and assist with NAVTA presence at industry meetings or events
- Develop programs for presentation to other professional groups
- Provide information and support ideas for publications and communication pathways, including the NAVTA
- Review criteria for and develop marketing efforts to support national award programs
STUDENT CHAPTER OF NAVTA  
Co-Chairs: Tammy Ege, MS, CVT and Barbara Robinson, LVT

Committee Overview
- Increase engagement between NAVTA and the student chapters and advisors
- Provide students with opportunities for professional networking and skill enhancement
- Provide chapters with the tools needed to engage students in professional organizations

VETERINARY NURSE INITIATIVE ADVISORY GROUP  
Chair: Ed Carlson, CVT, VTS (Nutrition)

Committee Overview
- Formulate and implement strategies related to the Veterinary Nurse Initiative

WELLBEING TASK FORCE  
Co-Chairs: Rebecca Rose, AAS, CVT and Beth Skiles, RVT

Committee Overview
- Provide well-being support to NAVTA members
- Create a clearinghouse of valuable information for members and the veterinary community
NAVTA boasts of a robust and growing online presence in every way, including a Facebook page with more than 100,000 followers. NAVTA posts new content on each of its social media pages every day, including job openings, news of association events, and well-being messages of support and encouragement.

**SOCIAL MEDIA STATS**

**TOTAL NAVTA SOCIAL MEDIA FOLLOWING: 151,846 Followers**  
10% Increase over 2019

- **LinkedIn Followers**
  - 2017: 6,755  
  - 2018: 15,592  
  - 2019: 23,576  
  - 2020: 28,517  
  - **+4,941** followers in 2020  
  - **21% Increase**

- **Twitter Followers**
  - 2017: 8,464  
  - 2018: 9,471  
  - 2019: 10,541  
  - 2020: 11,269  
  - **+728** followers in 2020  
  - **7% Increase**

- **Instagram Followers**
  - 2017: 1,184  
  - 2018: 2,335  
  - 2019: 7,086  
  - 2020: 10,352  
  - **+3,266** followers in 2020  
  - **46% Increase**

- **Facebook Likes**
  - 2017: 92,170  
  - 2018: 95,399  
  - 2019: 96,367  
  - 2020: 101,708  
  - **101,708 Followers**  
  - **7% Increase**

**NAVTA WEBSITE PAGE VIEWS**

- 2017: 680,845  
- 2018: 715,001  
- 2019: 757,732  
- 2020: 297,503

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THANK YOU TO OUR SPONSORS AND SUPPORTERS!

NAVTA’s success in 2020 is due in large part to the support of and collaboration with incredible organizations that provided financial resources, continuing education content, and other value to the association.
NAVTA BENEFITS

As a NAVTA member you’ll receive:

- Representation of your voice with national organizations like the AVMA and AAVSB.
- Advocacy for our profession in national and state legislation.
- **NAVTA Journal** and Enewsletters
- **Access to the NAVTA CE Portal and CE modules**
- **Robust Career Center** and resources
- **20% membership discount** if you are a specialist or member of your state association
- **Free access to VetMed Resource**—an online information site that gives you access to the world’s scientific literature on veterinary medicine.
- **20% discount** on VPN Plus+, our premium subscription based site for both veterinarians and technicians
- Valuable savings in Career Coaching and significant savings for Workshops in 2021 from Catalyst Veterinary Professional Coaches
- **10% discount** on VetMedTeam.com courses
- **10% off** Puppy Start Right for Instructors Course, hosted by the Karen Pryor Academy
- **20% discount** on Vetlexicon, the worlds largest online clinical reference source, provided by Vetstream. In addition, NAVTA members can receive a free, 30 day trial!
- **20% off** FearFree Certification
- Discounts on movie tickets, theme parks, hotels, tours, Broadway and Las Vegas shows!
- Discounts with Embrace
- Pet Insurance
- **10% discount** on all online purchases at www.scrubidentity.com
- **Complimentary membership with VetCheck**—the amazingly simple veterinary communications software!
- **5% discount** on Disability Insurance through VetInsure
- **10% discount** from Petplan Pet Insurance
- **50% discount** on annual memberships with TrustedHousesitters
- **20% discount** on annual subscription to VetCompanion
- **15% discount** for I Love Veterinary Medicine merchandise

Visit www.navta.net to learn more!