



Association of Avian Veterinarians 2017 – 2022 Strategic Plan Overview

Vision

In 2022, AAV is the recognized global leader in avian health.

Mission

The Association of Avian Veterinarians is a diverse global professional organization dedicated to advancing and promoting avian health, welfare, and conservation through education, advocacy, and science.

AAV Overarching Goal

Build, Inspire and Engage the Membership of AAV

Strategy	Strategic Objectives
A. Communication	A1. Improve external communication and grow global awareness of AAV and its mission A2. Improve and expand relationships with key stakeholders A3. Improve internal communication and alignment
B. Education	B1. Increase the clinical knowledge of members, allied professionals and the general public's understanding B2. Advance scientific knowledge on avian medicine B3. Advance avian health, welfare, and conservation
C. Operational Excellence	C1. Improve financial stability and sustainability C2. Cultivate human resource capacity to grow the membership value of the organization