Vision: *Enhanced Avian Health and Welfare Worldwide*

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.*

**Goal 1: Grow - Increase and diversify membership**

Tactic 1. Outreach campaign for students

Tactic 2. Outreach campaign for technicians

Tactic 3. Increase visibility of member benefits

**Goal 2: Connect - Engage a broader community through expanded education, outreach and resources**

Tactic 4. Social media strategies

**Goal 3: Act - Advance conservation, welfare, and research efforts**

Tactic 5. Provide additional funding for avian research

**Goal 4: Collaborate - Cultivate strong and innovative relationships to move our mission forward**

Tactic 6. Collaborate with other allied groups on research or other projects

Tactic 7. Develop human interest stories about birds