



# Strategic Action Plan

August 2022

**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

