President’s Message

As part of our renewed commitment to NAVTA’s mission of “Advancing veterinary nursing and veterinary technology”, the executive board members of NAVTA have been heavily engaged in reorganizing, restructuring, and re-envisioning NAVTA. It has been an honor to serve as President-Elect and now President of this amazing organization through this important time. During the past two years, there have been many changes to how NAVTA functions and each change has resulted in improved accountability and communication within our association. As part of this increased commitment to communication, NAVTA is happy to present this annual report for our members and partners.

Speaking of members and partners, we would not be able to do this without your support. Our association is 5,300 members strong. Having members who are engaged enough to volunteer their time on committees, represent NAVTA as a district representative, and reach out to us when they feel something is not right so we can have a dialogue has been immensely helpful and have become the building blocks for a stronger, sustainable NAVTA. Our partners have continued collaborating with us through this time of refocus. Their belief in our mission and goals has been appreciated and illustrates how highly our members are viewed in the veterinary community. Thank you to our entire membership and partnership base for their continued support over the past year.

Throughout this report, you will find evidence of a NAVTA that is continually working to ensure success and sustainability not only for our association but also for our individual members. The goal of everything we do is to elevate the status of veterinary technicians across the country. On behalf of the entire executive board, thank you for your interest in our impact report. We hope you enjoy it as much as we have enjoyed accomplishing these goals.

Regards,

Erin Spencer, M.Ed, CVT, VTS (ECC)
2019 NAVTA President
NAVTA's Strategic Plan

NAVTA remains committed to the strategic plan created in 2015. As you read through this report, you will find a variety of areas where NAVTA leadership has accomplished or instituted projects that uphold one or several pillars of the strategic plan. Below are the four pillars of NAVTA’s strategic plan and just a few examples of the great work being done to make those pillars stronger. Keep reading to hear about all the hard work our committees have been doing over the past year.

Strengthen the Profession

As the veterinary community has found in recent years, taking care of ourselves is imperative. With a rise in mental illness and suicide in the veterinary world, NAVTA felt it was our duty to provide resources to our members and the veterinary technology community at large. Our Wellbeing Task Force, headed by Past Presidents Mary Berg and Rebecca Rose, have worked to create a repository of information on the NAVTA website (https://www.navta.net/page/Wellbeing). They continue to add resources for those who need help, as well as, blog-type posts on everything from mental well-being to debt load.

The veterinary community is global and NAVTA understands the importance of collaborating with our colleagues around the world. With that in mind, NAVTA became a member of the World Small Animal Veterinary Association (WSAVA) in July, 2019 at their Annual Assembly in Toronto. This opportunity will allow NAVTA to work with veterinary technicians and nurses around the world to improve both our world and theirs.

Advocate for awareness

The NAVTA District and State Representative system has continued to grow and we now have representation in all districts (to find out who your District Representative is visit https://www.navta.net/page/DistrictRep). This hard-working committee also coordinates two leadership meetings each year. These coincide with the AVMA Veterinary Leadership Conference and AVMA Convention each year. These events allow for both NAVTA leadership and other leading members of our profession to come together to network and learn about some aspect of leadership while learning from each other.

Support the members

One of our biggest member benefits has historically been the NAVTA Journal. This has also been one of NAVTA’s biggest
expenses with increasing printing costs. As members know, the Journal has only been provided in digital format for the past year. NAVTA continues to look for ways to provide the Journal in a format that makes all members happy without having a detrimental impact on the finances of the association. Our hope is to bring the Journal back to print in the near future.

The Membership committee has been working through the list of current member benefits to evaluate what is of value, what may not be of value, and what we are missing. One of this committee’s future tasks will be to help coordinate a membership drive to help increase NAVTA membership numbers, thus increasing our impact and ability to continue the mission of advancing our field.

**Sustainability of NAVTA**

The major step taken over the last year to ensure NAVTA’s sustainability was the decision to work with AVMA as our association management firm. AVMA has done this for some other associations and it seemed like a natural fit to have the national association for veterinary technicians working side by side with the national association for veterinarians.

After this decision, the next step has been to hire a new Executive Director. This critical role being filled will allow NAVTA to increase its growth at an accelerated pace. The search began in early 2019 and the executive board has a timeline to have our new Executive Director in place by September.

As mentioned, these are just a few of the highlights of what NAVTA has been working on. Please read through the rest of the report for a more complete picture of what NAVTA is doing for its members.
Committee Overview

In order to accomplish our strategic mission, NAVTA has created a variety of committees addressing various areas of strategic importance:

Finance Committee (p. 7)

Charge of Committee as outlined in Bylaws:
- To propose a budget for each fiscal year to recommend to the Executive Board
- To provide direction for the Association’s monies
- Oversee the yearly audits of books (either internal or external)
- Monthly, report on association income and expenses
- Fundraising

Student Chapter NAVTA Committee (p. 9)

Charge of Committee as outlined in Bylaws:
- Increasing engagement between student chapters/advisors with NAVTA
- Providing students with opportunities for professional networking and skill enhancement
- Providing chapters with the tools needed to engage students in professional organization

Approved Veterinary Assistant Committee (p. 10)

Charge of Committee as outlined in Bylaws:
- Manage and guide the Program
- Communicate with committee members
- Maintain records of meetings, guidelines, standards
- Communicate with Approved Programs
- Communicate with VetMedTeam in management of AVA Exam
- Report to Board on monthly basis
Committee on Veterinary Technician Specialties (p. 11)

The purposes and duties of CVTS are to:

- Establish and evaluate criteria for determining whether a proposed specialty fills a recognizable need and represents a distinct area of specialization in veterinary technology such as an existing veterinary specialty college (or related veterinary specialty group/association).
- Determine the methods used by the organizing committee to determine whether a sufficient number of qualified and interested technicians exist to form a new recognized veterinary technician specialty organization (VTSO), or a recognized veterinary technician subspecialty (VTSS) within a currently existing VTSO.
- Verify all documentation submitted by the petitioning organizing committee, including but not limited to; surveys, allied partner support, existing aligned veterinary specialty college (or related veterinary specialty group/association), etc.
- Provide advice and assistance via subcommittee to those groups submitting petitions for establishment and recognition of a specialty organization. The persons on the advisory subcommittee will not participate in the review of or vote on any petitions for recognition for that proposed specialty organization.
- Review petitions to assure that essential requirements established by the CVTS are fulfilled.
- Approve or deny application petitions to form specialty academies or create sub-specialties.
- Receive and review reports from all recognized specialty groups who have received provisional and full recognition as a specialty academy.
- Determine through review of VTSO’s annual reports that the procedures for credentialing and examination are administered fairly by the specialty group including how the certification exam is administered and how the cut score/pass point is determined.

COMMITTEE MEMBERS

Linda Merrill, LVT, VTS (SAIM) (C/F Clinical Practice) – Chair
Lorelei D’Avolio, LVT, VTS (Exotics), CVPM
Heidi Reuss-Lamky, LVT, VTS (Anesth & Analgesia) (Surgery)
Stephen Cital, RVT, RLAT, VTS (LAM)
Darci Palmer, BS, LVT, VTS (Anesth & Analgesia)
Carey McCully RVT, VTS (Ophthalmology)
Lisa Davis, CVT, VTS (Dentistry)
Leslie Carter RVT, MS, VTS (ECC)
NAVTA VT*
NAVTA VT*
NAVTA VT*
Veterinarian*
Diplomate*
AAVSB*
Public Member*
Ed Carlson, CVT, VTS (Nutrition) – Past CVTS Chair
Kenichiro Yagi, MS, RVT, VTS (ECC) (SAIM) – NAVTA Board Liaison**

RECOGNIZED VETERINARY TECHNICIAN SPECIALTY ACADEMY LIAISONS

Ginny Price, MS, CVT, VTS (Behavior)
Vicky Ograin, MBA, RVT, VTS (Nutrition)
Kim Horne, AAS, CVT, VTS (Dermatology)
Margot Monti, AAS, CVT, VTS (Zoological Medicine)
Christina Benson, LVT, VTS (Clin Path)
Heather Hopkinson RVT VTS (EVN)
Danielle Mauragis, CVT, VTS (DI)
Mary Ellen Goldberg BS, LVT, VTS (Physical Rehab)

*To be filled   ** Non-voting
District/State Representative Committee (p. 12)

Charge of Committee as outlined in Bylaws:
- To maintain an information flow between the Association and state representatives
- To provide assistance to State Associations
- To solicit representatives from unrepresented states and/or associations
- To review the State Representative nominations on an annual basis

Legal and Governance Committee (p. 13)

Charge of Committee as outlined in Bylaws:
- Oversee and guide with respect to the ethical aspects of the association
- To review the By Laws, Policies and Procedures, and any other pertinent documents
- To promote the interest of veterinary technicians through state and federal legislation

Continuing Education Committee (p. 13)

Charge of Committee as outlined in Bylaws:
- To serve in an advisory capacity for continuing education programs
- To develop and implement continuing education programs

Well Being Task Force (p. 14)

Mission Statement
- Provide well-being support to NAVTA members, creating a clearing house of valuable information for members and the veterinary community.
Global Outreach Committee (p. 15)

Charge of Committee:
- To promote the profession of veterinary technology and the Association
- To promote a cooperative professional relationship with the general public and other professional organizations
- To provide NAVTA presence at meetings and/or events
- To develop programs for presentation to other professional groups and to the public
- To provide information, guide, and support ideas for publications and communication pathways (including the Web site)

Veterinary Nurse Initiative Coalition Workgroup (p. 18)

Charge of Committee as outlined in Bylaws:
- Formulate and implement strategic plan for the veterinary nurse initiative

Public Relations Committee

- To promote the profession of veterinary technology and the Association
- To promote a cooperative professional relationship with the general public and other professional organizations
- To provide NAVTA presence at meetings and/or events
- To develop programs for presentation to other professional groups and to the public
- To provide information, guide, and support ideas for publications and communication pathways (including the Web site)

Membership Committee

- To promote membership in the Association and work on all membership issues
- Oversee Nominations for Executive Board
- Direct volunteers to appropriate Committee Chairs for inclusion in the organization
- Oversight of Annual Awards
Throughout 2018, the National Association of Veterinary Technicians in America (NAVTA) experienced significant change. The organization’s evolution included the desire by the Executive Board and general membership to acquire, verify, and produce a more balanced set of financial documents. Specific obstacles included the acquisition of past financial documentation, delayed processing and submission of tax requirements, and incomplete accounting practices. Despite these challenges, beginning in March of 2018, NAVTA leadership has been able to identify absent best practices and initiate their implementation for the remainder of the 2018 fiscal year. This resulted in a 5% increase in program income, and an 11% decrease in total expenses (Fig. 1).

A further breakdown of revenue sources (Fig. 2) highlights that our major source of income continues to be from membership dues. NAVTA continues to look for ways to increase membership and is currently looking at plans for a membership drive in the coming months. Sponsorships from industry partners and ad sales for both the Journal and our social media/website platforms also make up a large portion of our revenue. These types of sponsorships include such things as sponsorship of our National Veterinary Technician Week efforts and the two leadership meetings held each year. NAVTA board members continue to foster relationships with both established sponsors and potential sponsors as a way to both create a revenue stream for NAVTA and an avenue for our partners to interact with and support the veterinary technician community.

A look at the breakdown of expenses (Fig. 3) shows that the NAVTA Journal was the biggest expense category in 2018, despite going to a digital format only for part of the year. This will be discussed later in the report but speaks to the reasons for the digital-only format at present. The Board worked hard to keep expenses to a minimum throughout 2018. It should be noted that NAVTA did not incur any costs for the interim Executive Director from June through December of 2018 thanks to the AVMA’s generosity in covering that cost while we reorganized. This figure will also be low for 2019 given the arrangement with the AVMA for association management services but could increase in future. NAVTA is poised to be able to take on this expense if needed in the future and will continue to plan for this expense in the budget.

Analysis and consideration of Key Practice Indicators (KPI) and Return on Investment (ROI) identified three primary areas to assist in the decrease of operating expenses: The NAVTA Journal, Health Insurance, and Membership Liaison (Fig. 4). A health insurance stipend had been provided for the previous Executive Director which was no longer needed with NAVTA’s change in staffing. It was also determined that the Membership Liaison was a redundant position given alternate resources that had previously been underutilized. Both of these expenses were eliminated from NAVTA’s expenses. Given the uncertainty of the full financial picture early in
2018 and the high expense of the printed *NAVTA Journal*, the difficult decision was made to suspend printing the *Journal* until NAVTA was able to implement best practices and increase the overall financial health for the association. With the progress that has been made, NAVTA has been able to begin discussions with potential partners and identify financially responsible options to bring the *NAVTA Journal* back into print.

In addition, special attention was paid to costs associated with attendance and travel to annual conferences and meetings in response to ROI. Sponsorship funds were leveraged to their fullest potential with new partnerships identified and solidified with the commitment of an ongoing relationship (Fig 5.)

Finally, a demarcation of funds and their associated classes, intended for use with the Veterinary Nurse Initiative (VNI), allowed for the review and report of those costs associated with the VNI, as reported in the VNI Financial Report (this report can be found in the April/May *NAVTA Journal* and on the NAVTA website under the “NAVTA Financials” tab).

Looking forward to 2019, a primary focus of NAVTA will be to continue increasing program income via partnership and alliances with other organizations in the veterinary community. Operating expenses continue to be analyzed and adjusted in an effort to keep them minimal, as is recommended for any volunteer organization. Continued collaboration and effective communication with the accounting firm of CliftonLarsonAllen has resulted in - and is expected to continue delivering - valuable insight and education into best practices for NAVTA as a non-profit organization.

NAVTA Leadership is confident this report will provide an overview of the major aspects of our expenses and income for the past two years.
Committee Reports: Student Chapter NAVTA Committee

SUMMARY
The SCNAVTA committee is working to build more student chapters with more structure to aid the future leaders of our profession. We have sent out and received feedback via a survey to see what SACNAVTA chapters feel they need to help support them. Currently, we are putting together a FAQ page and a social media page so chapter advisors can access help quickly. We have identified and are working to correct some of the things that have fallen through the cracks with the change of leadership including chapter renewal notices, letters to SCNAVTA graduates, and the conversion of SCNAVTA membership to a standard student membership for graduates for the remaining balance of the year.

WHERE WE CAN IMPROVE
The last generated report showed we currently have 67 SCNAVTA chapters within the 202 Veterinary Technology Programs identified via NAVTA. We are currently working to find more benefits to encourage Programs to create and maintain a student chapter. We have also found that many chapters are allowing their membership to expire due to lack of communication (again something that is currently being remedied).

- SCNAVTA co-chairs are attending AVTE in July with the hopes of meeting with some of the chapter advisors to form a more cohesive group.
- SCNAVTA has a Facebook presence and plans to vamp that up to help with communication efforts.
- SCNAVTA students are invited to many CE meetings at a discounted rates.
- SCNAVTA is encouraging chapters to submit community service participation to TNJ
- SCNAVTA honor cords are given to exceptional students within the chapters at graduation.

GOALS FOR THE FUTURE
As a committee our biggest accomplishment so far is identifying the needs of our chapters and supporting them. We are in the process of creating an easier format for interested schools to form a SCNAVTA chapter by creating an introductory PowerPoint and FAQ page that is easy to navigate. Our goal is to increase communications between NAVTA and SCNAVTA so the transition from a student member to a NAVTA member is smoother and beneficial for everyone.
STRENGTHENING THE PROFESSION AND PROVIDING SUSTAINABILITY FOR NAVTA

The Approved Veterinary Assistant Program has recently completed its eighth year in existence. During this time the program has approved over 50 Veterinary Assistant Programs in the United States and Canada and generated over $54,000 in program application and renewal fees.

Of these 52 current programs, 21 are high school and technical academy programs, representing some of the best in high school vocational education. All NAVTA approved programs have met NAVTA standards including a foundational veterinary nursing curriculum, credentialed faculty, excellent lists of instructional supplies and equipment, and all veterinary assistant students must complete at least 100 hours of clinical experience/externship.

In order to gain approval, each program must present the curriculum to meet the NAVTA Essential Skill List for the Veterinary Assistant. This list was originally developed by NAVTA with input from AAHA and the Committee on Veterinary Technician Education and Activities and represents those basic skills within the scope of the non-credentialed Veterinary Assistant. By maintaining a firm commitment to this list, NAVTA helps to better define the levels of Veterinary Nursing by delineating between the Credentialed Veterinary Technician and the Veterinary Assistant. Programs which are teaching skills outside the scope of practice of the Veterinary Assistant as defined by NAVTA are not approved.

With over 700 practicing Approved Veterinary Assistants in the United States, interest in the AVA program has grown from state to state and in Canada. Graduates of NAVTA Approved Programs can sit for the AVA Exam and must renew their approval every two years. Additional income to support the sustainability of NAVTA is provided by a portion of the exam application fees and AVA renewal fees; VetMedTeam, the online administrator of the exam and administrator of the AVA individual renewal process is provided the other portion of these fees.

The Committee consists of AVA Program Chairperson, Dennis Lopez and main committee members: Lori Renda-Francis, Lynn Roland, and Oreta Samples. All are Credentialed Veterinary Technicians and all have gained post-graduate work in education. Sub-committee program review team members include Credentialed Technicians: Mardie Altman, Nicole Papageorgiou, Lindsay Feerrar, Erin Spencer, Helen Dewitt, and Lisa Donimari. All are leaders in Veterinary Nursing education at various Veterinary Assistant and Veterinary Technician schools throughout the United States.

Questions can be directed to Dennis Lopez, committee Chair at ava@navta.net.

AVA PROGRAM STATISTICS

<table>
<thead>
<tr>
<th>52 approvals since start of program</th>
<th>1000+ Practicing Approved Veterinary Assistances in U.S. and Canada</th>
</tr>
</thead>
</table>

2018 BY THE NUMBERS

<table>
<thead>
<tr>
<th>10 Submissions</th>
<th>7 Approvals</th>
<th>13 Renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>167 AVAs were renewed in 2018</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Of the 798 individuals who took the AVA Exam for the 1st time, 656 passed – a pass rate of 82%.

2019 BY THE NUMBERS

<table>
<thead>
<tr>
<th>2 approvals</th>
<th>2 in process</th>
<th>2 denied and may re-submit</th>
</tr>
</thead>
<tbody>
<tr>
<td>141 AVAs have renewed</td>
<td></td>
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</tbody>
</table>

Of the 506 individuals who have taken the AVA Exam for the 1st time, 433 passed – a pass rate of 85%.

*2019 numbers are up to June 30, 2019
Committee Reports: Committee on Veterinary Technician Specialties

SUMMARY
First developed by NAVTA in 1994, the Committee on Veterinary Technician Specialties (CVTS) is now recognized by the American Veterinary Medical Association as the oversight organization for Veterinary Technician Specialty Academies and Veterinary Technician Specialists. The CVTS has developed guidelines, standards, procedures and criteria for veterinary technician groups to petition for recognition for the formation of a specialty organization (per NAVTA.net).

In July 2018, the CVTS released its updated guidelines for the formation and recognition of veterinary technician specialties. According to this document, the CVTS assists academies as follows:

- Reviews new specialty or subspecialty proposals to determine whether they represent a distinct and recognizable need in technician specialization
- Works with organizing committees to determine if enough interest exists to support the proposed specialty
- Verifies documentation submitted by organizing committee
- Advises and assists the organizing committee in moving forward toward provisional recognition
- Reviews specialty petitions for fulfillment of CVTS requirements
- Either approves or denies the petitions submitted
- Reviews all reports submitted by current academies
- Ensures that the current academies maintain fairness in their credentialing process

CURRENT SPECIALITIES
The number of specialty academies currently stands at sixteen. The Academy of Veterinary Technicians in Diagnostic Imaging is the latest to receive provisional recognition, achieving this landmark in 2018. Early in 2019, the Academy of Veterinary Technicians in Anesthesia and Analgesia became the fourth academy to gain full recognition, joining the Emergency and Critical Care, Dental, and Internal Medicine specialties in this distinction. There are currently twelve provisionally recognized academies, and several organizing committees have indicated a desire to join them.

RECENT NEWS
In November 2018, soliciting for the first time representation from each of the recognized academies, the CVTS convened, showcasing their desire to guide and support all technician specialties. In the interest of promoting and supporting veterinary technician specialists, the CVTS is soliciting applications for non-affiliated members to join our group and share their vision of the future of technical specialization. They are currently seeking the following:

- Three veterinary technicians who are members of NAVTA, but are not pursuing specialization at this time
- Two Doctors of Veterinary Medicine, one of whom should be a generalist, and the other whom should be a specialist
- One public member: It is desired that this person have no veterinary association. Possible candidates would include professionals such as lawyers, firefighters, police officers, librarians, teachers, clergy, etc.
- One member of the NAVTA Board
- One member of the American Association of Veterinary State Boards, in their capacity as administrators of the Veterinary Technician National Exam.

If you would like to apply, or know of someone who would, please contact the CVTS Chair, Linda Merrill, at navtacvts@gmail.com for more information.
Committee Reports: District & State Representative Committee

NATIONAL DISTRICT REPRESENTATIVE SYSTEM

The National District System Representatives
- **District I**: Ed Carlson, CVT, VTS (Nutrition)
- **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**: Courtney Waxman, CVT, VTS (ECC)
- **District VII**: Meri Durand, CVT, RLATG
- **District VIII**: Ashli Selke, CVT
- **District IX**: Mary Berg, RVT, VTS (Dentistry)
- **District X**: Anita Levy, RVT
- **District XI**: Ryan Frazier, LVT

VETERINARY TECHNICIAN LEADERSHIP SUMMIT
Veterinary Technician leaders gather twice a year to hold a leadership summit to improve their personal leadership skills, network with peers, and discuss big picture professional issues and solutions.
Committee Reports: Legal and Governance Committee

ANNUAL REPORT AND COMMITTEE HIGHLIGHTS

- During this past year the Committee was reorganized, and new members were added to the group.
- The Committee has worked on reviewing the NAVTA By Laws and recommending any changes.
- The current activity is writing a standardized policy and procedure manual.
- The group is monitoring current legal matters in the veterinary field such as the Veterinary Nurse Initiative, Veterinary Technician Specialties, Organizational transparency, and Trademark issues for example.
- Members of the Committee will be attending the AVMA August meeting and participating in the Speakers Training Program.

Committee Reports: Continuing Education Committee

The CE Committee is committed to providing support for members in the following ways:

- The NAVTA CE section of the web site was reviewed to make sure all inks were active and providing quality RACE approved CE. Any issues have been corrected by NAVTA, so you can attend the CE of your choosing.
- For many Years (including 2018 and 2019) NAVTA sponsors the case report session at Western Veterinary Conference. The purpose is to give Veterinary Technicians an avenue to begin professional public speaking; in other words, it encourages and supports professional growth.
- NAVTA provided a track of technician speakers at Western Vet Conference for many years, including 2018 and 2019.
- Highly successful webinar on Recover CPR. More webinars being planned.
Committee Reports: Well Being Task Force

MISSION
The Wellbeing Task Force provides resources for veterinary technicians/nurses and team members.

Wellbeing begins with personal wellness. If veterinary team members can’t take care of their own health, they will find it difficult to care for patients and support the team. The Task Force has created tools to assist NAVTA members and veterinary professionals in assessing personal wellness, review resources to determine how one can develop a self-care program to improve work-life balance, reduce compassion fatigue, and improve physical health and financial fortitude.

RESOURCES
Find resources and tips on the NAVTA website https://www.navta.net/page/Wellbeing related to:

- Physical Wellbeing
- Mental Wellness
- Professional Wellbeing
- Veterinary Team Finances & Debt Load
- Harassment & Bullying

The Task Force will be working with representatives of the AVMA and AAHA, tapping into their many publications. We greatly appreciate their support and collaborative spirit!
Committee Reports: Global Outreach Committee

COMMITTEE HIGHLIGHTS

- An application was submitted to the World Small Animal Veterinary Association (WASAVA) and accepted for membership as an affiliate during the annual meeting in July 2019. Membership in WASAVA will provide veterinary technician input to WASAVA initiatives.

- Continued participation in the International Veterinary Nurses and Technician Association leadership.

- Represented United States at the biannual IVNTA meeting hosted at the Veterinary Nurses Council of Australia annual conference.

- Produced summary articles on how to pursue credentialing as a veterinary technician in the United States.

- Establishment of International Veterinary Nurses and Technician Day with member organizations.

- NAVTA plans to host IVNTA meeting in the United States in 2021.

How the Global Outreach Committee Advances Our Mission

Interchange of information on veterinary nursing professions around the world.

Collaboration with Veterinary Nurse and Technician organizations around the world to advocate for the profession and providing public awareness of the role.
2018-2019 NAVTA Social Media Report

Social Media is a global phenomenon that is growing by the hour and shows no sign of stopping! Since taking over the social media platforms in August of 2017 NAVTA’S Facebook, LinkedIn and Twitter feeds have grown over 7%, 328%, 25% (respectively) as well as the introduction of a NAVTA Instagram Page has garnered 3,958 followers.

**SOCIAL MEDIA STATS***

<table>
<thead>
<tr>
<th>Platform</th>
<th>2017</th>
<th>2018</th>
<th>As of June 2019</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>6,755</td>
<td>15,592</td>
<td>19,260</td>
<td>328%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8,464</td>
<td>9,471</td>
<td>9,934</td>
<td>17%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,184</td>
<td>2,335</td>
<td>3,958</td>
<td>234%</td>
</tr>
<tr>
<td>Facebook</td>
<td>92,170</td>
<td>95,399</td>
<td>96,367</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Total NAVTA Social Media Following:** 129,519 Followers, a **27% Increase**

**WEBSITE PERFORMANCE STATS***

<table>
<thead>
<tr>
<th>Platform</th>
<th>2017</th>
<th>2018</th>
<th>As of June 2019</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENewsletter</td>
<td>297,503</td>
<td>757,732</td>
<td>331,330</td>
<td></td>
</tr>
<tr>
<td>Contacts</td>
<td>27,875</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* All numbers are as of June 2019

**How Our Online Presence Advances Our Mission**

**ADVOCATE FOR AWARENESS**

Through social media NAVTA has been able to highlight “hot topics” within the profession—**Wellbeing** (physical and mental), **Safety** (radiation safety via IDEXX’s Lower the Dose, Fear Free Certification, etc.), **Diversity** (Pride Month), **Leadership and Career Advancement** among others.

**SUSTAINABILITY OF NAVTA**

Through the Career Center, the social media upgrade package has **totaled $4,158** (net) towards NAVTA’s income. Social Media has given NAVTA an opportunity to reach out to the Veterinary Technology community on a platform where **over 2.7 Billion global users** turn to daily.
Trade Show Presence

VMX 2018
LEAD CAPTURE:
260
Unique Leads

WVC 2018
LEAD CAPTURE:
491
Unique Leads

2017 VMX Booth

2017 WVC NAVTA Lounge

2018 WVC Vet Tech Village
The Veterinary Nurse Initiative (VNI) has worked through 2017-2018 to standardize credentialing requirements, scope of practice, and create title protection under the title of Registered Veterinary Nurse (RVN). Recent major activities of the VNI:

- **Professional Standards, and Public Recognition**
  - Ongoing activity in Ohio to pass bill to establish Registered Veterinary Nurses
  - Ongoing effort in Georgia and Indiana to establish Registered Veterinary Nurses with veterinary organizations
  - Ongoing support in various states to help establish standards in credentials and title protection.
  - Opposed bills in Maine and North Carolina that proposed establishment of an apprenticeship (experience only) route to obtain veterinary technician credential.

- **Professional Recognition**
  - Established title protection task force evaluating the current state of title protection in the nation and to develop tools to better enforcement of title protection regulation.
  - The VNI presented the challenges and solutions to elevate professional recognition and utilization in practice at the Pet Healthcare Industry Summit.
  - The VNI has presented and held 28 informational presentations and discussion meetings at national and regional conferences and webinars.

- **Expanding Career Potentials**
  - Continued work with AAVSB to include veterinary technician voices to develop a model scope of practice.

Learn more about the Veterinary Nurse Initiative at veterinarnurse.org.
SURVEY RESULTS SHOW UPWARD TREND OF SUPPORT

A recount of the avenues to reach consensus and surveys that have been performed with the veterinary technician community shows a strong trend of support.

- A veterinary technician leader survey sent to state association and VTS academy board members in Dec 2015 returning 73.3% in favor of the title change.
- The 2016 NAVTA Demographic survey made available openly with 2790 respondents returned 54% favoring veterinary nurse, 8% undecided, and 38% for veterinary technician.
- The 2017 National Credential survey made available openly with 4723 respondents (759 NAVTA members, 3964 non-members) showed 81% support or neutral and 19% opposed to the veterinary nurse title. The 20% that responded neutral largely expressed feelings of settling on one title and moving the profession forward.

When separating out NAVTA members vs non-members, the percentages shift to 85.6% / 15.4% and 80.4% / 19.6%, respectively.

Recent survey results include:
- The Oklahoma Veterinary Technician Association surveyed their membership in 2018 and 82.35% agreed with the title change to RVN
- The Academy of Veterinary Dental Technicians surveyed their membership in 2018 and 94.23% in favor of the Veterinary Nurse Initiative.
- Tennessee Veterinary Technician Association poll in 2018 returned 85% in support of the RVN title and 15% for the LVMT title through 568 respondents.
- The Alabama Galleria Southern Veterinary Conference in August 2018 returned 90.6% in favor to the name change to veterinary nurse

The amount of support has grown since the discussion has been placed out in the open, and the VNI will continue to monitor our constituent’s opinions through future summits, open discussions, and surveys.
FINANCE UPDATE
Sources of Funding
Unlike many other NAVTA Initiatives, the VNI has been financed through funding sources specifically directed to the VNI, i.e. funds are not drawn from membership dues. The VNI involves legislative activity as a major part of its goals, which includes lobbying fees that can add up quickly. Because of these expenses, the decision was made to work with partners who support our VNI goals, while membership dues are directed at other core NAVTA activities. The VNI also accepted contributions from individuals that specifically requested their donations be directed towards VNI goals. Additionally, NAVTA contributes to the VNI by providing a volunteer working group with members contributing up to ten hours per week carrying out the many tasks required to make this initiative a success.

2017-2018 Income and Expenses
The Veterinary Nurse Initiative has been in full swing since 2017 and the financial figures for the time period can be seen at the right.

2019 VNI Outlook
The VNI continues to gain support and sponsorships, which provide us funding for the expansion of initiative activities. The VNI is budgeted to continue working at the national level as well as working legislatively in three states.

The VNI will continue as a platform for research, communication, discussion and advocacy of the national credentialing process.

The Veterinary Nurse Initiative will continue to function as a branch for research, communication, and advocacy for the national credential process, and address relevant questions and output information for the veterinary community through communication and transparency and being able to provide a place for productive discussion about the profession.

Learn more about the Veterinary Nurse Initiative at veterinarynurse.org.
Acknowledgments

It can be very challenging to advance an organization such as NAVTA without sponsors and collaborators. We wish to thank the following for working with us to achieve our mission of advancing veterinary nursing and veterinary technology.
Do you want to connect with people who believe in you, support you, and elevate you in your life and your career?

MEMBER RENEWAL

If you’re ready to feel empowered, join or renew your membership with the National Association of Veterinary Technicians in America (NAVTA). We welcome everyone in the industry, including credentialed veterinary technicians, veterinary assistants, veterinarians, educators and students.

NAVTA gives you the voice that elevates your role in the veterinary community, sparking conversations around the world that keep our members on the cutting edge of research and education in the industry.

As a NAVTA member you'll receive:

- The NAVTA Journal and NAVTA e-newsletter
- 20% membership discount if you are a specialist or member of your state association
- 10% discount on VetMedTeam.com courses
- 10% off Puppy Start Right for Instructors Course, hosted by the Karen Pryor Academy
- 5% discount on Disability Insurance through VetInsure
- 20% discount and free, 30 day trial on Vetlexicon, the worlds largest online clinical reference source, provided by Vetstream
- 20% off FearFree Certification
- 20% discount from PetPlan Pet Insurance
- Discounts with Pet Health Insurance Plans
- 25% off and Free Shipping on Elsevier Publications
- Complimentary membership with VetCheck—the amazingly simply veterinary communications software!
- 20% discount on annual subscription to VetCompanion®
- 30% discount to RECOVER CPR Online courses.
- Access to NAVTA Social Link—allowing networking and engagement with other members!
- Access the NAVTA Career Center—allowing you to post resumes and look for jobs across the nation!
- Watch for more EXCITING opportunities and benefits to come in 2019!

Joining NAVTA is truly an investment in YOU.

Visit www.navta.net to become a member or to renew your membership today.