

DDA Strategic Plan 2005 - 2010

December 8, 2005

MISSION: To lead the future of dietetics through the vision of its members who are the most valued source of food, nutrition, and dietetics in the Dallas/Ft. Worth Metroplex area.

VALUES: Respecting and Supporting our Members; Encouraging Life-long Learning; Being Collaborative with Others; and Demonstrating Integrity with our Actions.

GOAL: Substantially raise the profile of the Registered Dietitian as THE nutrition expert in the community.

Tactic #1: Build alliances with strategic partners to raise the profile of the registered dietitian.

- Action: Form an advisory committee to consist of a cross-section of individuals representing identified groups to determine what strategic alliances are needed.
- Action: Determine new and innovative strategies to enhance the understanding of the importance of the registered dietitian throughout the community.

Tactic #2: Enhance and broaden the public relations effort of the Dallas Dietetic Association.

- Action: Determine what opportunities exist for participation in community events that will raise the profile of the registered dietitian.
- Action: Provide newsworthy information to local, statewide and national nutrition and non-nutrition outlets regarding the DDA and DDA member accomplishments on a regular basis.
- Action: Determine existing and potential media outlets that can assist DDA with the communities' understanding and value of the registered dietitian's role.

Tactic #3: Invest in the future growth of the dietetics profession.

- Action: Develop meaningful district awards for various members of the Dallas Dietetic Association to be presented annually and publicized through designated media partners.
- Action: Investigate local scholarship needs and opportunities and develop a plan of financial support.

GOAL: Increase the number of actively engaged members of the DDA.

Tactic #1: Broaden membership in the DDA and maximize member participation.

- Action: Expand membership categories to encompass non-RDs and those who would benefit from collaborating with the Dallas Dietetic Association.
- Action: Increase student and intern involvement in DDA by building sustaining relationships with all area dietetic program directors and key members of the faculty.
- Action: Appoint a 2-year mentorship chair position as a member of the governing board to establish and actively cultivate a successful mentorship program.

Tactic #2: Promote the benefits of being a DDA member.

- Action: Provide a variety of continuing education units that meet the needs of the memberships' diverse portfolio plans.
- Action: Develop a multi-specialty resource center where members have the opportunity to actively collaborate with other members.
- Action: Provide professional growth opportunities for the enhancement of specialized skill sets.
- Action: Promote DDA member research through media sources and strategic partners.

Tactic #3: Utilize advanced technology for increasing communication within the DDA community and our strategic partners.

- Action: Provide progressive website development to serve as an eminent resource for DDA leaders and membership as well as students, consumers and other organizations in the community.
- Action: Provide technology-based education opportunities for DDA membership.
- Action: Research, assess and implement technological advances as it applies to membership enhancement.

GOAL: Support legislative endeavors that benefit the Registered and Licensed Dietitian.

Tactic #1: Determine new initiatives to raise the profile among legislators of the importance of the registered dietitian's role in the future health and well-being of the citizens of Texas.

- Action: Sponsor key DDA members to attend the annual Public Policy Workshop in Washington DC and communicate messages from the workshop to DDA members and strategic partners.
- Action: Charge the Public Policy Workshop attendees and legislative committee to creatively inform the membership of key legislative findings and create interest in the importance of being legislatively knowledgeable.
- Action: Actively participate in Nutrition Day at the Capitol during each legislative session by funding key DDA representatives to attend and strongly encouraging membership participation.
- Action: Continue to pursue avenues for reimbursement for nutrition-related services through member education and communication with legislative officials.

Tactic #2: Create a passion for nutrition-related legislative issues among DDA Members.

- Action: Invite a legislator to a meeting for a meet-and-greet session.
- Action: Develop and implement an Adopt-A-Legislator Program.
- Action: Develop and implement an innovative and creative program to demonstrate the negative consequences of not participating in legislative issues.

Tactic #3: Increase awareness and support of the Texas Dietetic Association/American Dietetic Association Political Action Committee (TDA/ADA PAC).

- Action: Invite PAC donor to a meeting to creatively explain and engage the audience in understanding the critical importance of involvement.
- Action: Develop and undertake new and innovative programs to raise funds for PAC.
- Action: Promote members understanding the value of contributing to PAC.

Goal: Operate organization to yield a strong financial position for long term growth and development while supporting key objectives.

Tactic #1: Increase non-dues revenues by 10% per year.

- Action: Provide key fundraising and sponsorship positions with learning opportunities to enhance fundraising skills.
- Action: Cultivate and enhance sponsorship committee.
- Action: Evaluate current fundraising and sponsorship structure and tools and implement changes to increase and maximize revenue.
- Action: Explore new member or consumer-focused product or service as a revenue generating opportunity.

Tactic #2: Evaluate current fiscal policies and procedures to ensure a strong financial future.

- Action: Investigate additional financial opportunities for reserve funds to maximize return on investment.
- Action: Assess membership dues and revenue-generating goods and services annually for overall cost-effectiveness.