

**Montana Academy of Nutrition and Dietetics (MTAND)
Strategic Plan: 2014-2015**

Mission: Be an advocate for the dietetic profession serving the public through the promotion of optimal nutrition, health, and well-being.

Vision: Optimize Montana's health through food and nutrition.

Values: Providing client/customer centered nutrition care and education in an ethical and socially responsible manner.

Goals, Strategies, and Responsible Party:

Goal 1: Support and improve in state alliances to strengthen our impact on nutrition education and care.

Members of MTAND presently hold positions on committees, through work and volunteer roles, that address the nutritional health of Montanans -- either directly or indirectly, including:

- American Heart Association
- American Diabetes Association
- Billings Montana Dietetic Association (BMDA)
- Bozeman Dietetic Association (BDA)
- Eat Right Montana (ERM)
- Food Security Council of the Montana Food Bank Network
- Grow MT
- Montana Action for Healthy Kids (AFHK)
- Montana Breastfeeding Coalition (MSBC)
- Montana Dietetic Internship, MSU (MDI)
- Montana Hospital Association (MHA)
- Montana Nutrition and Physical Activity Program (NAPA)
- MT chapter of the American Association of Diabetes Educators (MAADE)

Strategy/Responsible Party:

1. Through communication with MTAND members, the Boards of Directors will continue to develop relationships with organizations that support programs and policies to increase access to food, nutrition, and health care.
2. MTAND will provide a donation to support ERM as requested by ERM.
3. President Elect to ensure Conference Planning Committee invites exhibitors with a relationship to MTAND to participate in vendor show at annual conference at no cost or reduced cost.

4. President Elect to ensure Conference Vendors is consistent with the mission and values of the MTAND and the Academy.
5. President and Website Coordinator will ensure MTAND web site displays the name of the organizations with whom MTAND has a relationship and ensure MTAND is displayed appropriately on the web site of an organization with whom MTAND maintains a relationship.

Goal 2: Advocate for Improved Nutritional Health of Montanans

Strategy/Responsible Party:

1. President to encourage member gifts and non-member stipends/gifts be awarded in the form of donations to Montana groups that are non-profit and food, nutrition, and health related.
2. Public Policy Panel (PPP) to continually monitor state and federal policies and legislation and when necessary, advise MTAND members to act.
 - a. PPP to present annually at MTAND conference as Key Note Presentation
 - b. Guide Members at annual conference and through listserv on how/when to contact legislative personnel.
 - c. PPP to continually update relative information on MTAND web site.
3. Work with alliance liaisons to keep MTAND aware of all nutrition related legislation and enlist member support.
4. Ongoing monitoring of licensure in Montana through:
 - a. Support the nutrition representative to the State Board of Medical Examiners.
 - b. Support the work of the Licensure Liaison in collaboration with the Academy.

Goal 3: Provide Opportunities to MTAND members for professional development.

Strategy/Responsible Party:

1. Public Policy Panel to annually budget and work with membership to assist in covering costs for timely updates and training for the Academy public policy workshops.
2. Professional Issues Chair (PIC) to assist with formation of the task force which would carry out the activities at the annual MTAND Conference.
3. Montana Dietetic Internship program to plan one educational event for MTAND FNCE.
4. President and President–Elect to survey members as needed for MTAND FNCE guidance, board project ideas and input on strategic plan review. All survey results to be shared with membership via newsletter and/or on website.
5. Board of Directors (BOD) to assist with regional district development as members desire.

Goal 4: Effectively communicate nutrition information with the MTAND members and the Montana community.

Strategy/Responsible Party:

1. Website Coordinator to maintain functional database and forum for member communication on the website.
2. Members are able to update their contact information on the MTAND website.
3. The position duties of MTAND board members are posted on the website.
4. Secretary to download member lists quarterly from The Academy's DMIS system and report changes to the BOD.
5. BOD to support and promote time sensitive promotions such as National Nutrition Month and MTAND FNCE Conference.
 - a. Relevant postings to web site and included in the MTAND newsletter.
 - b. President to timely share Academy and MTAND Action Alerts with members through listserv, newsletter, and web site updates.