Strategic Plan



Vision: Mission:

Optimizing the nation's health through food and nutrition

Mission: Empowering members to be the nation's food and nutrition leaders

- Values: Customer focus Meet the needs and exceed the expectations of all customers
 - Integrity Act ethically with accountability for life-long learning and commitment to excellence
 - *Innovation* Embrace change with creativity and strategic thinking
 - Social Responsibility Make decisions with consideration for inclusivity as well as environmental, economic and social implications

economic and social implications			
G O A L	The public trusts and chooses Registered Dietitians as food, nutrition and health experts.	Academy members optimize the health of Americans.	Members and prospective members view the Academy as vital to professional success.
STRATEGY	 Strengthen and differentiate a respected Registered Dietitian brand Establish value to target audiences through effective programs, services and initiatives offered by Registered Dietitians Take proactive science and evidence-based positions on issues related to food, nutrition and health Work collaboratively across disciplines with local, state, national and international food and nutrition communities Work collaboratively with medical and other allied healthcare disciplines and their organizations to further the Academy's strategic direction Strategically promote Registered Dietitians for leadership roles both internally and externally in key influential and visible positions 	 Engage members to impact food and nutrition policies through participation in the legislative and regulatory processes at local, state and federal levels Enhance the relevance of public health nutrition within the Academy and increase its visibility in the broader public health community Advance relationships with key stakeholders and external organizations to further the Academy's initiatives Prepare members to contribute, conduct, interpret and use research in practice Strengthen and expand skills such as physical assessment, behavior counseling and cultural competence of the Academy membership Increase health equity by promoting improved access to Registered Dietitian services and nutrition interventions Position members to assume transdisciplinary roles 	 Empower present and future practitioners to be the leaders and mentors in food and nutrition Provide state-of-the-art professional development for education, competence and career success Provide relevant and valued products and services for diverse member audiences Provide research and resources that can be translated into evidence-based practice and outcomes data Identify and respond to trends and the needs of a changing, diverse membership Foster diversity in Academy's leadership positions