

# Canadian Veterinary Medical Association (CVMA)

## Strategy Map 2024-2026

**CVMA Core Values:** Collaborative | Inclusive | Innovative | Integrity | Science-based | Professional | Respectful | Supportive | Sustainable

VISION	MISSION	STRATEGIC PRIORITIES	STRATEGIC OBJECTIVES	METRICS/MEASURING SUCCESS	
				<p>GREEN LIGHT – RIGHT ON TRACK</p> <p>YELLOW LIGHT – CAUTION, ADJUSTMENTS MAY BE NECESSARY</p> <p>RED LIGHT - OFF TRACK</p>	
<p>The CVMA establishes the veterinary profession as the key influencer in shaping national legislation, regulation, policy and social narrative on matters of animal health and welfare, and veterinary public health.</p>	<p>The CVMA gives voice and support to Canadian veterinary professionals as they work to sustain and enhance animal health and welfare, veterinary public health, and the wellbeing of all.</p>	1. <b>A veterinary workforce that addresses Canada’s needs in animal health and welfare, and veterinary public health<sup>1</sup>.</b>	<p>a. Advance National Workforce Initiative Goals (re: enrollment, veterinary technicians, retention, immigration etc.) and foster equitable access for candidates via innovative models in collaboration with partner organizations.</p> <p>b. Inform government of the profession’s impact on the Canadian economy and our role in protecting and promoting animal welfare.</p>	<p>[Note: It is proposed that for each Council meeting, notes in this column would be provided using the approach outlined above, to indicate the state of progress on each strategic priority and provide a short explanatory note as well.]</p>	
		2. <b>A veterinary profession that enjoys a healthy working environment.</b>	<p>c. Promote equity, diversity, and inclusion in the profession.</p> <p>d. Promote the utilization of the entire animal healthcare team by working with partners to fully utilize peoples training and skillsets.</p> <p>e. Engage with students of the profession.</p> <p>f. Review member services and benefits and ensure value to members.</p> <p>g. Develop, adopt, and promote a national CVMA wellness and retention program.</p> <p>h. Support members by making tools available to enhance veterinary practice (AMU, business management, etc.).</p>		TBD
		3. <b>A veterinary profession supported by a national association that effectively advocates on its behalf on animal welfare and issues of national concern to the profession.</b>	<p>i. Focus on regulatory, political, and international issues with national implications.</p> <p>j. Improve effectiveness of advocacy.</p> <p>k. Develop complementary advocacy approaches with partners on shared interests.</p>		TBD
		4. <b>A veterinary profession represented by a national association that is trusted and highly valued by Canadians and the international community.</b>	<p>l. Capitalize on the political and news media conditions in Canada.</p> <p>m. Leverage the goodwill and the stories of the veterinary profession.</p> <p>n. Play an active role in promoting the profession.</p> <p>o. Play an active role in global issues of importance to the profession.</p>		TBD
		5. <b>A veterinary profession represented by a national association that is sustainable and future-ready.</b>	<p>p. Develop, adopt, and promote a comprehensive, Sustainable Veterinary Practice Initiative (SVPI).</p> <p>q. Increase CVMA membership.</p> <p>r. Examine all CVMA business practices and ensure they are consistent with SVPI.</p> <p>s. Actively work to protect and promote conditions that foster the health and welfare of animals, people and their shared places.</p>		TBD

### STRATEGIC APPROACH

1. Focus on key tasks at hand, do not overextend and carefully manage time.
2. Leverage information through new communications technologies.
3. Leverage the strength of our people by better engaging members, volunteers, and SMEs.
4. Actively promote collaborative engagements with relevant partners and stakeholders (e.g. international, VMAs, industry, government, academia) on common priorities to increase efficiencies.
5. Capitalize on the unprecedented demographic conditions (i.e. retirement wave, new vets and techs entering workforce) to build new networks, recruit new members, leverage new generation of technologies in harmony with the work preferences of a new generation of veterinarians and technicians.
6. Capitalize on sponsorship opportunities ensuring they conform with CVMA ethical standards.
7. Key audiences - This strategy is intended for both internal and external audiences (e.g. economic importance and social relevance of the profession) so that it can guide internal program plans and operating budgets and at the same time help CVMA connect with stakeholders outside the profession.

<sup>1</sup> The FAO/UN's summary on veterinary public health: <https://www.fao.org/animal-health/areas-of-work/veterinary-public-health/en/>