

Nebraska Dietetic Association Strategic Plan
2006-2010

Mission: The Nebraska Dietetic Association is the advocate of the dietetic profession serving the public through the promotion of optimal nutrition, health and well-being.

Goal 1—Empower members to compete successfully in a rapidly changing environment.

Tactic A—Identify skills and provide professional activities that enhance and convey the value of RD's food and nutrition services.

Objective	Committee Members	Timeline	Project Status	Comments
1. Create a survey to gather input from members and nonmembers of what they need and want from NDA to feel empowered.	Lead: Cindy Van Riper and Elaine Farley-Zoucha Others: Research chair, CPI chairs, membership chairs	2006-2007 collect survey results 2007-2008 Implement survey suggestions	Cindy Van Riper is leading the committee to begin creating the survey,	Will use Survey Monkey.
2. Plan a "How to Read Research" interpretation workshop	Lead: CPI chair and co-chair Others: Research DPG	Begin 2006-2007 Workshop-2007-2008		
3. Research, identify and promote other venues for continuing education	Lead: Practice Special Interest Chairs	2006--ongoing	Practice group DP's share information with all via website or webbies	**Looking into Tim Carr doing teleconference **Possibly teleconference about licensure
4. Evaluate the use of the "Scope of Dietetics Practice Framework" by Nebraska RD's	Lead: President, President-elect	2006-2007		

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Tactic B—Maintain and increase NDA membership.

Objective	Committee Members	Timeline	Project Status	Comments
1. Include survey questions exploring why RD's join ADA, stay ADA members or choose to leave ADA	Lead: Cindy Van Riper and Elaine Farley-Zoucha Others: Research chair, CPI chairs, membership chairs	2006-2007 collect survey results 2007-2008 Implement survey suggestions	Cindy Van Riper is leading the committee to begin making the survey, will use Survey Monkey.	
2. Contact members who have not renewed membership to explore reasons for not rejoining.	Lead: Membership chairs	2006-2007		
3. Work towards a members only website	Lead: Web/technology chair	2006-2007 Investigate 2007-2008 Implement members only website		

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Goal 2—Increase demand for and utilization of services provided for members

Tactic A—Promote the Utilization of ADA’s practice guidelines by NDA members

Objective	Committee Members	Timeline	Project Status	Comments
1. Educate members regarding the ADA evidenced based practice guidelines and the benefits of using them	Lead: Clinical DP MNT Chair and Chair Elect Others:	Begin 2006-2007		
2. Encourage members within ADA practice groups to participate in gathering outcome measurement to promote the importance of the profession	Lead: Clinical, Research Reps, MNT chair and chair elect	2006--ongoing	MNT Reps are beginning to look into outcomes research	
3. Promote strategies within the state to help members connect with other interest group members within the state	Lead: Consulting DP Others: Other DP Chairs	2006—begin 2007—organized 2008—All practice groups have a meeting at the NDA Annual Conference	Consultant RD’s are in the beginning stages of formally organizing	Historically the Consultant DP has been the most organized in Nebraska. They have the experience to be the lead in this project
4. Identify NDA members who are “experts” on ADA evidenced based practice	Lead: President will send question out to NEWEBIES and ask for self referred and referred experts.	2006-2007		
5. Have “experts” volunteer to go to local district meetings to share their experience	Lead: District presidents to invite “experts” to speak at their meetings.	2007-2008		

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Tactic B—Connect with key people in Nebraska to promote the dietetic profession

Objective	Committee Members	Timeline	Project Status	Comments
1. Use survey to identify and assess the needs within the state for the dietetic profession	Lead —Initially Exec Board	2006-Identify lead people, form committee 2007-2008—initial recommendations 2008-2010—Develop and implement Marketing Plan	Cindy Van Riper is taking lead on the survey	This is a new venture
2. Promote member’s skills as speakers, as experts in the field of nutrition and good volunteers to serve on committees/ boards of other organizations .	Lead —Secretary and president	2006—Identify other committees NDA members are involved with 2006—NDA Speakers Bureau???	Question will go out to NEWEBIES in fall of 2006 Secretary will compile list	3 RD’s met with Governors people to promote the RD
3. Appoint a task force to look at the need to improve ability to promote NDA and its districts through logo or branding	Lead: PR, Marketing	2006-2007—Contact Nancy Mitchell at UNL to see if NDA can be a project for the campaigns class 2007-2008—Campaigns Class 2008-2009—Implement plan	President will make initial contact then pass on to PR, marketing	
4. Assess level of reimbursement for members services in Nebraska and explore ways to help member increase their level of available reimbursement	Lead: MNT			

5. Continue to provide members to participate in the MNT Licensure board	Lead: NDA Board	Ongoing	Made recommendations to State in 2005-2006	Complete: Lynn Ostrem on board
6. Provide education session to members about the licensure law	Lead: State Legislative board members	2006-2007		Possible web education or telecon
7. Review licensure law	Lead: NDA Executive board	2007-2008		
8. Compile a list of individuals who are on committees and the goal of the committee, encourage this activity	Lead: President will send out the email via NEWEBIES	2006-2007		

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Tactic C: Promote public service and the nutrition profession to increase consumer demand.

<p>1. Identify two individuals in NDA to participate in ADA’s public relations and media training with a special emphasis on media stories addressing NDA’s priority areas</p>	<p>Lead: Immediate Past President, President and President elect</p>	<p>2006-ongoing</p>		
<p>2. Make the NDA annual food drive a priority.</p>	<p>Lead: Marketing</p>			
<p>3. Promote a strong National Nutrition Month campaign to enhance awareness of our profession</p>	<p>Lead: Marketing</p>			
<p>4. Annually partner with an organization that promotes movement (i.e. Cornhusker State Games/Foot stock).</p>	<p>Lead: Marketing</p>			

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Goal 3—Influence key food, nutrition and health initiatives in Nebraska.

Tactic A—Development of Grassroots Political Action in Nebraska.

Objective	Committee Members	Timeline	Project Status	Comments
1. Maintain list of NDA members who can promote profession within legislative areas, identify RD's and senators/ congressmen with similar issues	Lead —LNC and Legislative	On-going		
2. Identify NDA members who through their jobs or location can act as bridge to political figures in Nebraska				In conjunction with 2B-2 and 2B-8.
3. Send at least two NDA members to the ADA Public Policy Workshop		On-going		This has been a priority
4. Continue to encourage members awareness and involvement in political issues affecting our profession	Lead —LNC and Legislative	On-going through communication on the list serve		
5. Invite state senators to the 2008 NDA annual conference and meeting	Lead —Legislative and CPI chair			
6. Offer opportunity to educate state government officials one-on-one	Lead —Legislative chairs	2006-2007 Develop 2007-2008 Implement		
7. Explore the need for a student legislative day	Lead —LNC and Legislative	2006-2008		
8. Support the Governors Committee on health	Lead —LNC and President	2006-2007 Begin		
9. Evaluate the lobbyist annually	Lead —Legislative chairs	annually		
10. Support an RD to run for office	Lead —All	By 2010		

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Tactic B—Determine evidence based research going on in Nebraska and the role RD's play

Objective	Committee Members	Timeline	Project Status	Comments
1. Appoint committee to accumulate information on research projects/initiatives relating to ADA's priority areas going on in Nebraska (survey is in the works) and a way to convey this information to members and decision makers in Nebraska	Lead —Research DPG, MNT Reps, Cindy Van Riper survey	2006-2007 —Develop plan and reporting form 2007-2008 —Written information to provide to members and decision makers		(Are you interested in doing outcomes; are you doing outcomes, if yes what is the topic)
2. Provide members with educational programs that will increase knowledge in development and funding of research projects within our state	Lead —Research DPG, MNT Reps Others —NDA Members with research experience			
3. Dialogue with UNL Department of Nutrition and Health Sciences to discuss RD needs and research to support practice.	Lead —Research DPG	2006-2007 Begin		

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Goal 4—Financial Responsibility

Tactic A: NDA will stay solvent and be fiscally responsible

Objective	Committee Members	Timeline	Project Status	Comments
1. Have finances in shape to maintain a part time hired person		2009		
2. Hire a website managing consultant		2006-2007		
3. Increase membership to increase income	Lead: Membership			
4. Find other creative ways to increase income		2006-2007 and ongoing		
5. Monitor Budget	Lead: Treasurer Others: Executive Board			

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Goal 5—Cultivate future leaders

Tactic A: Provide education, mentoring and leadership to new and continuing board members

Objective	Committee Members	Timeline	Project Status	Comments
1. Continue to send two individuals from Nebraska to the ADA Leadership retreat and to ADA FNCE		2006-0ongoing		
2. Continue to provide an annual leadership retreat for NDA board members	Lead: Immediate Past President, President and President Elect Committee: Interested past attendees to the ADA Leadership Retreat			
3. Ensure positive recognition of all volunteers	Lead: President			
4. Revise NDA Board Manual	Lead: Bylaws Chair & Co-Chair, Technology Person and President	2006-2007		
5. Restructure Board	Lead: Immediate past president	2006—Committee forms		
6. Evaluate the feasibility of providing partial grant opportunities for student ADA membership	Lead: Membership chair and co-chair, New Member Rep	2006-2007--evaluate		

Reviewed and Updated, NDA Board Meeting, October 10, 2006