

2022 - 2025 Indiana Academy of Nutrition & Dietetics Strategic Plan

Mission: Optimize people’s health and wellness through food and nutrition and support the Registered Dietitian Nutritionist (RDN) profession in Indiana.

Vision: Individual wellbeing – healthy communities – visionary solutions through RDN expertise.

Overall Strategic Goals:

1. The public trusts and chooses RDNs as the food and nutrition experts.
2. Indiana Academy improves the health and well-being of our communities.
3. Members and prospective members view the Indiana Academy as a partner in professional success.

Principles:

Evidence-based practice: Commit to life-long learning and promotion of best practices to solve food and nutrition related challenges in Indiana through education and research.

Advocacy: Empower members to be Indiana’s food and nutrition experts within the community and advocate for nutrition policy at the local, state, and national level.

Integrity: Act ethically with accountability for commitment to excellence.

Mentorship: Support both student and RDN members in professional development and leadership opportunities.

Diversity: Support a diverse profession and respect differences in ability, age, creed, culture, ethnicity, gender/identity, political affiliation, race, religion, sexual orientation, size, and socioeconomic characteristics.

Background:

The Indiana Academy of Nutrition and Dietetics (IAND) is an affiliate of the Academy of Nutrition Dietetics and has been serving citizens of Indiana since 1923. IAND is a Non-Profit Association that is made up of more than **1,100** diverse and inclusive food and nutrition professionals that represent all areas of nutrition services including those at hospitals, school food services, public health, long-term care facilities, education, research, private practice, pharmaceutical

companies, and special needs. In order to promote sound nutrition information for the public, the Association sponsors publications, educational events, and health fairs. Moreover, IAND lobbies for state legislation such as bills that will contribute to the nutritional well-being of the public.

Overview of the Process:

June 2021- Executive Committee recognizes the need to review and revise current Strategic Plan. Committee is asked by President to assist as part of their plan of work for the year.

August 2021- Call for additional committee members interested in serving, put forth at Board of Directors Meeting. Executive Committee request for IDEA Team Chair to participate.

November 2021- 1st review session in person

January 2022- 2nd review session virtual

February 2022- 3rd review session virtual

March 2022- 4th review session virtual by Strategic Planning Committee. Draft sent to IAND Team Chairs to review and discuss with their Initiative Teams for feedback. Revisions to draft completed.

April 2022- Draft of 2022-2025 IAND Strategic Plan shared with Board of Directors for comment.

June 2022- Final draft shared with Board of Directors for review and approval

A big thank you to our committee for the time and effort they put forth to make this plan possible. As we look to the future of IAND, this plan will serve as a roadmap leading the way.

Strategic Planning Committee Members:

Hanna Kelley, RDN, LD, President

Dinah Dalder, MS, RDN, LD, President-Elect

Michelle Wray, MS, RDN, LD, FAND, Past President

Tracy Fox, MPH, MBA, RD, Treasurer

Laura Martin, MS, RD, LD, CPT, Secretary

Kate Capen, RDN, LD; Delegate

Shade Ifekoya, MS, RD, CD, IDEA Team Chair

Lorna O'Connell, MS, RDN, LD, IAND Executive Director

Next Steps:

Each Initiative Team will present an implementation plan to begin facilitating work towards accomplishing the Strategic Plan. Note that based on the size of the project, a taskforce may be used to help with the workload as needed. The Strategic Planning Committee feels providing short term and focused volunteer

opportunities will help in identifying potential future leaders for IAND and make goals more manageable. Evaluations will be built into all projects and programs to ensure high quality work, satisfied volunteers, and IAND is staying on track in meeting member needs. Once the plan is finalized the Initiative Teams will work to create an implementation and evaluation plan to ensure IAND’s success. The key to that success is incorporating this feedback into all our activities. Please review the full plan below on how IAND plans to improve how we support our members and achieve our mission and vision.

Membership	<u>Objective:</u> Build membership and increase member engagement.		
Team Goals:	<ul style="list-style-type: none"> • Members and prospective members view the Indiana Academy as a partner in professional success. • Build an engaged and inclusive membership in the Indiana Academy, providing them with opportunities to excel in a changing environment. 		
Tactics:	Short Term (0-6 months)	Mid-Term (7-12 months)	Long Term (1-3 years)
<i>Student engagement</i>	<i>Lead:</i>	<i>Lead:</i>	<i>Lead:</i>
<ol style="list-style-type: none"> 1. Communicate with educators and encourage 100% of students to be lifelong members of the Indiana Academy at least three times per year. 2. Each University to be represented on the Indiana Academy of Nutrition and Dietetics Board through respective University Dietetic Association’s President or proxy to serve 			

<p>as an advocate for students.</p> <p>3. Webinar- Host a meeting yearly for students.</p> <p><i>Strengthen membership</i></p> <ol style="list-style-type: none"> 1. President Elect of affiliate districts will have 100% completion rate of board position orientation webinar by August of the year they are elected. 2. Survey members at least annually. 3. Gather input on strategic priority issues by April to drive initiatives. 4. Email non-members annually to promote Indiana Academy membership by October 1st each year. 			
<p>Public Policy</p>	<p><u>Objective:</u> Create public awareness and increase knowledge of RDNs</p>		
<p>Team Goals:</p>	<ul style="list-style-type: none"> • The public trusts and chooses registered dietitian nutritionists as the food and nutrition experts. 		

Tactics:	Short Term (0-6 months)	Mid-Term (7-12 months)	Long Term (1-3 years)
<i>Strengthen licensure law for RDNs</i>	<i>Lead:</i>	<i>Lead:</i>	<i>Lead:</i>
<ol style="list-style-type: none"> Collaborate with other stakeholders and organizations who will help strengthen our licensure efforts Work toward representation on the Medical Licensing Board. 			
<ol style="list-style-type: none"> Work to achieve practice exclusivity within RDN licensure through updating scope of practice. Improve the speed of licensure process for RDNs. Increase public awareness of RDNs. 			
<i>Collaborate with legislators (both Indiana and US Congress)</i> <ol style="list-style-type: none"> Invite legislators to state meetings. Attend legislative meetings and events 			

<p>(both Indiana and US Congress), such as Day at the Statehouse and Public Policy Workshop (PPW) and meet with at least five congressional offices each year, such as Public Policy Workshop (PPW), Day at the Statehouse or local office visits.</p> <p><i>Increase member engagement</i></p> <ol style="list-style-type: none"> 1. Educate and inform RDN membership, annually, on the benefits and process to obtain a National Provider Identifier (NPI). Work with Dietetic Educators to teach the importance of NPI. 2. Obtain the number of RDNs with NPIs and increase the number by 10%. 3. Educate and encourage tracking cases of harm by providing information on 			
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<p>an annual basis of the procedure.</p> <p>4. Increase participation by 10% or more at Day at the Statehouse over three years.</p> <p>5. Educate IAND members on AND legislative action alerts to promote increased participation. Measure each educational session for change in membership participation.</p>			
<p>Education</p>	<p><u>Objective:</u> Encourage participation in Indiana Academy and provide continuing education opportunities for members that meet their needs.</p>		
<p>Team Goals:</p>	<ul style="list-style-type: none"> • Increase knowledge of current and future practitioners to improve the health of the public through evidence-based practice. 		
<p>Tactics:</p> <p><i>Annual Meeting</i></p> <ol style="list-style-type: none"> 1. Meet CDR requirements. 2. Offer educational sessions at all levels 3. Monitor and track attendance annually with 	<p>Short Term (0-6 months)</p>	<p>Mid-Term (7-12 months)</p>	<p>Long Term (1-3 years)</p>
	<p><i>Lead:</i></p>	<p><i>Lead:</i></p>	<p><i>Lead:</i></p>

<p>a goal of increasing by 10% over three years</p> <p>4. Encourage student attendance annually, by marketing to university program director's, internship coordinators, and student dietetic organizations.</p> <p><i>Support members as a CPEU resource</i></p> <ol style="list-style-type: none"> 1. Offer a total of 15 CEU's yearly to coordinate with Indiana certification requirements 2. Provide resources for CEU opportunities to members in addition to those offered at the Annual Meeting. <ol style="list-style-type: none"> a. Promote CEU for dietetic preceptors b. Promote CEU for board leadership 3. Explore innovative opportunities to continually provide education to meet the needs of membership. 			
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Scholarship and Awards

1. Encourage and reach 100% submission of nominations for all awards and scholarships yearly
2. Advertise and encourage scholarships and awards nominations through the website, newsletter, social media, and through affiliate districts and universities.
3. Offer and strive to award any non-RD winner at their professional or annual meeting, either in person or by video.
4. Criteria for scholarships and awards reflect the current environment.
5. Processes for evaluating and managing awards and scholarships will be further developed through ad hoc committee.

<p><i>Offer Indiana Diet Manual (IDM) as an accurate, current educational resource for members and customers.</i></p> <ol style="list-style-type: none"> 1. Update IDM every 5 years or as needed to ensure accurate and most current Medical Nutrition Therapy and standards of practice. 2. Market IDM to broaden customer base. 3. Track and analyze sales data quarterly. 4. Survey current buyers to ensure satisfaction and return sales. 5. Explore the need for a standing committee and/or paid management position to support the continuation of IDM for future years. 			
<p>Public Initiative</p>	<p><u>Objective:</u> Market the dietitian as the nutrition expert to the public, in the media and by participating in community outreach and partnership opportunities</p>		
<p>Team Goals:</p>	<ul style="list-style-type: none"> • Increase demand for utilization of Indiana Academy members’ expertise to the public, to other professionals, and to policy makers. 		

Tactics:	Short Term (0-6 months)	Mid-Term (7-12 months)	Long Term (1-3 years)
<p><i>Collaborate or partner with associations, organizations, coalitions, and councils that align with our mission/vision and goals.</i></p> <ol style="list-style-type: none"> 1. Increase IAND’s visibility within communities by collaborating with at least two new associations, organizations, coalitions, or councils annually. 2. Promote and strengthen IAND’s visibility and standing through active participation at meetings, outreach events, and educational meetings hosted/facilitated by organizations, associations, coalitions, or councils. 3. Promote and strengthen IAND’s liaison groups through information sharing with 	<i>Lead:</i>	<i>Lead:</i>	<i>Lead:</i>

<p>membership through the website, newsletter, and social media.</p> <p><i>Create and expand IAND and RDN presence through social media</i></p> <ol style="list-style-type: none"> 1. Utilize student volunteers from Dietetics programs in Indiana to assist social media committee. 2. Encourage IAND Committees to provide relevant and appropriate content to Social Media Team. 3. Educate and update members on the importance and appropriate use of social media through leadership book, board orientation and other educational opportunities. <p><i>National Nutrition Month (NNM)</i></p>			
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<ol style="list-style-type: none"> 1. Encourage members to utilize the Academy's National Nutrition Month resources and toolkit. 2. Recognize NNM events through communication channels. <p><i>Recognize the accomplishments and diversity of RDNs in practice</i></p> <ol style="list-style-type: none"> 1. Create promotional content and recognition of Annual Meeting awards and scholarship winners, 50-year members and notable speakers through spotlights, press releases, social media, and other communication efforts. 2. Increase IAND visibility by partnering with organizations that align with our mission/vision and promote via social media. 			
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3. Recognize diversity of RDNs in the profession.			
Inclusion, Diversity, Equity, & Access	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Establish infrastructure and resources to achieve optional and sustainable IDEA outcomes • Increase recruitment, retention and completion of nutrition and dietetics education and leadership at all levels for underrepresented groups. • Cultivate organizational and professional values of equity, respect, civility, and anti-discrimination. 		
Team Goals:	<ul style="list-style-type: none"> • Increase presence of inclusion, diversity, equity, and access (IDEA) within IAND. 		
<p>Tactic:</p> <p><i>Evaluate IAND current IDEA resources and determine baseline for future work.</i></p> <ol style="list-style-type: none"> 1. Utilize current AND surveys to evaluate current membership beliefs/concerns to identify plan of work. 2. Create, review and revise IAND policies, procedures and 	Short Term (0-6 months)	Mid-Term (7-12 months)	Long Term (1-3 years)
	<i>Lead:</i>	<i>Lead:</i>	<i>Lead:</i>

<p>communication practices related to IDEA.</p> <p><i>Promote the profession to minority groups during National Nutrition Month and other opportunities throughout the year.</i></p> <ol style="list-style-type: none"> 1. Host career day with participants of youth community groups such as Boys and Girls Clubs, K-12 schools, etc. 2. Feature dietitians from underrepresented groups on IAND website and social media. <p><i>Provide scholarships for historically marginalized individuals yearly.</i></p> <ol style="list-style-type: none"> 1. Work with Membership Initiative Team to determine criteria, funding sources, and implementation process. <p><i>Provide educational resources for membership.</i></p>			
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<ol style="list-style-type: none"> 1. Advance membership awareness through webinars, social media focus, website, and newsletter content. 2. Increase the diversity of presenters and topics at the Annual Meeting. <p><i>Foster a collaborative environment with existing organizations that work with underrepresented groups.</i></p> <ol style="list-style-type: none"> 1. Set up an informational booth at the Indiana Black Expo during Black and Minority Health Fair 2. Support Indianapolis Urban with monthly nutrition sessions. 			
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