

Kansas Dietetic Association
STRATEGIC PLAN
FY 2007-2011
Revised November, 2008

Mission: Empower Kansas Dietetic Association members to be the food and nutrition leaders of Kansas

Vision: Optimize the health of Kansans through food and nutrition

Values: Kansas Dietetic Association adopts the Values of the American Dietetic Association.

Strategic Goal #1 The Kansas Dietetic Association will build an engaged membership and support KDA members' professional development

Strategy #1: Provide continuing education opportunities for KDA members.

- Tactic 1: Provide a minimum of 5 CEU opportunities at the annual meeting.
Responsible: Annual Meeting Core Planning Committee and Finalizing Committee
Resources needed: annual budget for meeting expenses
Target Completion Date: Annually in spring
- Tactic 2: Facilitate ADA teleseminars for members.
Responsible: CPE Coordinator
Resources needed: listserv and KDA credit card
Target Completion Date: dates based upon ADA teleseminars offered

Strategy #2: Provide communication venues for KDA members from KDA, with each other and with KDA.

- Tactic 1: Provide members with KDA Communicator
Responsible: Newsletter Editor and Executive Director
Resources needed: webpage, printing/postage for hard copies
Target Completion Date: twice per year
- Tactic 2: Provide KDA Job Bank
Responsible: Executive Director
Resources: Contracted Webmaster Services
Target Completion Date: monthly
- Tactic 3: Provide KDA Listserv
Responsible: Listserv Coordinator
Resources needed: KSU information system
Target Completion date: Annual update
- Tactic 4: Update KDA Webpage
Responsible: Website Coordinator and Executive Director
Resources: Additional funding for Contracted Webmaster Services and web design services
Target Completion Date: Not specified, discussed for 2008
- Tactic 5: Survey membership to assess member needs
Responsible: President-elect, Website Coordinator, Executive Director
Resources: Contracted Webmaster Services and printing/postage for hard copies
Target Completion Date: every three years with first survey in 2008

Strategy #3: Build membership by at least 5 new members each year over the next five years.

- Tactic 1: Maintain Data Management And Information System
Responsible: Membership Chair
Resources needed: DMIS training
Target Completion Date: monthly
- Tactic 2: Revise New Member Packet and send to each new member
Responsible: Membership Chair
Resources needed: membership benefits promotion pieces, committee description brochures, welcome letter from KDA, KDA Leadership Brochures
Target completion date: July, 2008

- Tactic 3: Track new members and report to KDA Board
 Responsible: Membership Chair
 Resources needed: DMIS
 Target Completion Date: board meetings
- Tactic 4: Develop a New Graduate Welcome Packet and send to KSU and KU graduates
 Responsible: SPRC Chair
 Resources needed: packet inserts
 Target Completion Date: December, 2007 with packets sent at end of each semester
- Tactic 5: Publicize member benefits to current members through KDA Website and KDA booth at annual meeting
 Responsible: Membership Chair, Website Coordinator, Executive Director, CPI Chair, SPRC Chair and Marketing Chair (Ad)
 Resources needed: membership benefits brochures (develop or purchase ADA-produced, KDA Leadership Brochures, Committee Description Brochure, Contracted Webmaster Services, booth volunteers
 Target Completion Date: annual meeting and on going
- Tactic 6: Send ADA membership benefits brochures to clinical managers at major medical centers within Kansas and other practice areas to encourage membership.
 Responsible: Membership Chair
 Resources needed: ADA membership benefits brochures
 Target Completion Date: Annually in April or May
- Tactic 7: Contact previous KDA members who did not renew membership during the last year.
 Responsible: Membership Chair, President
 Resources needed: "We Want You Back" letter
 Target Completion Date: annually in April

Strategy #4: Encourage KDA members to participate in KDA Leadership

- Tactic 1: Revise KDA position descriptions
 Responsible: President-elect and board members
 Resources needed:
 Target Completion Date: April 2007 with annual update
- Tactic 2: Create a Leadership Benefits Brochure
 Responsible: Nominating Chair
 Resources needed: printing
 Target Completion Date: September 2006
- Tactic 3: Create "Helpful Guidelines" document for each KDA board position to pass on to the next board member. President-elect develop a template to send out.
 Responsible: Each board member exiting a position on the board
 Resources needed: Timeline and Template
 Target Completion Date: Annual KDA Leadership Retreat
- Tactic 4: Create and distribute an electronic Leadership Recruitment Packet to each person considering an office or chair position on the KDA Board
 Responsible: Nominating Committee Chair and President-elect
 Resources needed: Leadership Benefit brochure, Position Descriptions, Committee Description Brochure, KDA Strategic Plan
 Target Completion Date: Fall for Nominating Committee and spring for President-elect
- Tactic 5: Send president-elect to Leadership Institute and Affiliate Training prior to FNCE
 Responsible: President-elect, Treasurer
 Resources needed: hotel and travel expense
 Target Completion Date: annually
- Tactic 6: Send Delegate-elect to spring meeting.
 Responsible: Newly elected delegate, Treasurer
 Resources needed: travel and hotel expenses
 Target Completion Date: post each election of delegate

Strategic Goal #2: KDA members will be recognized as the preferred source of evidence-based food and nutrition services.

Strategy #1: Increase the number of Kansas dietitians registered with the Nationwide Network by 5.

- Tactic 1: Promote Nationwide Network at annual meetings and on the KDA Website.
Responsible: CPI Chair, Marketing SPRC, Website Coordinator
Resources Needed: ADA information on the network
Target Completion Date: Measure annually

Strategy #2: Educate consumers, corporations and legislators on the value of services provided by RDs

- Tactic 1: Create a link from non-member section of the KDA Website to www.eatright.org for the Daily Nutrition News and the Nationwide Nutrition Network.
Responsible: Website Coordinator
Resources needed: Contracted Webmaster Services
Target Completion Date: Not specified
- Tactic 2: Utilize KDA Website for nutrition education during NNM and at other times during the year.
Responsible: Marketing, NNM Chair, Website Coordinator
Resources needed: NNM electronic information
Target Completion Date: March and not specified
- Tactic 3: Obtain National Nutrition Month Proclamation
Responsible: Marketing and NNM Chair
Resources needed:
Target Completion Date: annually in March
- Tactic 4: Promote NNM to the public via the proclamation.
Responsible: Media Representative and NNM Chair
Resources needed: media contacts
Target Completion Date: Annually

Strategy #3: Increase self-reported, member involvement in public policy

- Tactic 1: Send Public Policy Coordinator and 1-2 additional members to ADA Public Policy Workshop
Responsible: KDA Board, Public Policy Panel
Resources needed: Money to cover registration, per diem and travel
Target Completion Date: annually
- Tactic 2: Inform KDA membership of training summary and results of legislative contacts from PPW at annual meeting
Responsible: Public Policy Coordinator, CPI Chair
Resources needed: time scheduled at meeting
Target Completion Date: annually
- Tactic 3: Host a KDA Public Policy workshop/orientation annually in Topeka
Responsible: Public Policy Panel
Resources needed: to be requested on annual basis
Target Completion Date: annually
- Tactic 4: Meet with Governor's office to promote RD services
Responsible: President, President-elect, State Policy Representative, Public Policy Coordinator
Resources needed: contact information
Target Completion Date: annually in spring
- Tactic 5: Forward email Action Alerts to KDA members when legislative action is needed.
Responsible: Public Policy Panel
Resources needed: Listserv
Target Completion Date: Not specified
- Tactic 6: Establish two focus areas for state legislation efforts
Responsible: Public Policy Panel
Resources needed: varies

Target Completion Date: annually

- Tactic 7: Participate in activities suggested by lobbyist
Responsible: Public Policy Panel
Resources needed: varies
Target Completion Date: Not specified
- Tactic 8: Establish liaisons to represent KDA interests at the state level.
Responsible: Public Policy Panel
Resources needed: varies
Target date: Not specified

Strategic Goal #3: KDA will support member education, skill development, and advocacy to positively influence outcomes related to payment (fee-for-service and insurance coverage and reimbursement) for medical nutrition therapy.

Strategy #1: Educate KDA members on payment systems for medical nutrition therapy reimbursement.

- Tactic 1: Identify payment systems self-study resources (ADA and other sources) and make resource information available through KDA Website to encourage self-study. If feasible, offer CEUs as an option for interested members.
. Responsible: Reimbursement Task Force, Public Policy Panel/Reimbursement Chair, CPE Coordinator
. Resources needed: ADA reimbursement education materials, materials on reimbursement from other sources
. Target Completion Date: Not specified
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- Tactic 2: Develop supplementary materials for content areas not addressed in existing resources.
. Responsible: Reimbursement Task Force
. Resources needed: varies
. Target Completion Date: Not specified
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- Tactic 3: Develop a member marketing strategy to promote new payment systems resources
. Responsible: Reimbursement Task Force, Marketing Chair, Webmaster, SRPC
. Resources needed: website, listserv
. Target Completion Date: One year after targets 1 and 2 are completed
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- Tactic 4: Participate in outcome studies that incorporate Nutrition Care Process
. Responsible: Reimbursement Task Force
. Resources needed: varies
. Target Completion Date: not specified

Strategy #2: Advocate for fee-for-service payment with insurance providers on behalf of KDA members

- Tactic 1: Provide information to insurance providers on the benefits of providing MNT services to beneficiaries and corporations including RD promotion brochure
Responsible: Reimbursement Task Force, Media Representative
Resources needed: RD brochures, printing, postage
Target Completion Date: Not specified