



OkAND Five Year Strategic Plan 2022-2027

Date Created May 22, 2022
Date Approved June 25, 2022

Mission Statement [Revised]

Empower members to be Oklahoma's food and nutrition leaders through evidence-based practices and inclusive community engagement.

Current Mission Statement

Empower members to be Oklahoma's food and nutrition leaders.

Vision [Revised]

A state where all Oklahomans thrive and discover ways nutrition contributes to optimal health.

Current Vision

Optimize Oklahoma's health through food and nutrition.

3 Buckets of Focus

Brand Optimization Awareness (OkAND & RDs)	(Public) Community Engagement & Awareness Enrichment	(Internal) Member Advancement
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Strategic Goal #1

Optimize the Registered Dietitian Nutritionists as the trusted credentialed food and nutrition expert and OkAND as the largest and most trusted group of Oklahoma RDNs.

Objective #1
Increase the visibility of RDNs in our community.

Tactic	Notes	Responsible Party	Timeline
Continue inclusive recruitment of Tasty Tuesday volunteers on Fox 25	Inclusive recruitment Social Media Plan	Executive Director Public Relations Committee	Years 1-5
State Media Representation	Recruit and maintain representation	Public Relations	Year 1-5
Speaker Bureau	Gather speaker contact list	Executive Director Member Services Committee	Year 1
Promote RDN Day and NNM (Proclamations from Governor)	Present during NNM & Spring Convention	Public Relations Committee Public Policy	Year 1-5

Objective #2

Increase the visibility of OkAND in our community

Tactic	Notes	Responsible Party	Timeline
1. Website Revision and Upgrade	New website	Executive Director Public Relations Committee Board Members CRF	Year 1
2. Logo Revision and Upgrade	New logo and implementation	Executive Committee Executive Director	Year 1
3. Increase Social Media Presence	Weekly/ Monthly plan Task each committee for content	Public Relations Committee All Committees (CRF)	Year 1-5
4. Volunteerism Opportunities	Servathon OkAND guest speaking	Member Service Public Relations	Year 1-5

	opportunities at Universities and other schools		
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Strategic Goal #2

OkAND improves the health of Oklahomans.

Objective #1
Provide opportunities for members to participate in the legislative and regulatory processes at local, state, and federal levels to Impact food and nutrition policies.

Tactic	Notes	Responsible Party	Timeline
1. State and National Action Alerts		Public Policy Committee	Year 1-5
2. Advocacy Summit Workshop	Student presence as well	Public Policy Committee	Year 1-5
3. Advocacy Day		Public Policy Committee	Year 1-5
4. Promote legislative issues and encourage participation at OkAND conferences		Public Policy Committee	Year 1-5
5. Identify Reimbursement Needs	MNT Expansion	Public Policy Committee	Year 1-5

Objective #2
Ensure the integrity of the licensure for Registered Dietitians in Oklahoma.

Tactic	Notes	Responsible Party	Timeline
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1. Provide the Oklahoma Board of Medical Licensure & Supervision with dietitians from OkAND membership to serve on the Advisory Committee on Dietetic Registration.	Provide RDNs as needed per policy	President	Upon Request
2. Strengthen the licensure for Registered Dietitians in Oklahoma	Reporting harm using OkAND's online form - forward to Academy as needed	Public Policy Consumer Protection	Year 1-5

Strategic Goal #3

Members and prospective members utilize OkAND and the Academy as keys to career advancement and professional development.

Objective #1
Promote & Encourage, Increase, and retain membership among RDNs and NDTRs.

Tactic	Notes	Responsible Party	Timeline
1. Board, Member, and Student Spotlight	Social Media and Newsletter	Member Service Public Relations President (School contact)	Year 1-5
2. Analyze current list of Member Awards and Consider New Recognition Opportunities	Expansion of Preceptor Award and OkAND MVP Award (internal)	Member Services	Year 1 -2
3. Encourage National	Rock the Vote: National	Member Services	Year 1-5

and Local Voting	Election Feb 1-15	Public Relations Public Policy	
4. Promote and Encourage Renewing Membership		Public Relations Member Services	Year 1-5
5. Create a Speakers Bureau		Executive Director Member Services	Year 1
6. Analyze Scholarships Program	Expansion and possible diversity scholarship	Member Services Diversity Task Group	Year 1
7. Dietetic Student Support	<ul style="list-style-type: none"> ● student OkAND volunteer social media ● Student networking and posters @ SC ● OSAND, SDA @ OUHSC, Food & Nutrition Club & Food Recovery Network (UCO) 	Member Service OSAND Advisor Public Relations President	Year 1-5
8. Promote Inclusivity, Diversity, & Equity	Diversity Liaison and Task Group Grant	DEI Liaison DEI Task Group	Year 1 -5
9. Ensure OkAND 's financial state remains healthy		Finance Committee	Year 1-5

Objective #2
Provide Continuing Professional Educational Unit Opportunities.

Tactic	Notes	Responsible Party	Timeline
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1. Plan and Execute Relevant Webinars	Free for members. Charge for Non?	Member Service Diversity Task Group	Year 1-5
2. Grow Spring Convention		Spring Convention Committee & assigned board members	Year 1-5
3. Seek out and Promote other free CPEs		Public Relations	Year 1-5
4. Cultural Competency Education Opportunities		Member Services Diversity Task Group	Year 1-5

Objective #3

Strengthen OkAND District and DPG organizations.

Tactic	Notes	Responsible Party	Timeline
1. Provide a cohesive support structure to District Presidents	District Rebates	Finance Committee Past Member Services	Year 1-5
2. Invite OkAND State Representatives to Board Retreat		President	Year 1
3. Elevate communication and support to District Presidents and DPG.		President Member Services District Presidents	Year 1
4. District & DPG representation on OkAND website		Executive Director President District Presidents	Year 1

Objective #4

Provide relevant and valued products.

Tactic	Notes	Responsible Party	Timeline
1. Create & Execute Marketing and Sales Strategy for Nutrition Manual 15th Edition		Public Relations Fundraising Chair Executive Director	Year 1
2. Assess future of Nutrition Manual and Recruit Nutrition Manual Editors 16th Edition		Executive Committee	Year 1-3
3. Create Nutrition Manual		Nutrition Manual Editors	Year 4-5
3. Explore new opportunities for support	Tasty Tuesday CookBook OkAND 5K & OkAND Hoodie	Fundraising Chair	Yer 1-5
4. Support Vendor and Industry Relationships		Past Presidents/ Spring Convention Speaker Chair Elect	Year 1-5

Add additional goals, objectives, and tactics as needed.