2017-2020 Strategic Plan of The New Jersey Academy of Nutrition and Dietetics

Guiding Principle 1: Integrate research, professional development and practice to stimulate innovation and discovery and to expand workforce capacity and capability.

Goals:
1- The NJAND will support and promote food and nutrition related research being conducted by NJAND members by building bridges between clinicians and researchers.
2- The NJAND will create a mentor-mentee program to orient new board members to positions on the board.
3- The NJAND will offer Continuing Professional Education (CPE) opportunities to its members annually.

Strategy/Objectives:
1a. NJAND executive director will add a section to the website highlighting current research being conducted by members including links to publications that are accessible to the public by spring 2018.
1b. NJAND will reach out to neighboring state associations (NY, PA) to ask members to share current research conducted and include submissions on website.
1b. The executive director will create a form on the website where members can share the research they are involved in by spring 2018. The form submissions will be used to populate the website.
1c. The NJAND executive board members and the executive director will assist (via eblasts, regional events, and professional networking groups) nutrition researchers in networking with members for study participant recruitment, study site procurement, and to connect with potential partners for resource sharing and co-writing grants on an ongoing basis staring in Spring 2018.
1d. Create a scholarship to award graduate students pursuing their MS or PhD in a food, nutrition, or public health related field.

2a. A committee consisting of the executive director, past-president, president and the currently elected board members will create a training/orientation manual with resources for elected and appointed board positions by May 2019.

3a. Provide CPEU opportunities through the Annual Meeting, Regional Events, and webinars.
3b. The regional co-chairs, the membership coordinator, and the executive director will coordinate an annual webinar related to food and nutrition research skill development (i.e. grant writing, IRB approval, etc.,) and activities.
3c. NJAND will add a question to the Annual Meeting Evaluation Survey that asks, “What food and nutrition related topic would you like to see further explored through research?”
Guiding Principle 2: Collaborate with mission-aligned partners to solve New Jersey’s food and nutrition challenges now and in the future

Goals:

1. Develop guidelines and benefits for a NJAND Partnership Agreement by 2018
2. Establish at least two new community, organization, or professional partnerships by Spring 2019 that assist in promoting NJAND guiding principles.

Strategy/Objectives:
1a. The sponsorship committee will create a set of guidelines and a partnership agreement by spring of 2018.

2a. The community outreach chair, public relations chair, executive director, president, and the executive board will identify at least two organizations for partnership by Fall 2018 and continue to identify potential partners on an ongoing basis

Guiding Principle 3: Support food systems, policies, and practices in New Jersey that impact food, nutrition, wellness and healthcare sectors

Goals:

1. To be known by NJ legislative representatives as advocates for NJ residents in areas of legislation that impacts food, nutrition, wellness and healthcare sectors
2. Support local food systems and their programs/policies that promote Farmer’s Markets, NJ Farm to School, and corporate initiatives that promote local and seasonable fruits and vegetables.

Strategy/Objectives:
1a. The public policy team will host a legislative advocacy day in alternate years beginning in Spring 2018 (short term)
1b. Expand (recruit via eblast and board recommendation) the public policy team to include members representing various professional backgrounds, who are interested in commenting on legislative issues related to food, nutrition, wellness, and healthcare that impact NJ residents by May 2020. The state regulatory/policy specialist will be responsible for maintaining the contact information of participating members.
1c. The public policy team will be 100% compliant with responding to Legislative Action Alerts sent by The Academy and The Advocacy Management Group.

2a. The community outreach committee, social media committee, and the regional co-chairs will support and promote NJ Farmers and initiatives, via social media and tabling events, in at least 3 farmers market locations (one in each region) throughout the state in 2018 (short term) and at least 10 (at least three in each region) (long term) by 2020
2b. The student representatives along with the community outreach committee, will identify, using the criteria outlined in the partnership agreement, NJ based companies and non-profits that support local agriculture and community gardens and match them with nutrition students who need volunteer opportunities.
2c. The community outreach committee will identify at least three undergraduate nutrition programs (one in each of the three regions) with student volunteers that can be matched to available volunteer opportunities by December 2018.

2d. The community outreach committee will identify at least one NJ based company in each of the three regions and match students from that region to that company for volunteer opportunities by May 2019.

2e. The social media committee will use the NJAND social media platforms to promote food and nutrition related non-profits, organizations, and companies in NJ that promote the NJ Farm to School Program and participate in other sustainable, practices through social media with a 3% annual growth in ALL social media reach.

Guiding Principle 4: Have a statewide impact in eliminating all forms of malnutrition

Goals:

1. NJAND will champion the implementation of ECQMs across NJ healthcare settings to emphasize the RDN’s critical role within the inter-professional health care team and support high quality malnutrition care.

Strategy/Objectives:

1a. The executive director will create a malnutrition section of the NJAND website that promotes awareness and identification of malnutrition by providing easy access resources and templates for charting malnutrition in medical records, information about coding and reimbursement, NFPA, Electronic Clinical Quality Measures (CMS initiative), links to related videos and podcasts, by Spring 2018

1b. The executive director will send out a request to obtain submissions for the malnutrition section starting in the spring of 2018 every month on an ongoing basis.

1c. The NJAND membership along with the board will be responsible for populating the malnutrition section of the website by submitting related information to the executive director for posting on the website on an ongoing basis.

1d. Provide a Nutrition-Focused Physical Assessment (NFPA) workshop for membership by May 31, 2018 (short term) and have five percent of NJAND annual meeting attendees attend the workshop.

1e. The regional co-chairs, membership coordinator, and the executive director will coordinate a malnutrition webinar or seminar by Spring 2019.
Guiding Principle 5: Amplify the contribution and branding of nutrition practitioners

Goals:
1. A targeted media campaign, to increase public awareness of RDNs/NDTRs will be in place by Fall 2018.
2. Launch an ongoing member recognition campaign to highlight professional achievements, awards, and publications by Spring 2018.
3. Increase social media activity and followers by 5% by June 2018 (short term) and every year on an ongoing basis (long term)
4. Increase our visibility in all ACEND approved programs by connecting with student representatives and dietetic organizations (clubs) by May 31, 2020.

Strategy/Objectives:
1a. The public relations/communications committee will identify appropriate media outlets to implement NJAND media campaign.
1b. The executive board will hire a consultant(s)/studio staff to assist and provide guidance on developing and marketing related to the campaign.
1c. At least 1 partner will assist in promoting the media campaign.

2a. Create a member spotlight of the month on the website to acknowledge and promote the professional achievements of members (i.e., research conducted or spearheaded, awards and achievements, publications, etc.,) by spring 2018.
2b. Member Spotlight will be promoted on the NJAND website, eblasts, and all social media outlets on the first of each month starting in Spring of 2018 with a goal to highlight a variety of dietetic areas.
2c. The social media team will schedule at least 1 monthly repost from a RDN/NJDTR websites/social media sites to advertise food and nutrition services our members offer on NJAND website and all social media outlets.

3a. The social media team will schedule at least 1 monthly post of an aesthetically appealing and professional grade picture of a healthy recipe, recipe contest for public with prize giveaway, or a food/nutrition related question to engage conversation with public followers.
3b. The regional co-chairs, executive director, community outreach coordinator, PNG Coordinators, and social media team will ensure that all regional and annual events are advertised on all social media outlets and the NJAND website- including post event summaries and pictures.
3d. The social media team will post a food/nutrition related topic at least once daily.
3e. Expand social committee team to include two new members by Fall 2018 and on an ongoing, as needed basis

4a. NJAND members will participate in events hosted by colleges/universities by giving presentations to increase student membership and retention.