

Washington State Dietetic Association  
2008 - 2009 Strategic Planning

ADA Goals (with WSDA focus)	ADA Strategy (with WSDA focus)	WSDA Tactic	Responsibility/Status
The public trusts and chooses registered dietitians as food and nutrition experts	Create a respected brand	New logo in place with added ADA affiliate logo	Done - 6/1/08
	Establish value to the public through effective programs, services & initiatives offered by RD's	Enhance contact provided to the public <ul style="list-style-type: none"> <li>▪ Publicize public education information on the web event calendar</li> <li>▪ Consider marketing campaign to healthcare providers for information on site-based educational events/classes</li> <li>▪ Develop/strengthen media representative position</li> </ul>	
	Take proactive positions based on evidence		
	Work cooperatively with the state and local dietetics community	Assign board members as liaisons & a resource to districts <ul style="list-style-type: none"> <li>▪ Liaisons share district information &amp; support districts</li> </ul>	
		Provide resource/support materials to districts <ul style="list-style-type: none"> <li>▪ Resource notebooks</li> <li>▪ Website use training (as requested)</li> </ul>	
		Include districts in board communications	
		Encourage districts to develop mission, vision and values in alignment with ADA/WSDA	

**Washington State Dietetic Association  
2008 - 2009 Strategic Planning**

ADA Goals (with WSDA focus)	ADA Strategy (with WSDA focus)	WSDA Tactic	Responsibility/Status
WSDA improves the health of Washington State members	Impact food and nutrition policies		
	Provide opportunities for members to participate in the legislative and regulatory processes at local, state and federal levels	Increase knowledge & skills of WSDA leaders & members in the areas of public policy & lobbying <ul style="list-style-type: none"> <li>▪ Regularly update the legislative web page</li> <li>▪ Participate in Public Policy Workshop</li> <li>▪ Include an appropriate legislative/policy training session in the 2009 convention programming</li> </ul>	
	Strengthen relationships with external organizations to further ADA initiatives	Participate through alliances with other organizations <ul style="list-style-type: none"> <li>▪ Maintain Children’s Alliance membership</li> <li>▪ Investigate other possible organization memberships</li> </ul>	
	Inform the public about ways to improve its health	Support NNM activities	
	Equip members to use research in their work	Inform members of Washington State research efforts through newsletter articles	
	Strengthen cultural competence to address health disparities		

Washington State Dietetic Association  
2008 - 2009 Strategic Planning

ADA Goals (with WSDA focus)	ADA Strategy (with WSDA focus)	WSDA Tactic	Responsibility/Status
Members and prospective members view WSDA as key to professional success.	Assure competence through education, accreditation and certification		
	Provide state-of-the-art professional development opportunities for career success	Provide a strong annual meeting that meets member needs <ul style="list-style-type: none"> <li>▪ Evaluate program offerings to assure variety</li> <li>▪ Explore alternative education strategies (to 1 annual meeting)</li> </ul>	▪
		Implement approved teleseminar grant program (district implementation in 08-09)	
		Award WSDA-ADAF educational grants <ul style="list-style-type: none"> <li>▪ Publicize award information</li> <li>▪ Publicize award recipients</li> <li>▪ Prepare for second round of the award application process</li> </ul>	
	Provide relevant and valued products and services for diverse member audiences	Complete revisions to the mentor program <ul style="list-style-type: none"> <li>▪ Build online mentor database</li> <li>▪ Develop and communicate new mentor program information</li> </ul>	▪
		Add a student FAQ section to the website	
		Strengthen communication regarding ADA/ADAF/ADA awards	
		Send new member packets monthly	
		Send congratulatory letters to 50 & 50+ year members <ul style="list-style-type: none"> <li>▪ Invite those geographically close to the convention to the awards luncheon</li> </ul>	

Washington State Dietetic Association  
2008 - 2009 Strategic Planning

ADA Goals (with WSDA focus)	ADA Strategy (with WSDA focus)	WSDA Tactic	Responsibility/Status
Members and prospective members view WSDA as key to professional success (continued)	Provide leadership opportunities to enhance knowledge and skills for success in practice, workplace and communities	Add board member bios & photos to the website <ul style="list-style-type: none"> <li>▪ Include district leadership information</li> </ul>	
		Enhance mentoring program	▪
		Restructure student board & governance positions <ul style="list-style-type: none"> <li>▪ Work with dietetic programs and internship leadership in developing new structure</li> </ul>	
	Provide research and resources that can be translated into evidenced-based practice	Publicize WA State research activities <ul style="list-style-type: none"> <li>▪ Publicize research via news releases</li> <li>▪ Strengthen/publicize the convention poster session</li> </ul>	
	Attract members from under-represented groups	Determine other possible uses of member slide show, including make available to the districts	
		Update member slide show for use at 2009 convention	▪
		Create member spotlight newsletter section	▪
	Enhance communication with members & increase perceived member benefits	Utilize the eblast web function to regularly communicate with members <ul style="list-style-type: none"> <li>▪ Utilize new “news &amp; views” web page to communicate new ADA information</li> </ul>	▪
		Create a “member spotlight” section for the newsletter	▪
		Conduct comprehensive member & non-member survey <ul style="list-style-type: none"> <li>▪ Consider using ADA’s strategic planning survey as a base tool</li> </ul>	▪

**Washington State Dietetic Association  
2008 - 2009 Strategic Planning**