

CDA STRATEGIC PLAN

MISSION

Empower, equip, and support members as the state’s recognized leaders in food and nutrition

VISION

Optimize Colorado’s and the Nation’s health through food and nutrition

VALUES

Customer focus	Meet the needs and exceed the expectations of all customers.
Integrity	Act ethically with accountability for life-long learning and commitment to excellence.
Innovation	Embrace change with creativity and strategic thinking.
Social Responsibility	Make decisions with consideration for inclusivity as well as environmental, economic and social implications.

GOALS AND STRATEGIES

<p>GOAL 1: The public trusts and chooses registered dietitians as food and nutrition experts.</p>	<p>GOAL 2: CDA improves the health of Coloradoan’s through advocacy.</p>	<p>GOAL 3: Members and prospective members view ADA as key to professional success.</p>
<p>Strategy 1 Create a respected brand.</p> <p>Strategy 2 Establish value to the public through effective programs, services and initiatives offered by registered dietitians.</p> <p>Strategy 3 Take proactive positions based on evidence.</p> <p>Strategy 4 Inform the public about ways to improve its health.</p>	<p>Strategy 1 Impact food and nutrition policies.</p> <p>Strategy 2 Provide opportunities for members to participate in the legislative and regulatory processes at local, state and federal levels.</p> <p>Strategy 3 Strengthen relationships with external organizations to further ADA initiatives.</p>	<p>Strategy 1 Assure competency through education, accreditation and certification.</p> <p>Strategy 2 Provide professional development and networking opportunities for career success.</p> <p>Strategy 3 Provide leadership opportunities to enhance knowledge and skills for success in practice, workplace and communities.</p> <p>Strategy 4 Attract members from underrepresented groups.</p>