Goal 1

Define our vision statement, core values, and audience by November 2022.
Objectives

● Create a draft vision statement, core values, and audience definition by September 2022
● Review draft and provide comments in October 2022
● Vote on final during November 2022 Board meeting
Goal 2

Increase Funding by 10% over current budget per year, establish an endowment, and increase revenues from international sources by 10% per year over what it currently is.
Objectives

- Create a plan by 1st quarter 2023 to grow the Race around the World by 10% annually
- Create a corporate and major donor program by end of 2023 and grow it by 10% annually thereafter
- Establish a clinic-level giving program tied to CLEAR BLueprint by the end of 2023 and grow it by 10% annually thereafter
- Utilizing corporate partners, grow revenues from international sources by 10% annually
- Create a plan by the end of 2023 to establish 1-3 new fundraising events and hold the events annually beginning in 2024
- Set expectations for annual chapter fundraising by end of 2023
- Establish a comprehensive plan for an endowment by the end of 2025
- Increase grant funding by 30% by the end of 2025
Goal 3

Recruit 70% new volunteers per year, retain 50% of current volunteers per year, and establish asynchronous training for all 8 programs.
Objectives

● Establish basic training for all volunteers by second quarter 2023
● Ensure all volunteer positions have an updated job description which includes training expectations by second quarter 2023 and updated bi-annually thereafter
● Establish volunteer coordinator positions in all eight committees by end of 2023
● Establish a “train the trainer” program to develop leaders and mentors for new volunteers and retain existing volunteers by end of 2024
Goal 4

Dependent on Funding:
High - Prior to the end of 2025 hire: Volunteer Coordinator, CLEAR Assistant, Accounting Support, Mental Health Professional (LCSW), and ensure a staff person for each program (total addition of 7).
Mid - Prior to the end of 2025 hire: Volunteer Coordinator, Accounting Support, and CLEAR support (total addition of 3).
Low - Maintain current staff (7 FTE) and supplement additional work with volunteers.
Objectives

- Investigate in-kind staffing options for accounting services by second quarter 2023
- Set expectations for annual chapter fundraising by end of 2023 (10% of revenues go to NOMV general operating budget to cover staffing)
- Include staffing in fundraising asks and overall fundraising plan by end of 2023
- Utilize key volunteer positions to support staffing needs and include in volunteer job descriptions by end of 2024
- Ensure a strong benefits and competitive salary structure by end of 2025
Goal 5

Build representation and leadership from diverse areas of the industry including at least one person from each of: Large, Industry, Scientific/Government, Zoo/Marine, Shelter, and Academia; and develop leaders within the organization by having 40 a year attend leadership training.
Objectives

- Create an Advisory Board Plan by 3rd quarter 2022
- Elect Advisory Board at November 2022 Board meeting
- Elect additional Advisory Board members at November 2023 Board meeting
- Elect additional Advisory Board members at November 2024 Board meeting
- Elect additional Advisory Board members at November 2025 Board meeting
- Hold quarterly leadership summits beginning in 2022 and continuing throughout the strategic planning period
Summary Timeline

2022

- Hold quarterly leadership summits starting in June
- Create an Advisory Board Plan by 3rd quarter
- Create draft vision/values/audience by September
- Review draft vision/values/audience and provide comments in October
- Vote on final vision/values/audience during November Board meeting
- Elect Advisory Board at November Board meeting
Summary Timeline

2023

- Create a plan by 1st quarter to grow the Race around the World by 10%
- Establish basic training for all volunteers by 2nd quarter
- Ensure all volunteer positions have an updated job description which includes training expectations by 2nd quarter
- Investigate in-kind staffing options for accounting services by second quarter
- Create a corporate and major donor program
- Establish a clinic-level giving program tied to CLEAR BLinkprint
- Utilizing corporate partners, grow revenues from international sources by 10%
- Create a plan to establish 1-3 new fundraising events
- Set expectations for annual chapter fundraising
- Elect additional Advisory Board members at November Board meeting
- Hold quarterly leadership conferences
Summary Timeline

2024

- Hold 1-3 new fundraising events
- Utilize key volunteer position to support staffing needs and include in volunteer job descriptions
- Establish a “train the trainer” program to develop leaders and mentors for new volunteers and retain existing volunteers
- Utilizing corporate partners, grow revenues from international sources by 10%
- Elect additional Advisory Board members at November Board meeting
- Hold quarterly leadership conferences
- Grow the Race around the World by 10%
- Grow Corporate and Major Donor Program by 10%
Summary Timeline

2025

- Ensure a strong benefits and competitive salary structure
- Establish a comprehensive plan for an endowment
- Increase grant funding by 30%
- Conduct a bi-annual update of Volunteer Job Descriptions
- Utilizing corporate partners, grow revenues from international sources by 10%
- Elect additional Advisory Board members at November Board meeting
- Hold quarterly leadership conferences
- Grow the Race around the World by 10%
- Grow Corporate and Major Donor Program by 10%
NOMV Advocates

**Mission:** To make accessible to volunteers a framework for creating positive impact on mental health by providing outreach to veterinary professionals, raising awareness among the public, and raising funds to support NOMV.

**Goals:**

- To provide directed activities to volunteers quarterly
- Grow the leadership base of the program so that there are four leaders in defined positions
- Create and maintain a formalized communication and tracking system for Advocate activities that is audited quarterly by the Executive Director
- Create and maintain a formalized method for matching Outreach Requestors with Advocates that result in an Advocate activity 90% of the time (as tracked in G3)
NOMV’s CLEAR Blueprint

**Mission:** Creating a CLEAR blueprint to inspire a mentally healthy culture within the veterinary profession; energizing compassionate transformation of workplaces with actionable resources.

**Goals:**

- Increase the rate of how many participants complete/pass the program out of the total participating by 5% per year
- Increase our capacity to serve new participants by 10% each year
- Maintain and utilize a comprehensive resource evaluation system that is audited bi-annually by the committee
- Measure Outcomes which are audited and shared via report annually
- Establish the core functionality of the CLEAR Blueprint volunteer leadership post-development and maintain a core volunteer group of 5-7 active volunteers
**NOMV Education**

**Mission:** To build communities and raise awareness to remedy the global mental health crisis in veterinary medicine by providing educational resources to transform the profession.

**Goals:**

- To have Ambassador chapters in 15 states
- Have NOMV representation in 20 countries
- Plan a NOMV conference (may be held after)
- Through education/outreach, each chapter engages members with NOMV internal resources (ie CLEAR Blueprint, NOMV’s List, Grants, and Lifeboat, Race Around the World) a minimum of once a year
- Have a presence at 50 external educational events annually, with at least 10 of those outside the U.S.
NOMV Facebook Forums

Mission: To foster a community of veterinary professionals that is honest, open, respectful, and supportive. We empower members to overcome stigma and share strategies for mental wellness.

Goals:

- To organize the moderator duties so that someone is interacting with 90% of posts each day and we have 24 hour coverage; Anonymous Posts clears the inbox 4 times a day (every 6 hours); Membership requests are responded to within 5 days of initial request
- To recruit candidates for specific duties (3 defined roles) to cover (at minimum) the needs in Goal 1
- To identify or create at least 3 modules a year of robust training that contains both asynchronous and hands-on elements; each volunteer participates in training at least annually
- To have one piece of diverse (lectures, lives, Zoom room, etc.) content in each forum once a month
Lifeboat by NOMV

**Mission:** To humanely embrace veterinary professionals in distress through anonymous peer support and resources to nurture a stable, supportive community with interprofessional collaboration and innovative technologies.

**Goals:**

- Curate a robust, integrated, resource library that is used by 30% of peers as measured by clicks
- Increase usability and user experience as reflected in a survey that shows 80% of respondents are satisfied or very satisfied with the app
- Increase user and volunteer capacity so that 500 peers are responded to within 24 hours 90% of the time and satisfaction survey results are 90% positive and less than 50% volunteer attrition measured annually
- Evaluate program efficacy through evidence-based assessment administered annually
NOMV’s Race Around the World

Mission: To hold a global event that raises funds and awareness for NOMV’s mission through mentally healthy, team-oriented, inclusive activities.

Goals:

- To add five new countries participating each year
- To increase media awareness of the event with 5 new earned media stories each year
- To increase individual participation in fundraising activities - increase individual average $ raised by 30% over the three-year period
- To increase team participation in fundraising activities - increase team average $ raised by 50% over the three-year period
NOMV Resources

Mission: To support individuals in the veterinary profession through actionable resources.

Goals:

● To sustain the committee by maintaining a minimum of 5 volunteers at all times
● To sustain the program by not exceeding its annual budget
● To provide and raise awareness of the hub where veterinary professionals can find resources that support their wellbeing that is utilized by a minimum of 1,000 individuals annually
NOMV Student Support and Mentorship

Mission: To transform the educational experience within the veterinary profession by cultivating communities that empower mental wellbeing so individuals can thrive during school and beyond.

Goals:

- Establish 10 student chapters over three years
- Establish 55 student ambassadors to NOMV
- Establish an international cohort that reaches 10 countries
- U.S. national needs assessment for the student experience involving 10 schools and 30% response rate
- Establish U.S. best practices publication