


# NOMV Strategic Plan

2023-2025

# Goal 1

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

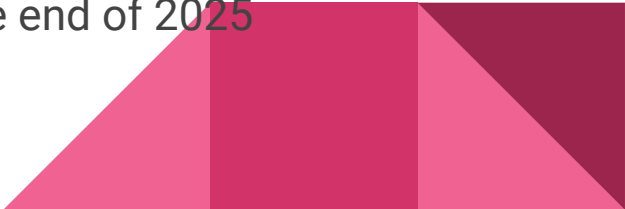
# Objectives

- 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
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# 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 BBlueprint 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
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# 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
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# 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
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# 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
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# 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 BLueprint
  - 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
  - Establish volunteer coordinator positions in all eight committees
  - Set expectations for annual chapter fundraising
  - Include staffing in fundraising asks and overall fundraising plan
  - Elect additional Advisory Board members at November Board meeting
  - Hold quarterly leadership conferences
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# 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%
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# 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%
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# Program Strategic Plans

# 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)
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# 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.

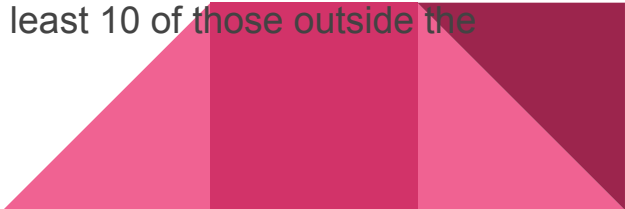
## **Goals:**

- 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
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# 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.
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# 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:**

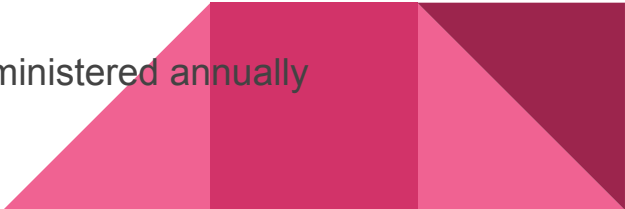
- To organize the moderator duties so that someone is interacting with 90% of posts each day and we have 24 hour coverage; Anonymous Posts clears the inbox 4 times a day (every 6 hours); Membership requests are responded to within 5 days of initial request
- To recruit candidates for specific duties (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
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# 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
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# 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
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# 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
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