



Strategic Plan 2025-2030

If any information is incorrect or further along in development than noted, please feel free to track changes so it can be updated accordingly. Please note any new information regarding the action items. These items were updated following the January NYSAND Board Meeting.

Domain #1: Public Policy and Reimbursement		
Strategy: Public policy and lobbyists to collaborate and integrate the efforts of the association, leaders and members in promoting and protecting the profession.		
Strategies/Tactics	Responsible Positions	Progress
1. Meeting at a minimum monthly with the lobbyists to advance the licensure bill (what if it passes)		
2. Offer 1 town hall or event each year to educate and train our members on public policy and advocacy		
3. Public policy leaders educate internships/students on public policy and advocacy. Meeting with half of the dietetics programs in NY state each year to provide education.		
4. Advocate for laws and regulations that support private practice dietitians.		
Strategy: Position NYSAND as the “go-to” source for NYS Dietetic Professionals and the Public		
1. Assist our members in navigating NY state laws and regulations that impact our profession		
2. Offer current guidance to our membership via our website (ex:		

medicaid enrollment, coding/billing)		
3. Support clinical dietitians working at medical institutions to promote CQI projects that increase recognition and influence (ex: malnutrition identification and coding)		
4. NYSAND shares related and appropriate information via the website and social media		
Strategy: Increase engagement and involvement of members in building coalitions with interprofessional health and community organizations		
1. Build strategic relationships with like-minded organizations and departments within NY (ex: Food is Medicine Coalition, NYS DO, Medical groups, CMS 1115 waiver)		
2. Continue to support “grassroots” involvement in public policy and advocacy.		

Domain #2: Strong Districts and Regions/engage and support		
Strategy: NYSAND to provide logistical support and guidance for the regions and districts		
1. NYSAND will share and maintain an up to date districts/regional support guide with critical information needed for regional function.		
2. NYSAND to provide a yearly grant to districts/regions to support efforts that align with our strategic plan or support engagement.		
3. NYSAND to facilitate regional leadership meetups to aid in support and collaboration		

4. NYSAND will provide leadership and fiscal management training to the regions yearly.		
5. Regions to provide member benefits through webinars and in person events. Goal is at least 1 in person and 1 virtual event per region per year.		
6. Each region will host a yearly event in honor of national nutrition month.		

Domain #3: Fiscal Stability and Growth

Strategy: Maintaining and implementing sound financial policies, procedures, and controls to guide the use of funds and safeguard assets.

1. Review policies yearly to ensure they meet current best standards to fiscal responsibility yearly		
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Strategy: Implementing additional revenue streams.

1. Offer at least one fundraising event per year.		
2. Sell educational or professional development materials and trainings.		
3. Continue to pursue sponsorship opportunities.		

Strategy: Gaining and maintaining membership

1. Work closely with AND to implement one strategy per year to increase membership. Paying particular interest to underrepresented communities.		
2. Improved engagement of all members especially under represented communities within NYSAND		

