



2020-2023 STRATEGIC PLAN

STRATEGIC OBJECTIVES



THE PROFESSION

AAEP will work to improve upon the current equine practice model in an effort to improve the practice life of its members and retention within the profession. Secondary strategies to this goal will involve further recruitment efforts to satisfy market demand.

- Collect information from practices that are successful in providing an enriched and balanced work environment while achieving financial stability
- Provide practice model templates that satisfy work/life integration and financial solvency
- Prioritize the continued development and launch of a strong mentorship program for equine practitioners
- Provide wellness and resiliency educational opportunities that support practice model templates
- Seek innovative educational methods focusing on the debt to income ratio for early practitioners, and include strategies for debt relief, associate compensation and “payment for value” fee structuring practices.

SUPPORTING STRATEGIES



EDUCATION

The AAEP will continue to provide innovation and improvements in its continuing education offers to members. Key drivers will be to provide member value, return on investment, and community building. Furthermore, the education will be membership-driven and focused on providing education on timely topics and enhancing the member experience.

- Continued enhancements to the Annual Convention, both in terms of scientific content, but also the member experience, and specific to smaller group opportunities and community building.
- Develop and grow AAEP’s digital presence through webinars, podcasts, and a catalogue of online educational opportunities.
- Continued evolution of AAEP’s ancillary CE offerings (i.e. Focus, 360, and the Resort Symposium) in an effort to meet member needs for alternatives to the Annual Convention.
- To improve AAEP’s infrastructure for CE strategy and development.
- To continue to assess member needs relative to education to ensure member-driven offerings.
- To more aggressively promote the value of the trade show, as well as the rigors of AAEP’s peer review process to further differentiate AAEP Education.



THE HORSE

AAEP will strive to improve equine welfare, particularly with the racing and performance horse sectors, through education and advocacy of appropriate business and ethical models of practice, enhanced communications amongst members and their clients, as well as between the association and industry stakeholders.

- To expedite completion of ongoing work being done by a variety of AAEP work groups dealing with racing, the performance horse, and medication and to coalesce their work into guidance for the membership.
- To communicate and partner with appropriate regulatory agencies to be the ‘voice of the horse’ at the table.
- To create strategies to counter misinformation on equine welfare.
- To develop a longer term plan for owner education and member resource material.
- To create materials for members use relating to the value of a veterinarian to combat scope of practice issues, as well as association resources to assist state VMAs and increased member communication about AAEP efforts in this area.
- Further expansion of guidance and education relative to ethical practice.

The mission of the AAEP is to improve the health and welfare of the horse; to further the professional development of its members; and to provide resources and leadership for the benefit of the equine industry.