

AMERICAN ASSOCIATION OF EQUINE PRACTITIONERS STRATEGIC PLAN

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.

	MEMBERSHIP VALUE	COMMUNICATIONS	EDUCATION	WELLNESS	PROMOTE THE PROFESSION
STRATEGIC OBJECTIVES	AAEP will work to provide enhanced membership benefits for all member segments and practice types. Furthermore, AAEP will seek to increase member engagement in the Touch Initiative.	AAEP is committed to providing timely communication to its members on issues affecting practice, the profession, and the equine industry. We will utilize current technologies and an improved web site platform to improve member convenience and accessibility to information.	The AAEP will continue its culture of innovation and excellence by offering the finest continuing education for the equine veterinarian in the world. Furthermore, the education will be membership-driven and focused on providing education on timely topics and enhancing the member experience.	To improve the quality of life issues surrounding members of the equine veterinary profession, the AAEP will identify resource materials and develop select educational programming to address the many challenges that veterinary students and equine practitioners face in their personal and professional lives so they can better serve their families, clients, and patients.	AAEP will expand its outreach to other industry stakeholders on the value of the equine veterinarian. Furthermore, with the prudent use of financial resources, AAEP will position its members as the authoritative source for the health and welfare of the horse.

SUPPORTING STRATEGIES	<ul style="list-style-type: none"> • Strengthen member awareness of existing member benefits through improved communication. • Explore additional AAEP-exclusive member benefits to add. • Develop new and improved tools for member-client relations through the Touch program with expansion to include components for veterinary students, veterinary technicians, and practice managers. 	<ul style="list-style-type: none"> • Conduct a communications needs assessment to better understand and address communication gaps. • Revamp AAEP web site to improve navigation function and member utilization. • Invest necessary resources to improve internal IT and communications capacity. 	<ul style="list-style-type: none"> • Continually assess member CE needs to ensure a member-driven product focusing on continual improvement. • Create a culture of innovation in CE delivery and content development. • Continue to enhance the quality of the Annual Convention as AAEP's flagship event. 	<ul style="list-style-type: none"> • Establish an AAEP working group to develop and oversee this initiative. • Review existing research on veterinary wellness and consider member data gathering to either validate existing data or fill in the gaps relative to equine practice. • Investigate feasibility of a mentorship program as a means of providing support to new graduates. • Develop select educational programming for both members and students. • Collaborate with partners within the profession and industry to share resources. 	<ul style="list-style-type: none"> • Increase outreach to stakeholders through a public relations plan. • Advocate for the equine veterinarian through advanced governmental relations and stakeholder education.
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