



2026-2028 STRATEGIC PLAN



EDUCATION

Lead Veterinary Education Through Unmatched Satisfaction

Strategic Objective: Solidify AAEP as the premier equine continuing education provider through the creation of exceptional experiences and enhanced programming.

A. Experiential

- Improve member experience by understanding learning goals of early and mid-career practitioners.
- Utilize member volunteers in the assessment process as well as event promotion through peer-to-peer connection.

B. Programming

- Expand the XP series.
- Explore the feasibility of self-paced, online CE modules.
- Introduce the reverse classroom concept in annual convention programming.
- Evaluate member interest and production practicality of How-to Microlearning videos.
- Create a clinical podcast harnessing existing AAEP content.
- Explore long-term opportunities such as university partnerships; student bootcamps; "lab in a box"; and virtual reality learning.



THE PROFESSION

Support and Grow the AAEP Community

Strategic Objective: Expand the AAEP community by actively enhancing outreach, engagement, and providing tailored benefits to all membership sectors.

A. Customization of Benefits and Content for Every Veterinary Career Stage

- Collect data to determine gaps in our understanding of demographic needs.
- Curate existing content such as Virtual Wednesday Roundtable videos.
- Establish peer groups/communities to include both online and in-person options for connection.

B. Outreach

- Develop a speakers' bureau of AAEP Brand Ambassadors to speak to state and regional groups and develop connections.
- Evaluate feasibility of providing AAEP speakers/content experts to smaller industry CE events.

C. Community Engagement

- Expand volunteer opportunities to meet member interest.
- Determine member desire for Peer Group formation and implement where appropriate.
- Create greater recognition of member achievements and service.



THE HORSE

Position the AAEP as the Leading Voice for Equine Health and Welfare

Strategic Objective: Expand AAEP and member influence in governmental relations and with industry stakeholders on all matters affecting the health and welfare of the horse and the social license to operate.

A. Legislative & Regulatory

- Identify and promote key policy areas that impact the profession and equine welfare, and develop a set of advocacy priorities.
- Enhance member engagement in advocacy through grassroots efforts.
- Establish and maintain strong relationships with legislators, regulatory agencies, and key stakeholders.
- Implement communications strategies to increase public and media awareness of the AAEP's policy positions.
- Collaborate with allied organizations, industry partners, and advocacy groups to amplify influence.

B. Stakeholder Groups

- Collaborate with Breed and Discipline Groups to identify and prioritize issues requiring education and collaboration.
- Build and support a network of members involved within the various breed and discipline groups similar to the advocacy network.
- Evaluate the potential for a speakers' bureau of subject matter experts on social license to operate (SLO) and related topics to offer to breed/registry groups.
- Develop a general membership communication strategy based on welfare & public policy initiatives.