



2015 Strategic Plan

Mission Statement

To provide state of the art veterinary education to the herpetological profession worldwide.

Vision Statement

ARAV is a globally recognized leader promoting scientifically based responsible reptile and amphibian medicine and surgery, research, conservation, and pet ownership.

The Association of Reptilian and Amphibian Veterinarians (ARAV) will become a globally recognized leader in veterinary education, conservation, and research by:

- Improving the domestic and international **visibility** of the association
- Continue to improve and promote the **Journal of Herpetological Medicine and Surgery**
- Increasing **membership value** for all member types
- Utilizing **technology** to increase the efficacy of the association and member outreach
- **Conservation initiatives** aimed specifically at individual herpetological species and cooperation with conservation groups devoted to herpetological species

Improve Visibility

The ARAV will improve the visibility of the organization and the ARAV brand to our members, other veterinarians, other herpetological professions, and herpetological pet owners both within the US and on an International basis.

Three-Year Vision

The ARAV has consistent branding on the website, brochures, advertisements, our tabletop exhibition display, power point slides for conference and membership promotion, and all marketing materials which are well utilized by our domestic and international members, board of directors, executive director, and management company. The herpetological community, including pet owners, recognize and are familiar with the ARAV logo and website and both are utilized readily by the public as observed by analytics.

Journal of Herpetological Medicine and Surgery

The ARAV will further invest in the Journal of Herpetological Medicine and Surgery to promote increased submission numbers, the diversity of the types of submission both in content, format, and authorship, and pursue multiple search engine listings.

Three-Year Vision

The Journal of Herpetological Medicine and Surgery has a small but consistent pool of articles from which to generate quarterly issues on a regular basis. The journal authors have access to easy to utilize author/submission instructions both in written and webinar format. The on-line version of the



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journal has 3-5 translations available. JHMS is listed in at least 2 scholarly search engines. Print and on-line publication as well as article submission is efficient, easy, and cost effective for the ARAV.

Membership Value

The ARAV will better market and promote our existing membership benefits and pursue new opportunities for our current members and to encourage new members to join.

Three-Year Vision

All of ARAV's current member benefits are utilized more consistently by our membership and new member benefits are added several times per year including CE opportunities. The members feel engaged in the conference and feel they get special privileges as conference attendees. Membership continues to grow at a rate of 3-5% per year and non-renewals are less than 15% per year. Emerging country, international membership, and student membership will experience greater growth.

Technology

The ARAV will better utilize technology for the improvement of the association.

Three-Year Vision

ARAV will consistently update the design and content of the website based on current technology. The ARAV will have an active community on multiple social media forums that is well utilized and liked by the membership. The ARAV will develop a greater non-member following on social media. Online publishing will be optimized for both efficiency and viewing, and paid access by non-members will increase. Webinars will be created and available for our membership and to share with VetFolio. An app for the conference will be created and updated yearly.

Conservation Initiatives

The ARAV will better promote our existing conservation efforts and actively seek new opportunities to both promote and be involved in conservation efforts for reptiles and amphibians.

Three-Year Vision

The ARAV's existing conservation and research fund awarded projects will be utilized in marketing material for members and non-members as appropriate. The sources of the funds for conservation and research will be diversified and public funding will increase. Further awards will be determined and funded from the C&R fund. ARAV will have regular contact with and partnership with multiple conservation groups and will provide those groups with veterinary referrals and resources as appropriate.