2020 – 2022 Strategic Plan

**Mission Statement:**

*Advance and develop state of the art resources for our members to improve the health of reptiles and amphibians*

**Vision Statement:**

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

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**Strong Member Value**

Priority Focus Areas:
- Journal
- Conference
- Services to support clinicians

**Increase Global Engagement**

- Improve relevance of resources internationally
- Increase international participation at the committee level
- Increase conference presence in developing countries

**Membership Growth**

- Visibility at major national conferences
- Better marketing to current and potential members
- Improve outreach to veterinary schools both nationally and abroad

**Increase Conservation & Research Support**

- Develop partnerships to help support ARAV’s conservation efforts
- Create a foundation for conservation and research efforts
- Increase resources and funding for all projects