



# 2020 – 2022 Strategic Plan

## 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

### 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*