




North Carolina Academy of Nutrition and Dietetics

Strategic Planning: Insights from our process





NCAND's Previous

Strategic Planning Process



NCAND's Recent Strategic Planning Process

Completed in 2017



Strategic Planning: 15 month process

- NCAND voted in May 2016 to work with the Academy
- Strategic Planning committee was formed and we began working with Carrie Kiley in August 2016
- Regular communication via email and conference calls
- Final Strategic Plan completed in November 2017



NCAND Strategic Planning Committee

- Sarah Conrad – Past President
- Jennifer Logan - President
- Rita Duncan – Delegate
- Nancy Kondracki –Member
- Carly Fenimore –Member
- Caitlin Schwab-Falzone – Executive Director



Highlights from the Process

- Carrie kept us on track!!
- She sent doodle polls to provide flexibility in scheduling meetings and conference calls; she was flexible herself
- She utilized google docs and Slack to keep us organized and provide a platform for communication (allowing us to contribute at our own convenience)
- She was available to answer our questions or address any concerns
- She provided summaries of our calls and “next steps” to help us stay on track, in addition to reminder emails



Brainstorming &
Evaluation

Research

Summarize

Final
Plan



Brainstorming & Evaluation

- We took a look at what was already working well
 - Current Mission and Vision
 - Member benefits
- Assessed our strengths and weaknesses
- Short and Long term goals
- What we would like to see different / changed/ improved



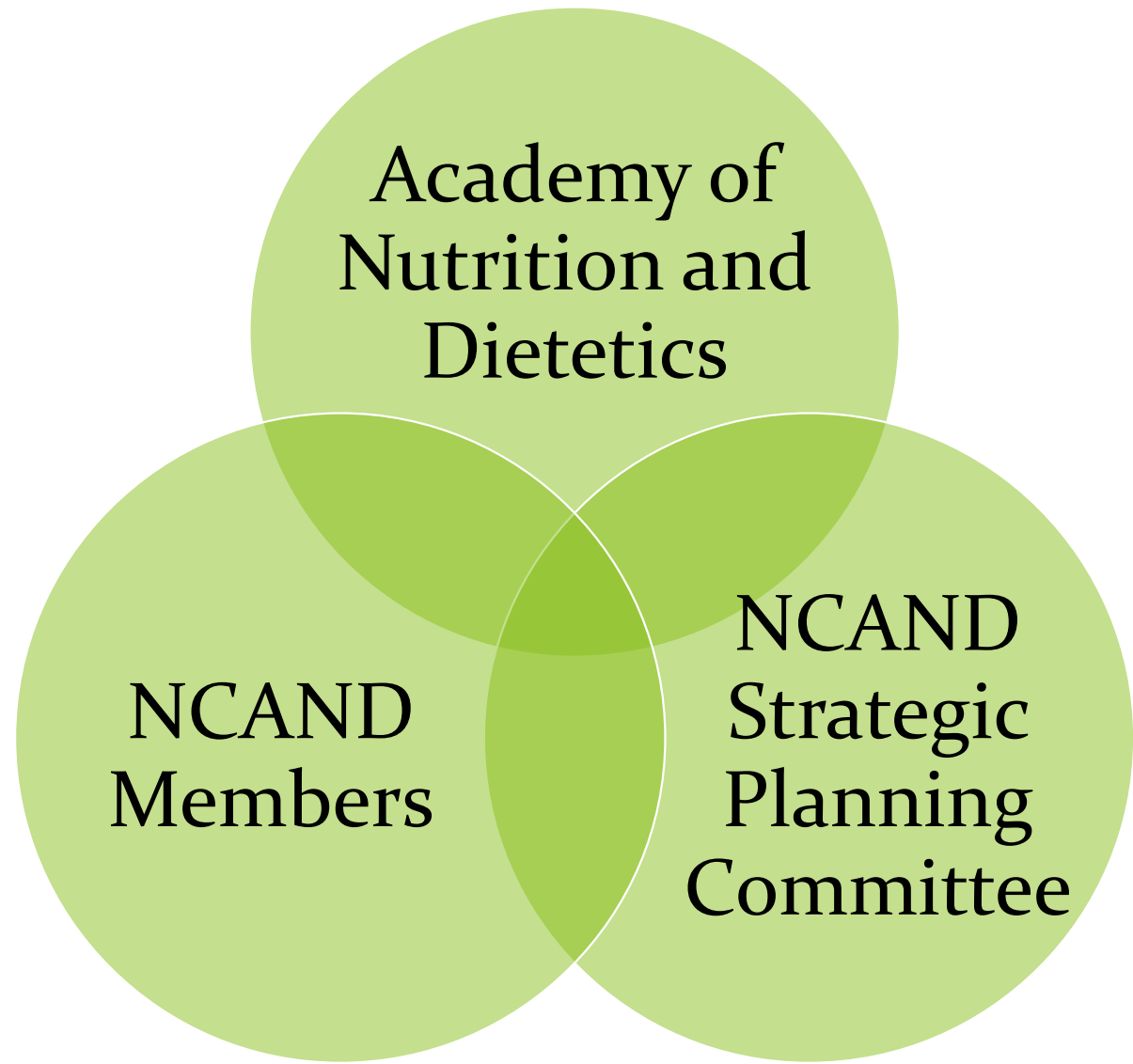
Research: Divide and Conquer!!

- Analyzed our current environment
- Identified our internal and external stakeholders
- Contacted these stakeholders to get their perspective
- What is unique to NCAND?
- What is our mission?
- What is our vision?



Summarize

- Strategic Planning Committee and Carrie met in person September 2017
- Collectively reviewed all of the research, data, statistics, feedback, etc.
- Carrie helped us organize our thoughts – created goals, objectives and tactics
 - She brought a fresh, outside perspective to our discussion, provided her feedback, and shared tips/strategies that have worked well for other groups
- From this meeting came our draft Strategic Plan



Academy of
Nutrition and
Dietetics

NCAND
Members

NCAND
Strategic
Planning
Committee



Final Plan

- NCAND voted in favor of the Final Plan November 2017
- It's a breathing, working document
- 5 out of 6 member will stay on the Strategic Planning Implementation Committee for 2018-2019



Thank you to **Carrie** and the Academy of Nutrition and Dietetics for making this process seamless, easy to understand and very manageable. We are thrilled to be implementing our Final Plan and shaping the future of NCAND for years to come!!