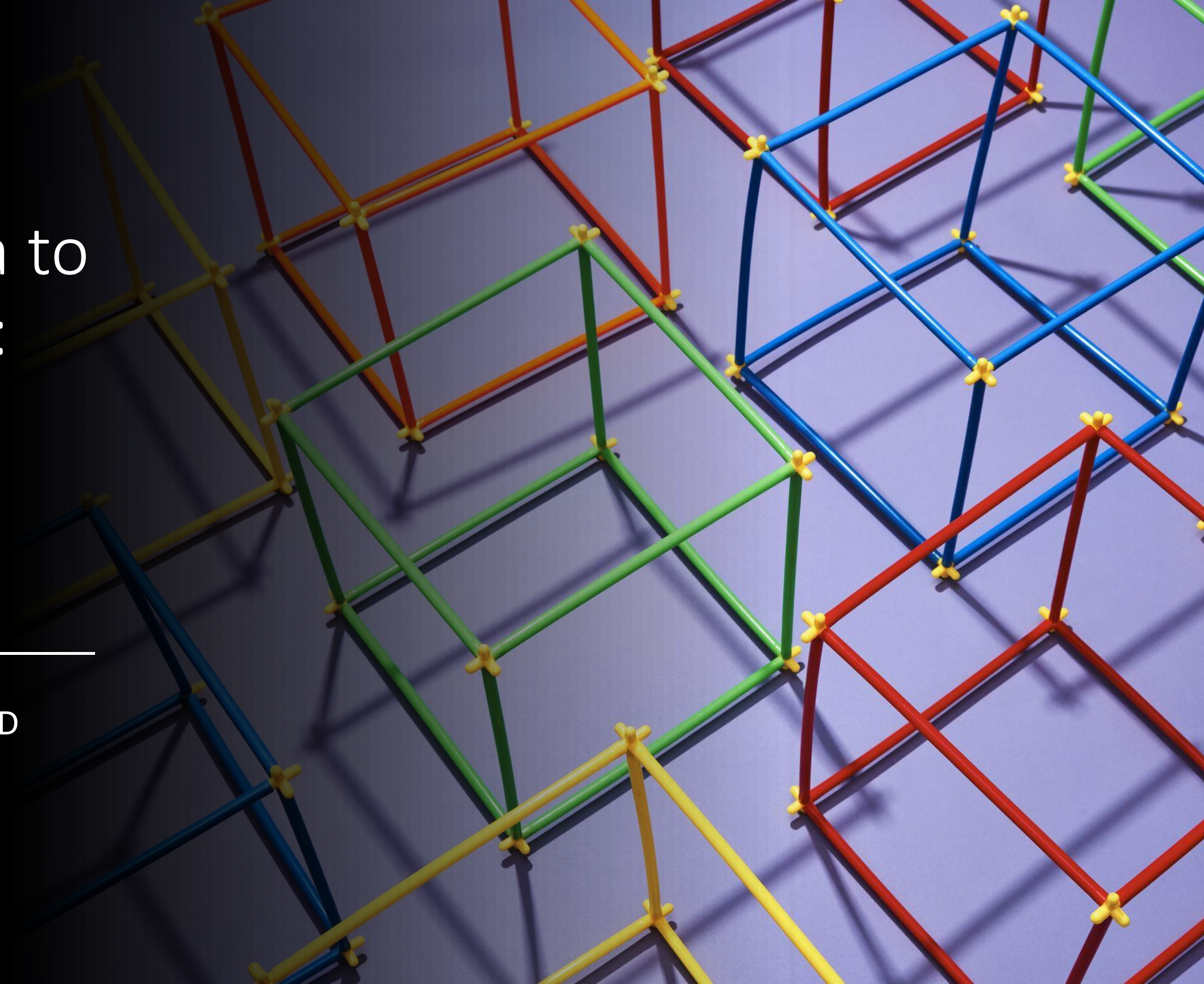


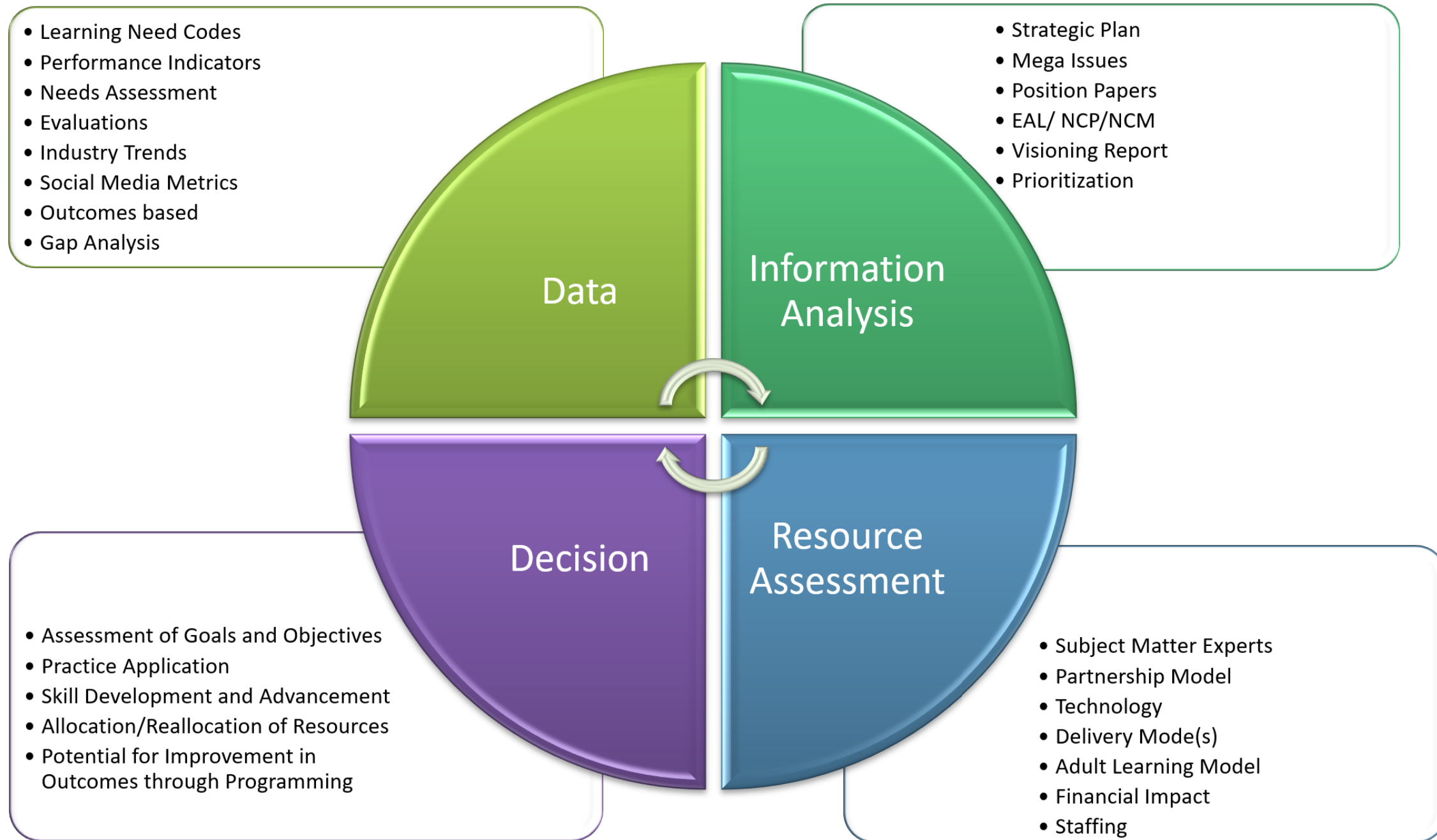
# Leveraging Data to Drive Decisions: Programming, Events and a FNCE<sup>®</sup> Update

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Diane M. Enos, MPH, RDN, FAND  
Chief Learning Officer



# Data Driven Decision Making



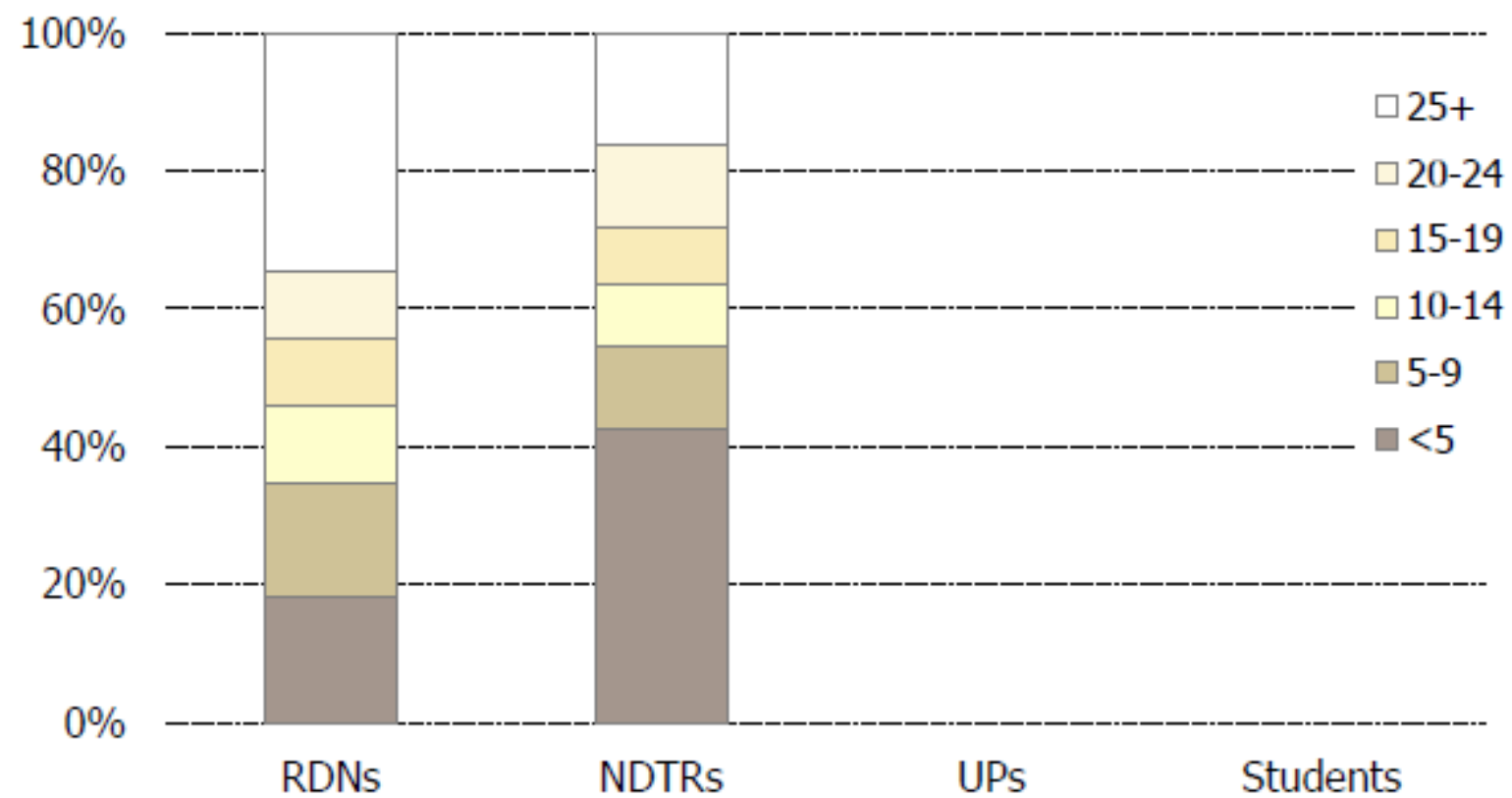




# Academy Member Needs Assessment: Membership Profile Overview

# Years Registered

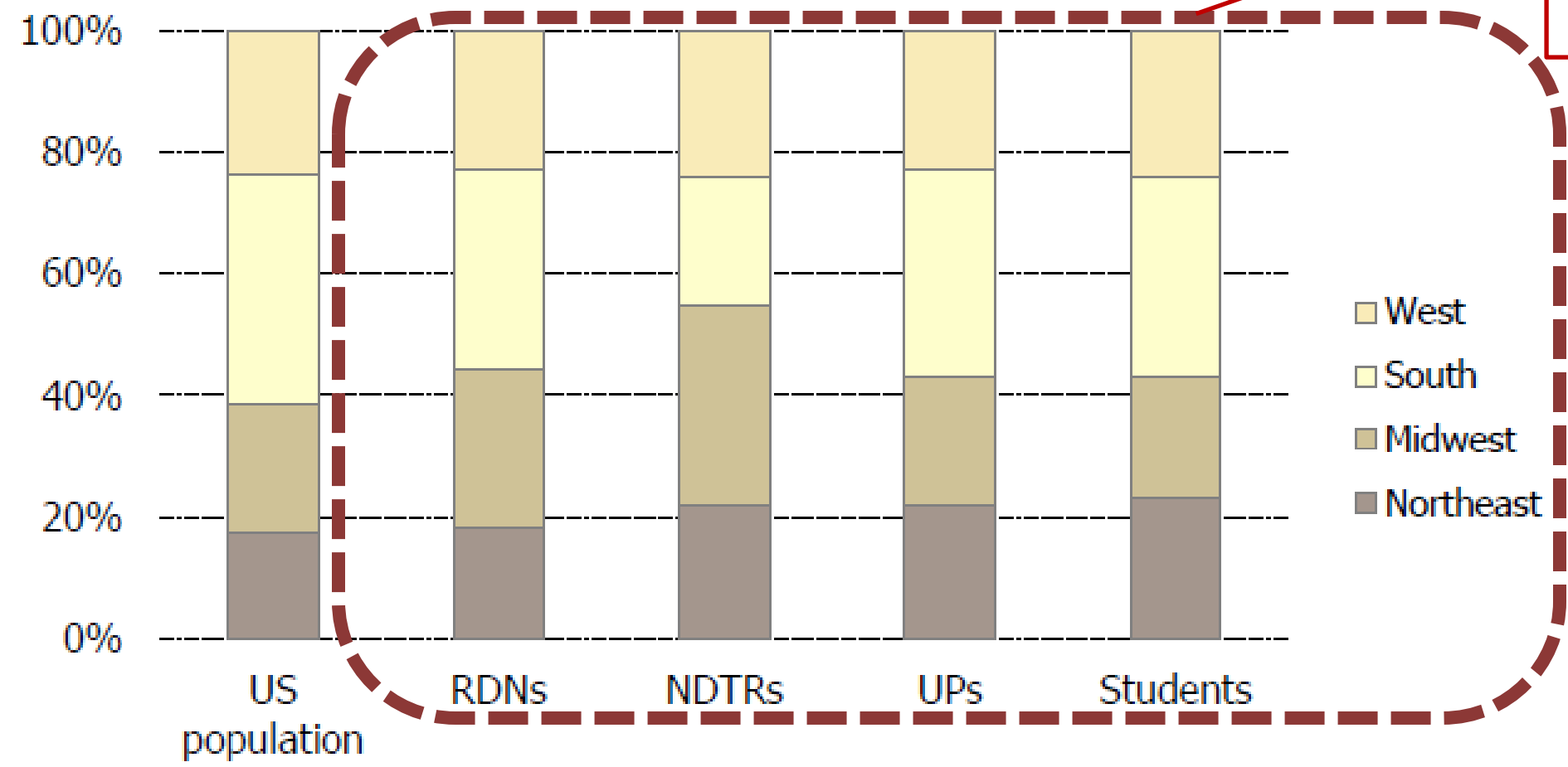
By Population Segment



base: all respondents

# Location

By Population Segment



Direct Relationship to Live Meeting Attendance within a 50/100/500 mile radius of event

base: all respondents

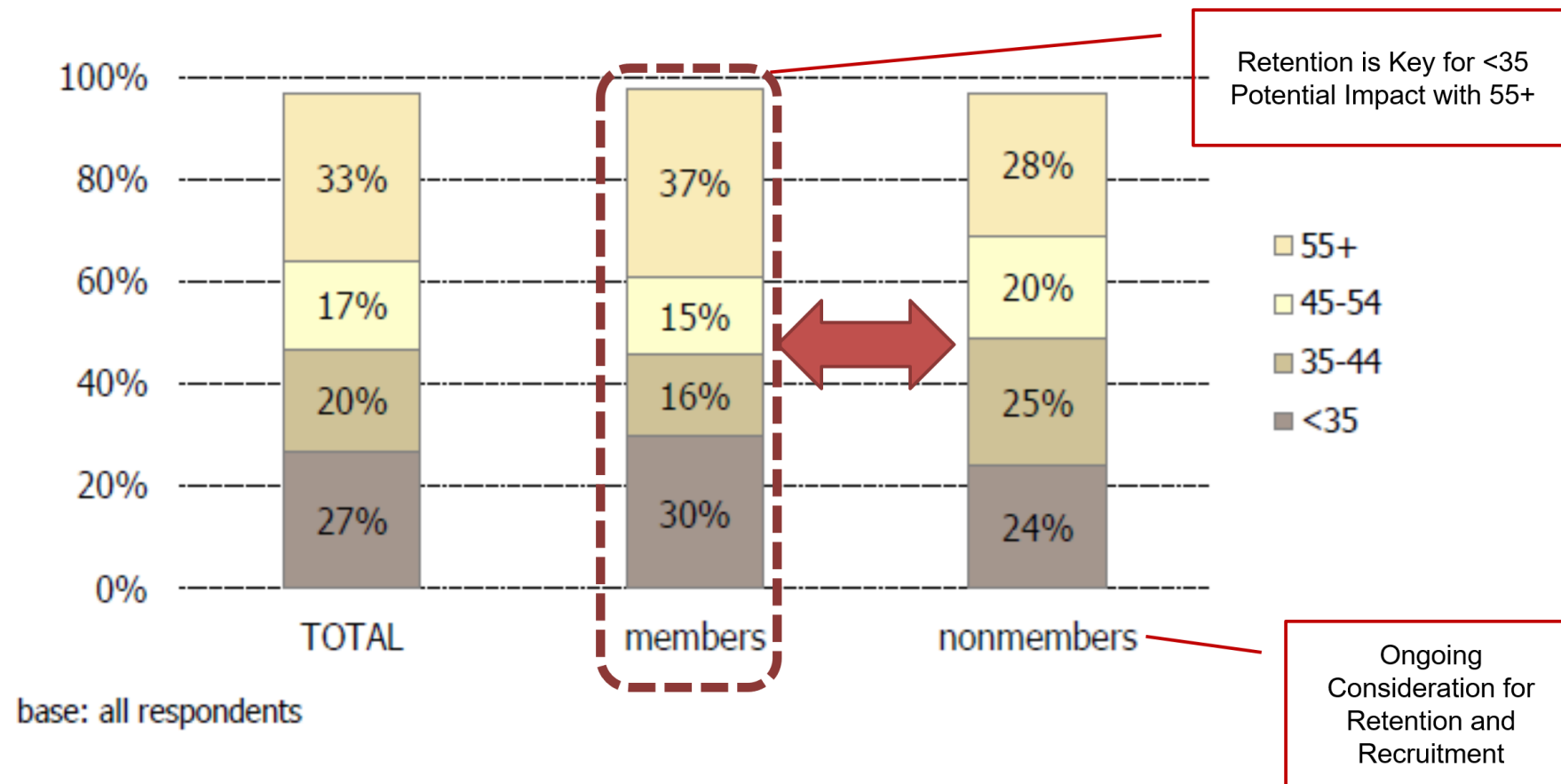
# Demographics

Considerations for  
Retirement contingent and  
lack of engagement with  
under 35 population

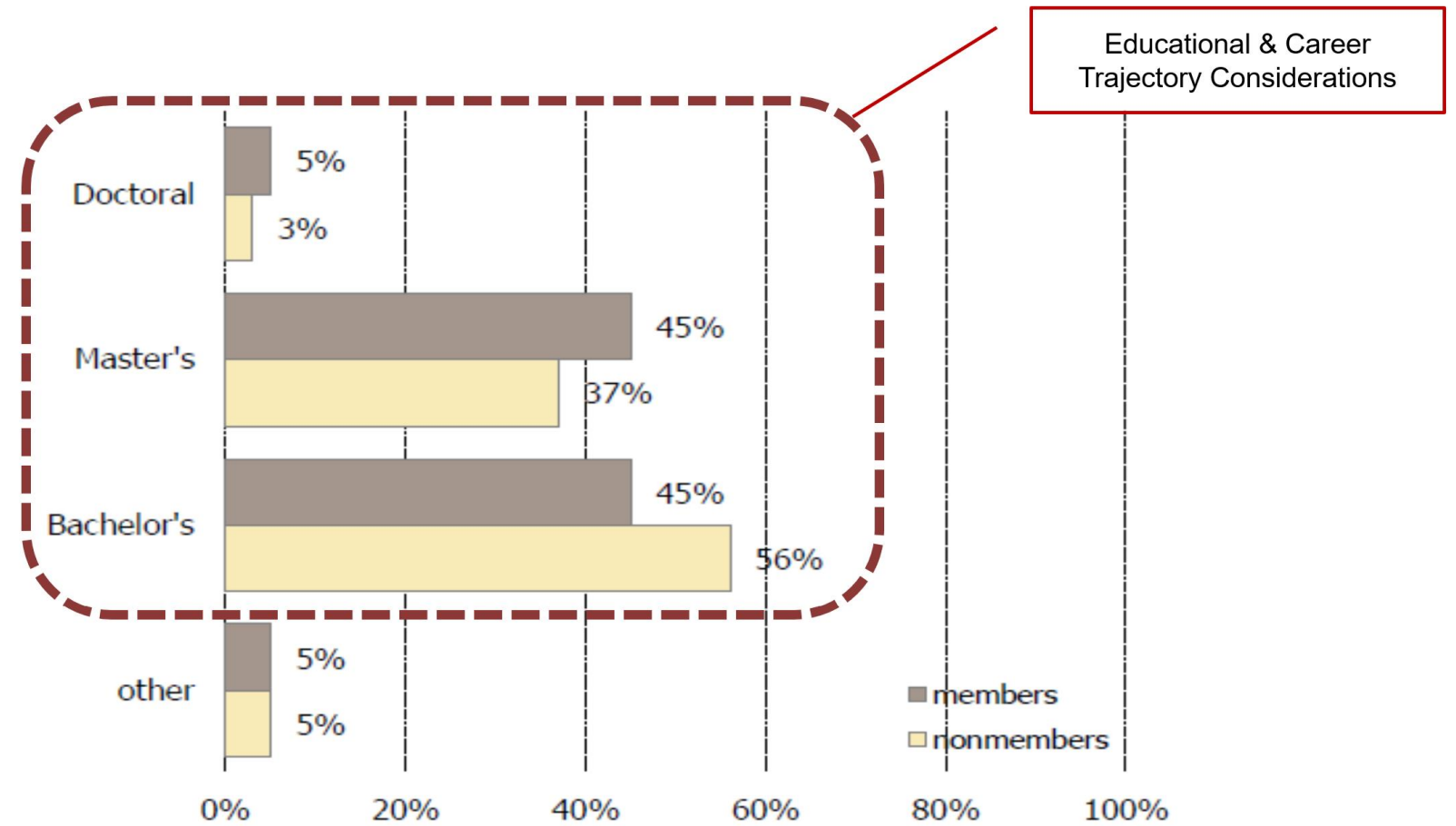
	<u>Students</u>		<u>Professionals</u>	
	<i>Academy members</i>	<i>non- members</i>	<i>Academy members</i>	<i>non- members</i>
% female	91%	88%	95%	93%
mean age	29.0	31.8	46.9	44.4
% 55+	2%	3%	38%	26%
% <35	80%	70%	29%	29%
% White	69%	61%	85%	77%
% Hispanic or Latino	12%	10%	4%	7%
% Black or African American	7%	9%	2%	4%
% Asian	8%	9%	4%	7%
% other	3%	8%	2%	2%
% no answer	1%	5%	2%	3%

base: all respondents

# Profile by Age



# Highest Related Degree

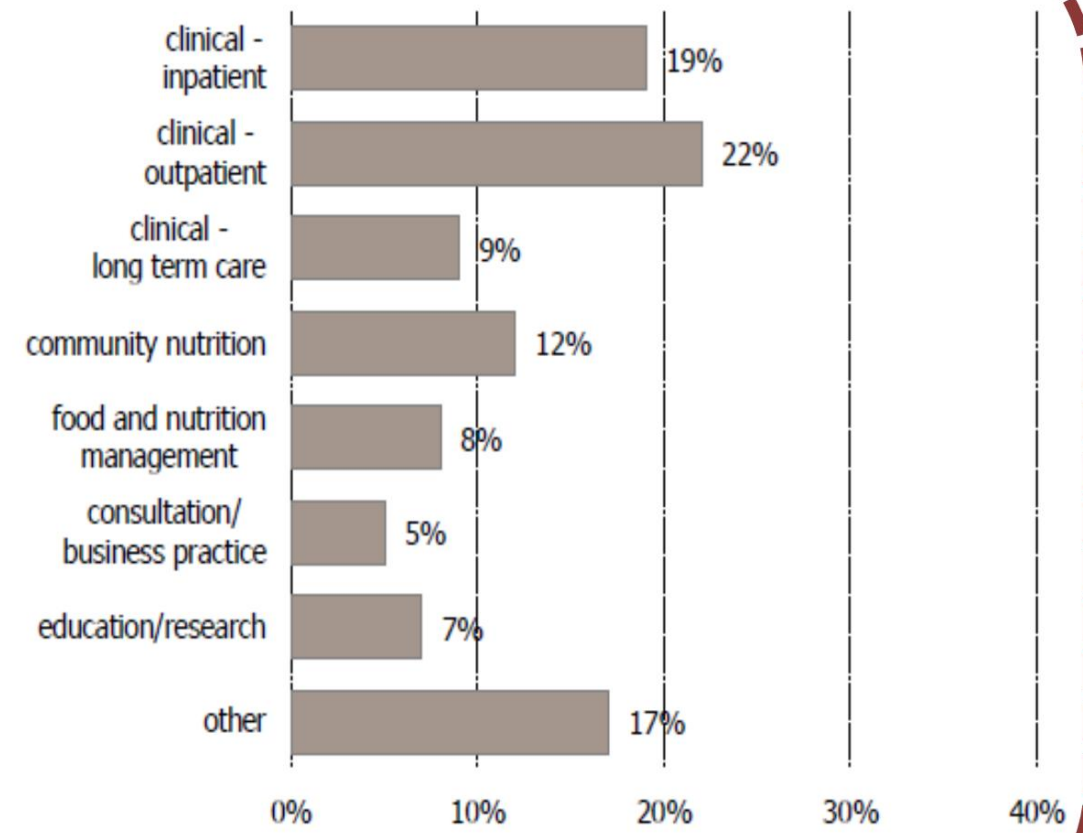




Depth of Affiliate member  
expertise crosses all  
Primary Practice Areas

Further Refinement in  
Future Surveys to Break Out  
“Other” Category

RDNs: Primary Practice Area

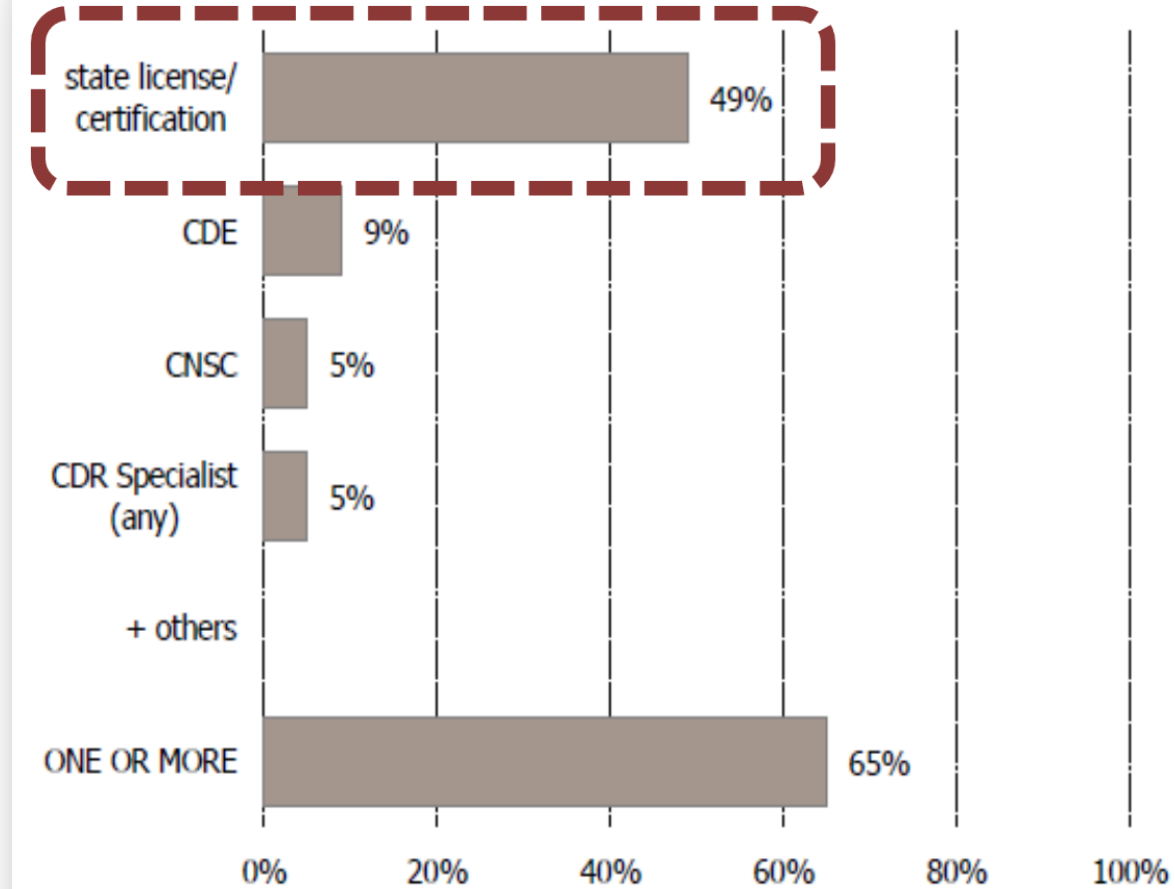


base: those working in the field

## Work Setting & Area of Practice

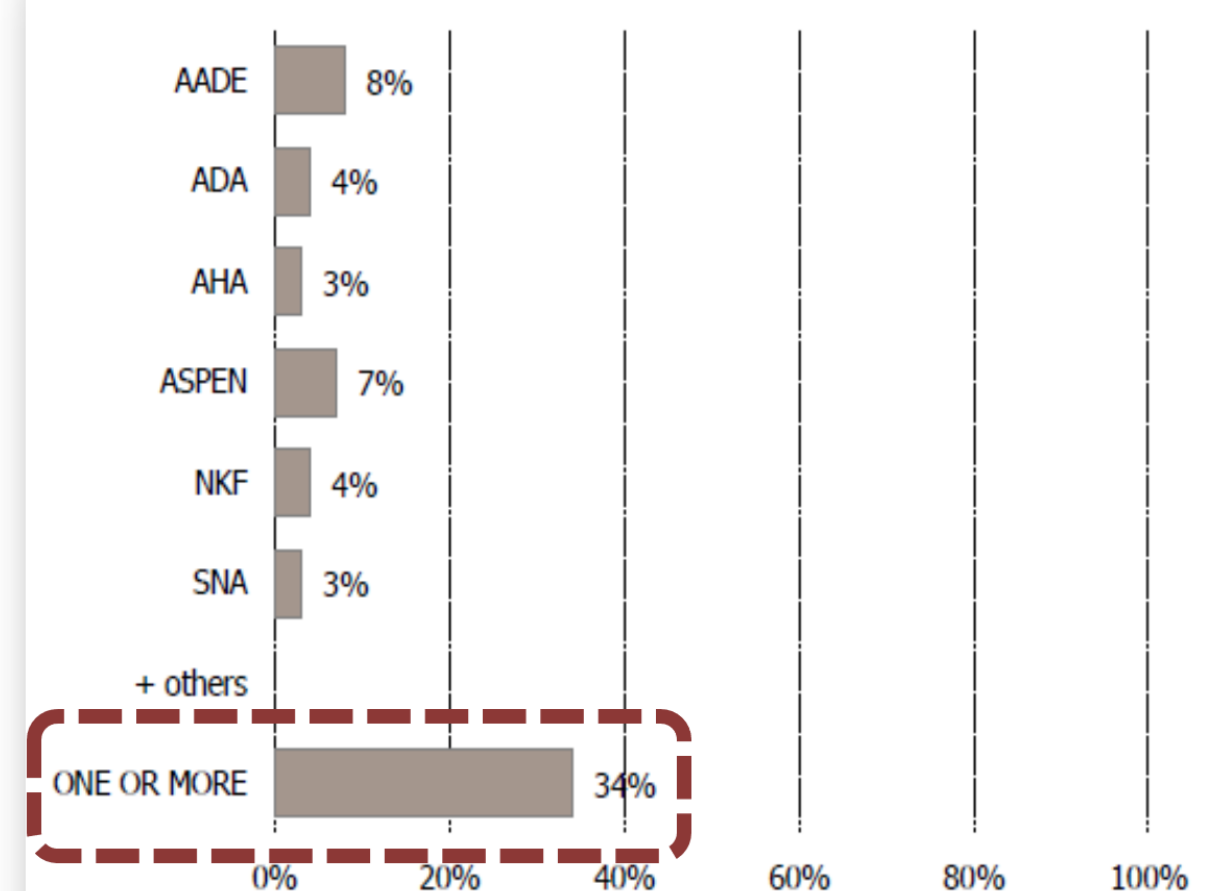
# Credentials & Memberships Held:

RDNs: Credentials Held



base: all respondents (multiple answers)

RDNs: Other Association Memberships



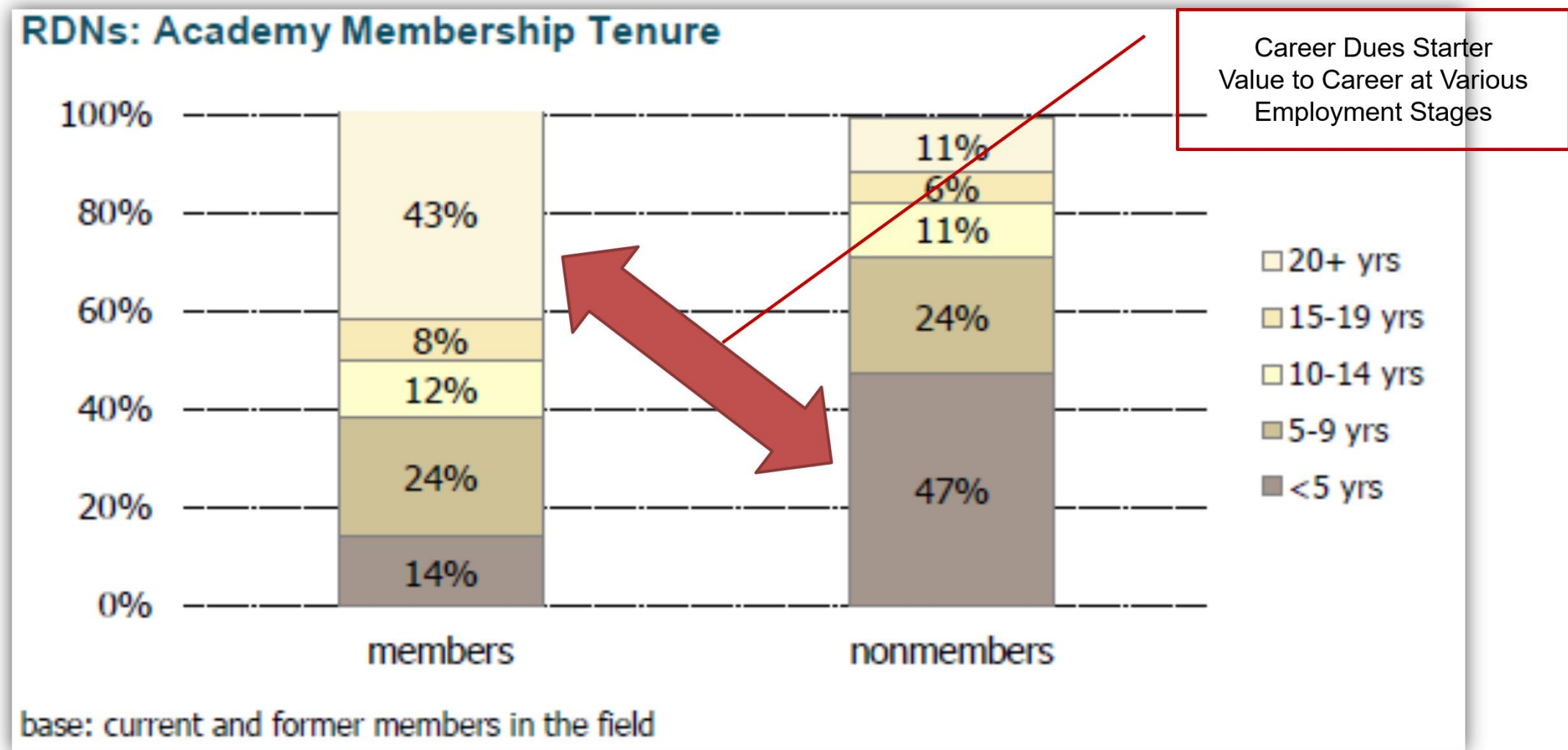
base: all respondents (multiple answers)

# Academy Membership Trends





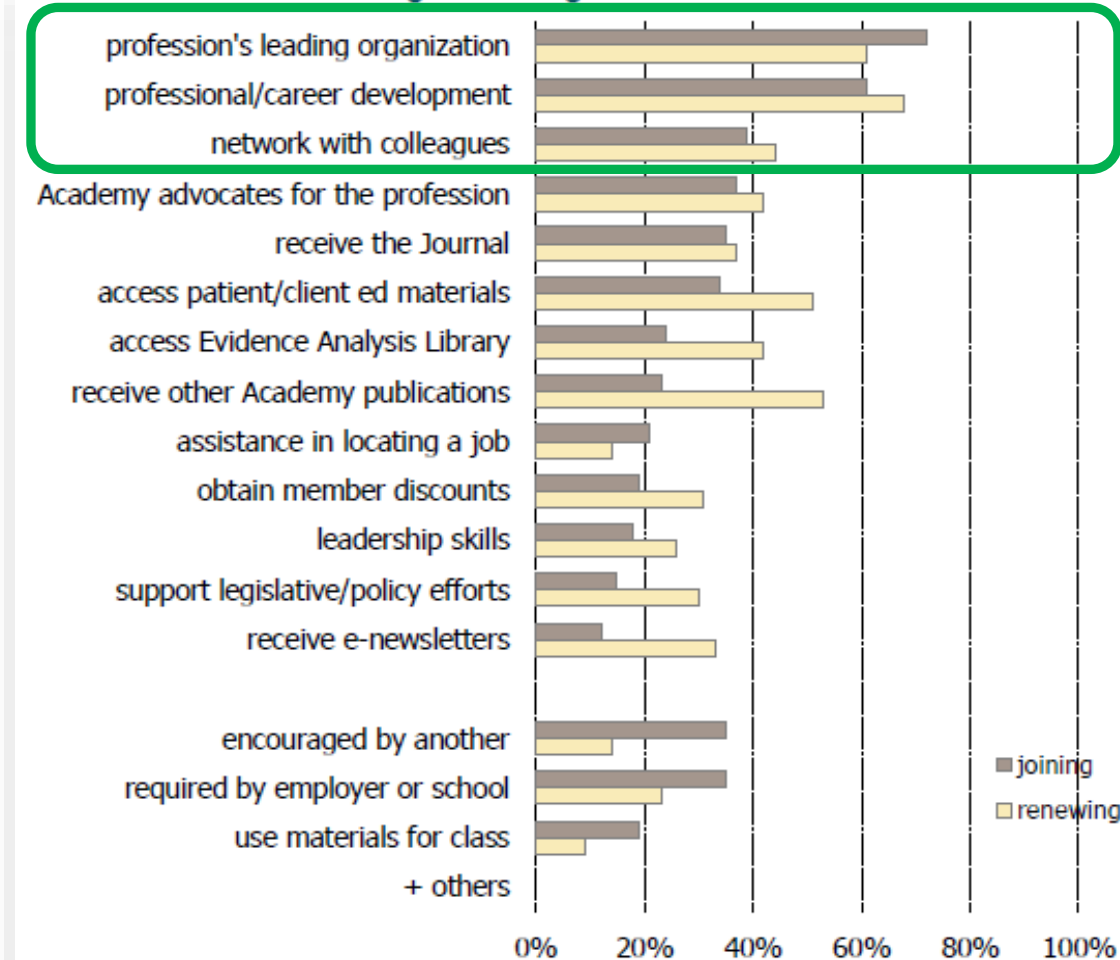
# Membership Tenure





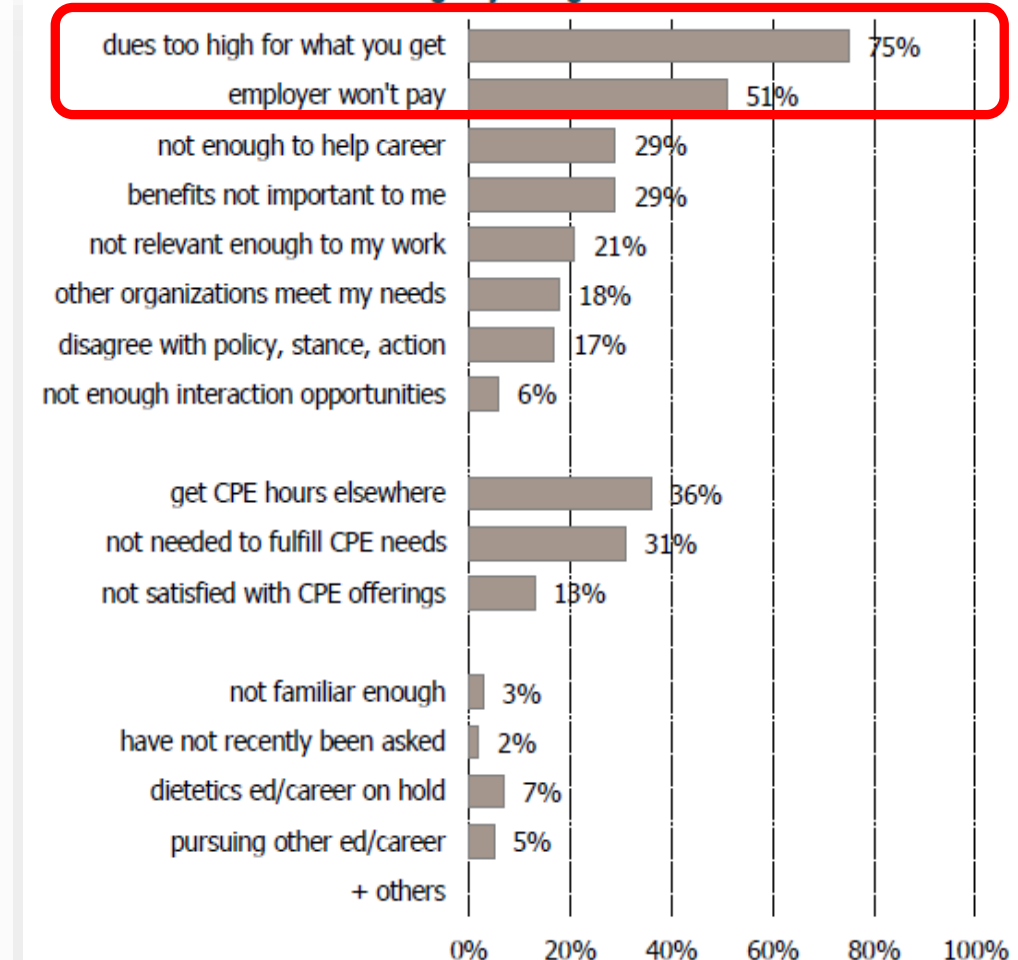
# Reasons for Joining/Renewing...or Not!

RDNs: Reasons for Joining/Renewing



base: current members in the field (multiple answers)

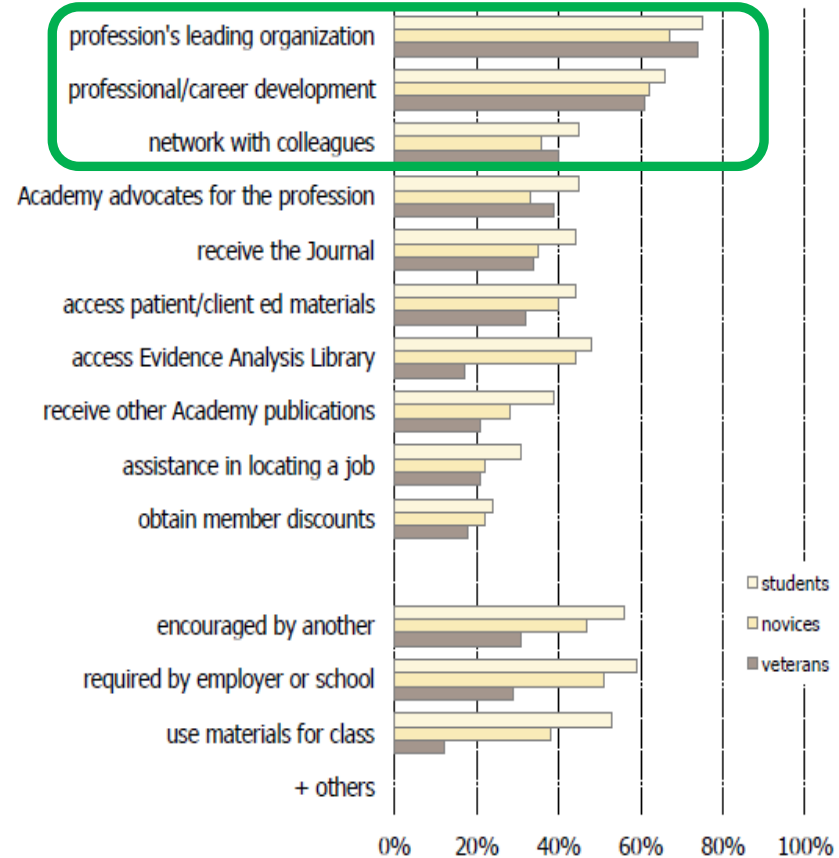
RDNs: Reasons for Not Joining/Rejoining



base: nonmembers in the field (multiple answers)

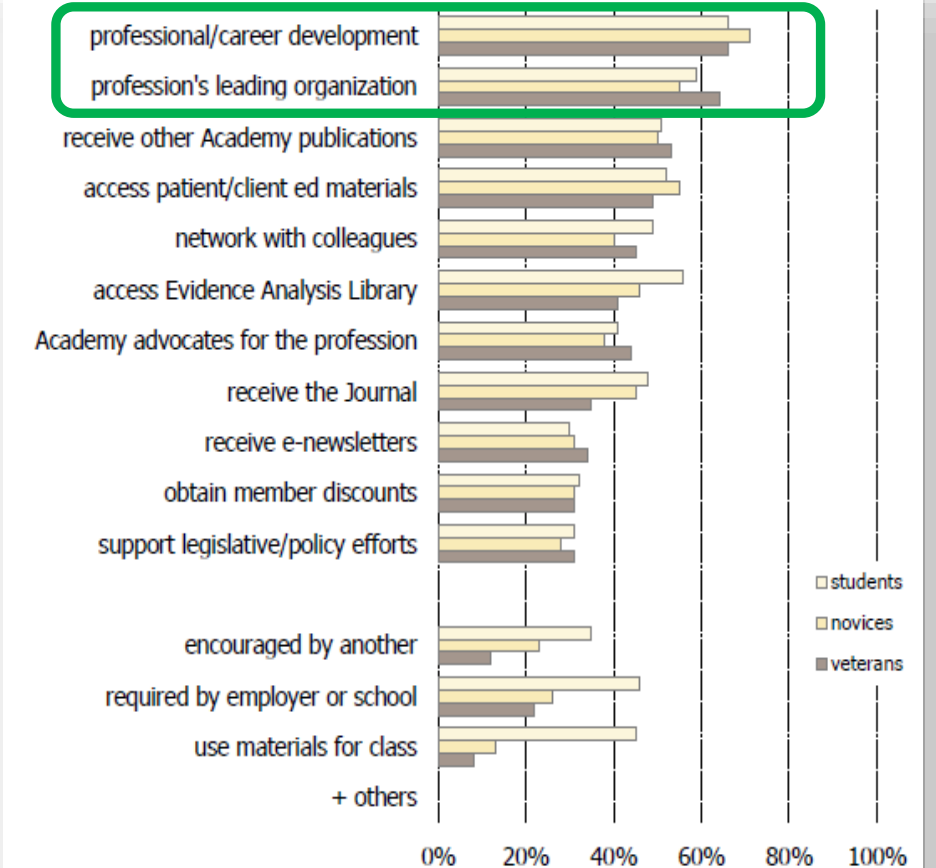
# Diving Deeper by Career Stage

RDNs By Stage: Reasons for Joining the Academy



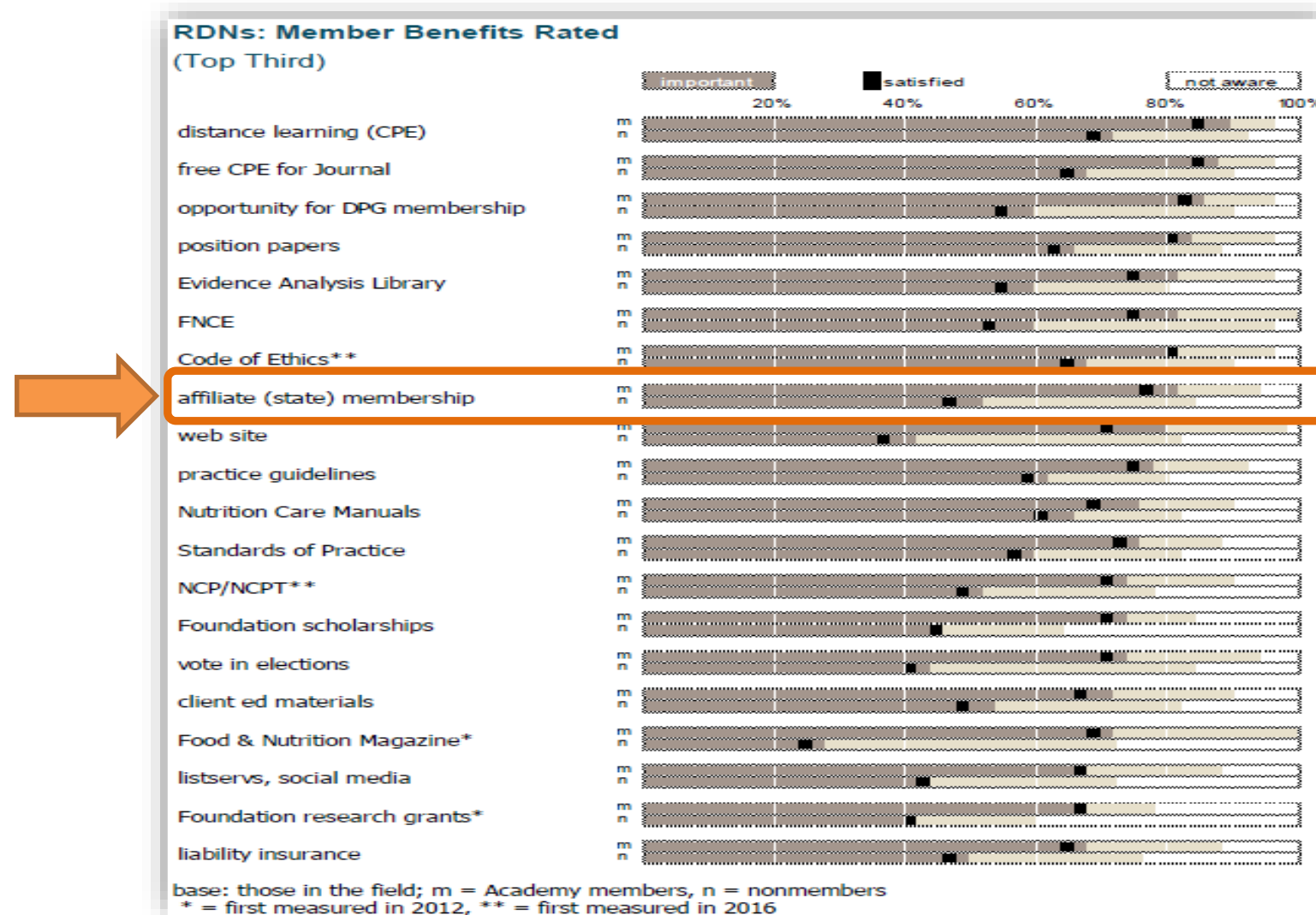
base: current members in the field (multiple answers)

RDNs By Stage: Reasons for Renewing Academy Membership



base: current members in the field (multiple answers)

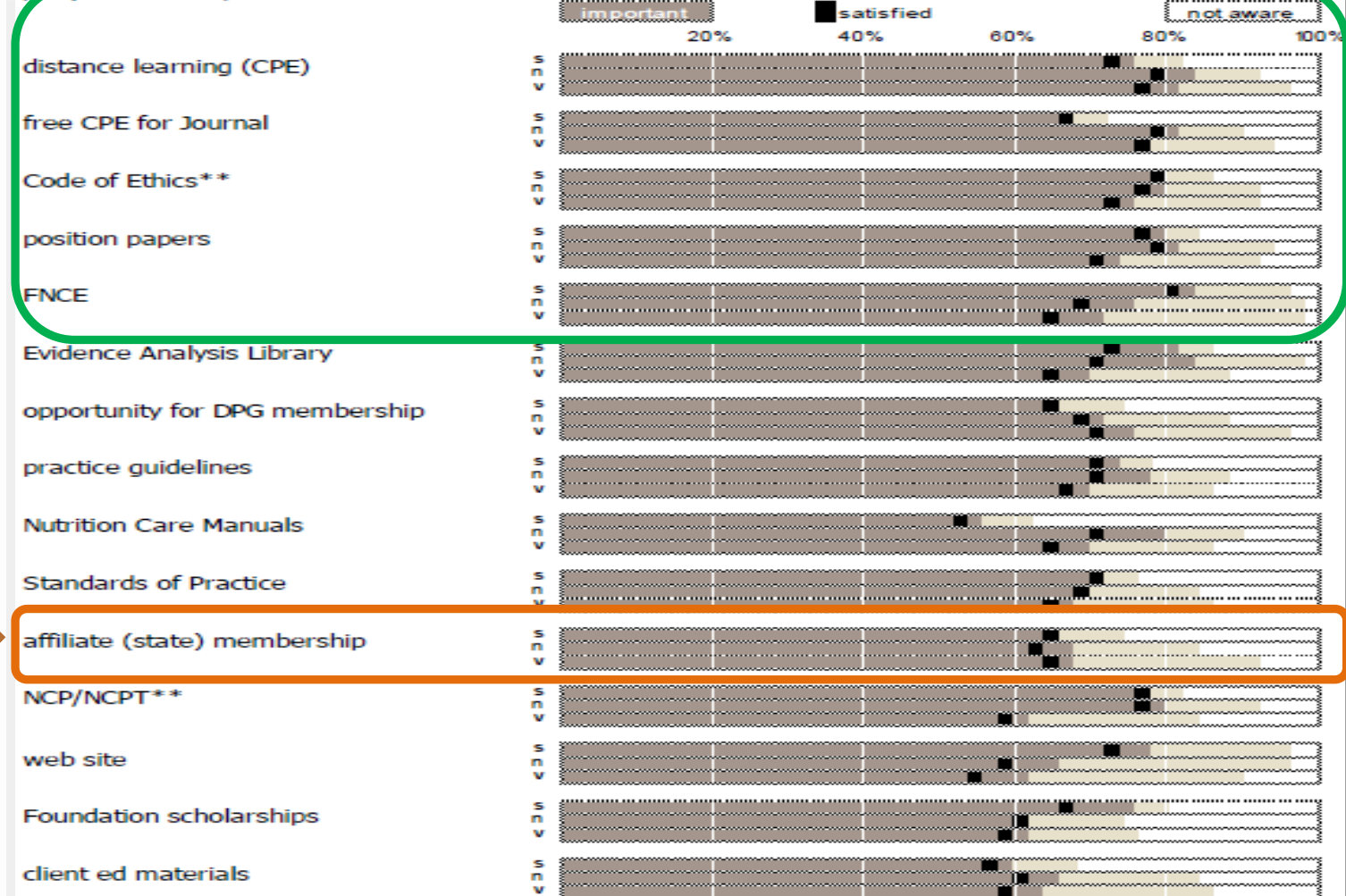
# Self-Ranking Member Benefits



# Diving Deeper by Career Stage

RDNs By Stage: Member Benefits Rated

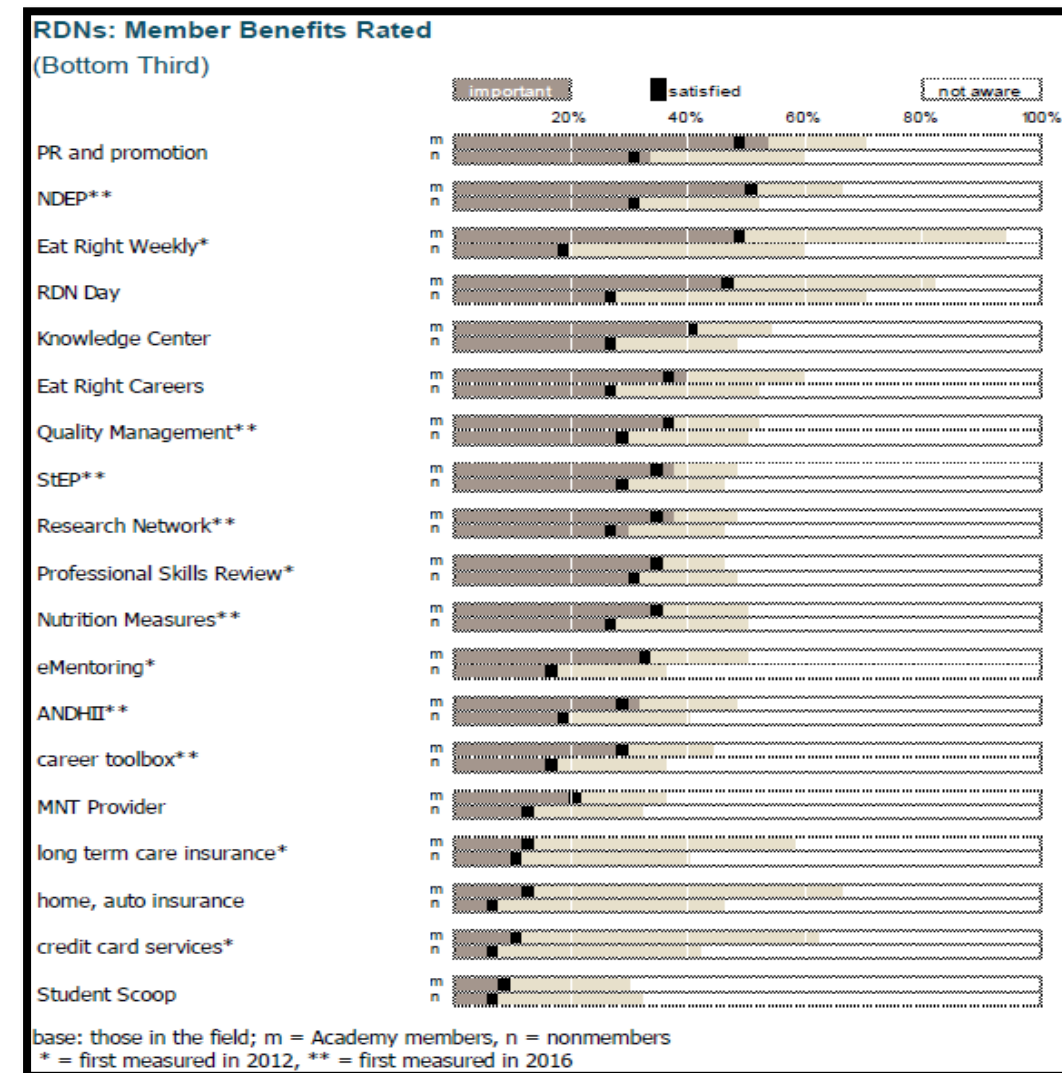
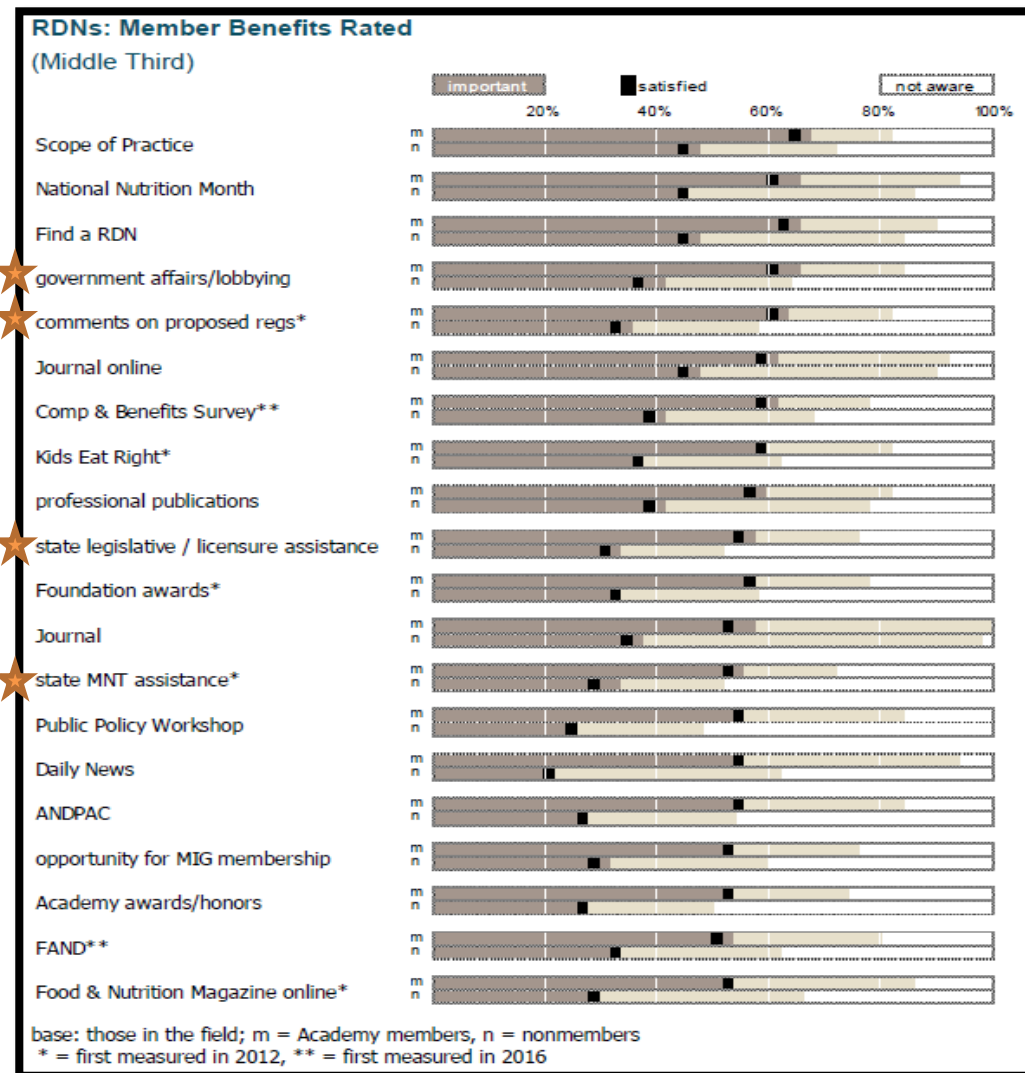
(Top Quarter)



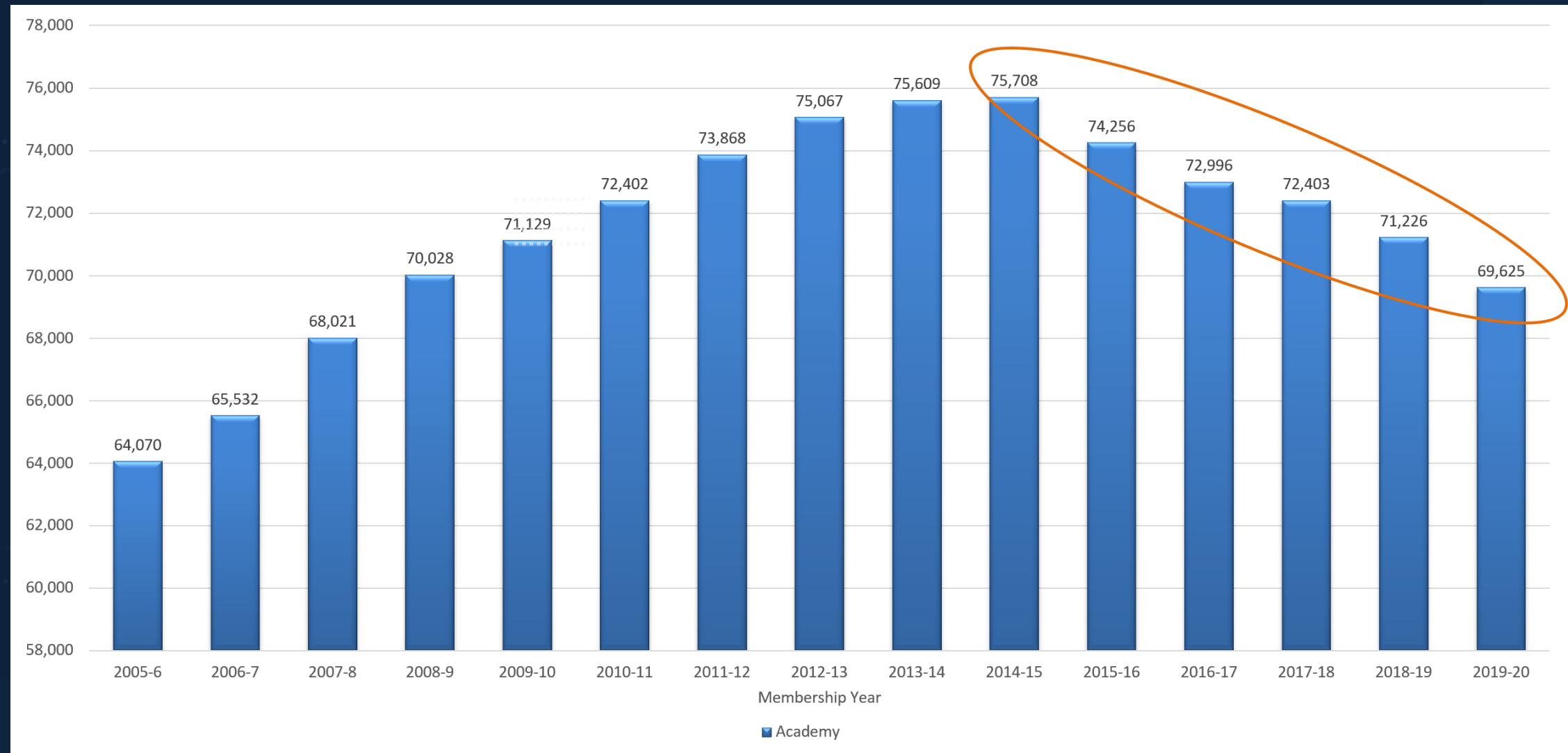
base: those in the field; s = students, n = novices, v = veterans  
 \* = first measured in 2012, \*\* = first measured in 2016



# Self-Ranking Member Benefits

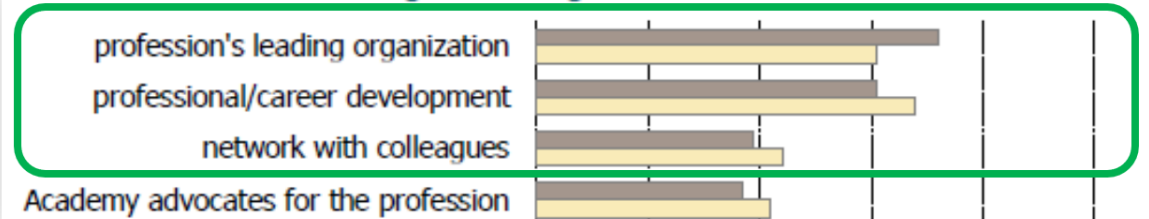


# Annual Membership Trend Alignment

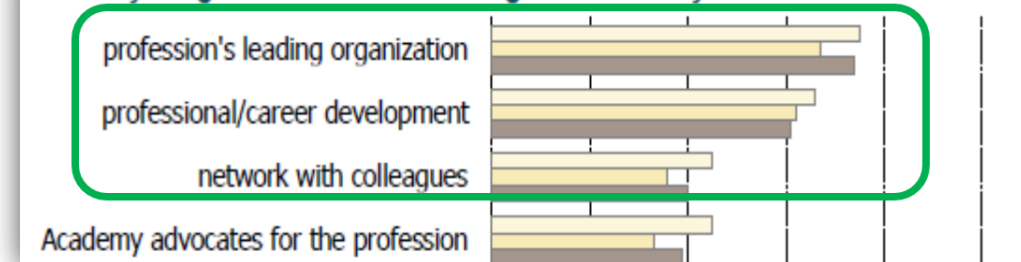


# The Data Tells a Story: Join/Renew

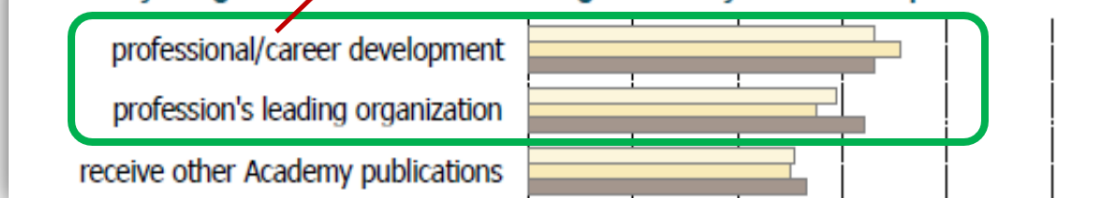
RDNs: Reasons for Joining/Renewing



RDNs By Stage: Reasons for Joining the Academy

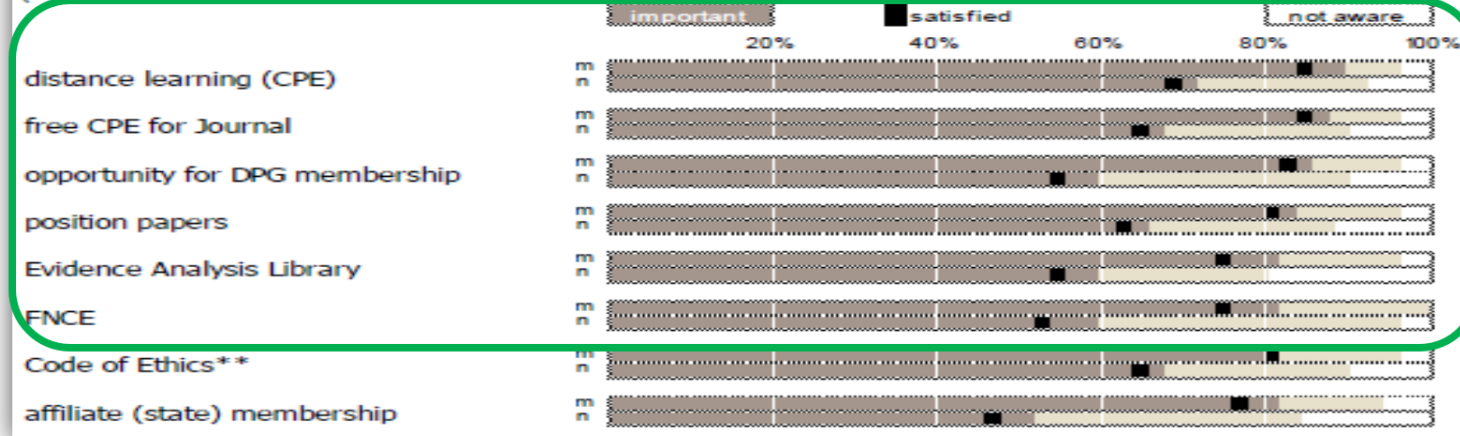


RDNs By Stage: Reasons for Renewing Academy Membership



Directly tied to renewal  
of Academy  
Membership which  
directly drives Affiliate  
membership

**RDNs: Member Benefits Rated  
(Top Third)**

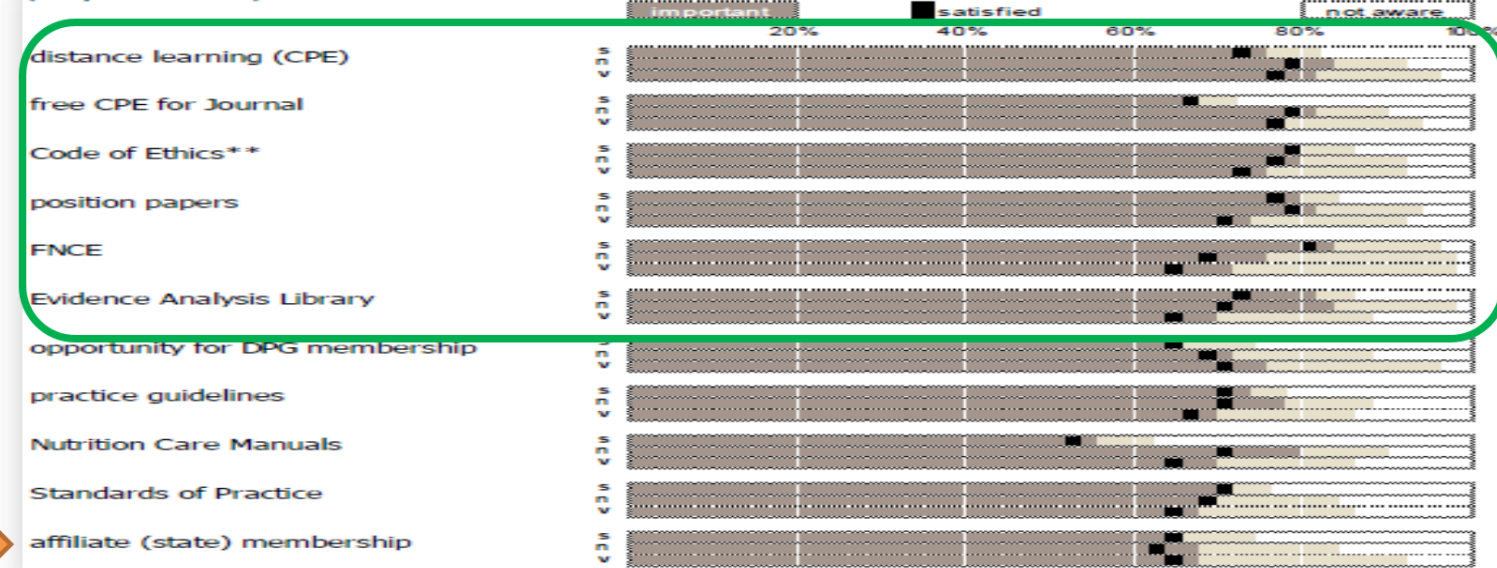


Distance Learning is TOP Member Benefit

Crosses all Academy segments and groups, including Affiliates



**RDNs By Stage: Member Benefits Rated  
(Top Quarter)**



Perceived Value of Affiliate Membership Decreases with Career Tenure



# The Data Tells a Story: Member Benefits



# ~~Threat~~ Opportunity

Professional  
Expertise

Member  
Engagement

Leadership  
Development

Networks,  
Alliances &  
Partnerships

Resource &  
Content  
Expertise

# The Data Tells a Story: PDPs, LNCs and PIs

## Comprehensive LNC/PI Data – Credentialed Practitioners

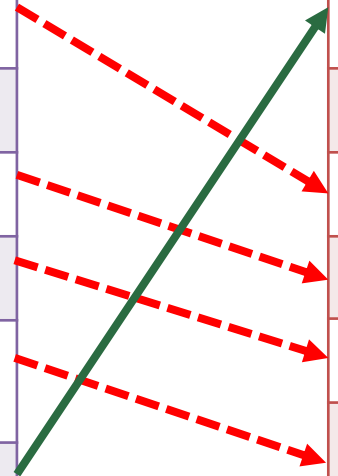
Commission on Dietetic Registration  
the credentialing agency for the  
**eat right.** Academy of Nutrition and Dietetics

Top Ranking Individual Learning Need Codes (LNC)	LNC	% of Members
Ethics (NOTE: Mandatory Code/Outlier)	1050	87.32%
Diabetes mellitus (Disease/Disorder)	5190	24.71%
Weight management, obesity (Disease/Disorder)	5370	23.93%
Disease prevention	4040	22.21%
Exercise, fitness and sports nutrition	4060	16.99%
Verbal communication skills, presentations	1130	13.99%
Leadership, critical and strategic thinking	1070	13.80%
Counseling, therapy and facilitation skills	6020	13.54%
Behavior change theories, techniques	6010	13.39%
Dietary guidelines, DRIs, Food Guide Pyramid, Food labeling	4030	13.28%
Enteral and parenteral nutrition support	5440	12.79%
Cardiovascular disease (Disease/Disorder)	5160	12.53%

## Comprehensive LNC/PI Data – Credentialed Practitioners



Top Ranking Individual Learning Need Codes (LNC)	LNC	% of Members
Ethics (NOTE: Mandatory Code/Outlier)	1050	89.24%
Diabetes mellitus (Disease/Disorder)	5190	37.03%
Weight management, obesity (Disease/Disorder)	5370	36.34%
Disease prevention	4040	33.93%
Exercise, fitness and sports nutrition	4060	28.41%
Enteral and parenteral nutrition support	5440	22.89%
Leadership, critical and strategic thinking	1070	22.48%
Verbal communication skills, presentations	1130	20.89%
Counseling, therapy and facilitation skills	6020	19.45%
Behavior change theories, techniques	6010	19.17%
Dietary guidelines, DRIs, Food Guide Pyramid, Food labeling	4030	18.14%
Cardiovascular disease (Disease/Disorder)	5160	18.01%



# Lifelong Learning Efforts



A word cloud featuring various terms related to lifelong learning. The words are arranged in a non-uniform, overlapping manner. The colors of the words include green, blue, orange, and purple. The words are: Journal, Micro/Macro-Learnings, Virtual, Policy/Advocacy, Self-Study, Podcast, Blended/Hybrid, Publications, Certificates-of-Training, Leadership-Institute, Webinars, Group-Learning, and FNCE.

Journal  
Micro/Macro-Learnings  
Virtual  
Policy/Advocacy  
Self-Study  
Podcast  
Blended/Hybrid  
Publications  
Certificates-of-Training  
Leadership-Institute  
Webinars  
Group-Learning  
FNCE

# The 5-R's of Meeting Design Thinking



## Revisit Purpose of Event

Maintain connection to core  
Stakeholders are primary focus



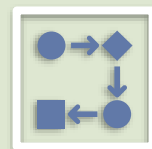
## Repurpose Capabilities

Listen to stakeholders  
Learn, adjust and plan for continuous  
change



## Redefine Methods

Nothing is “business as usual”  
Remain flexible, agile and lean into  
ambiguity



## Reinvent Engagement

Eliminate boundaries  
Establish community for social and  
emotional interaction



## Reimagine Collaboration

Establish and grow new partnerships  
Strengths and gaps in current  
environment



**eat**  
**right.** Academy of Nutrition  
and Dietetics

# FNCE<sup>®</sup> 2021

**Food & Nutrition Conference & Expo<sup>™</sup>**

**Virtual Event** | October 16-19



Why FNCE<sup>®</sup>?

**Academy Bylaws: ARTICLE III**  
**Meeting of Members**  
**Section 1. Annual Meeting**

An annual meeting of the members shall be held for the purpose of education and the transaction of other business as may come before the meeting.

[www.eatrightFNCE.org](http://www.eatrightFNCE.org)

A world map with a light gray background. 66 countries and territories are highlighted in a dark blue color. These include the United States, Canada, Mexico, Brazil, Argentina, Chile, Peru, Colombia, Venezuela, Ecuador, and the Caribbean islands. In Europe, the highlighted countries include the United Kingdom, Ireland, France, Germany, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Spain, Portugal, Greece, Turkey, and the Baltic states. In Asia, the highlighted countries include Russia, China, India, Pakistan, Bangladesh, Nepal, Bhutan, Myanmar, Thailand, Laos, Vietnam, Cambodia, Laos, and the Philippines. In Africa, the highlighted countries include Egypt, Sudan, South Sudan, Ethiopia, Kenya, Tanzania, Uganda, Rwanda, Burundi, DRC, Angola, Namibia, Botswana, Zimbabwe, and South Africa. In Oceania, Australia and New Zealand are highlighted. A semi-transparent white box in the upper right corner of the map contains the text "66 Countries &amp; Territories Represented" in a dark blue, serif font.



# State Volunteer Committee (SVC)

Local link to the Academy officers  
and headquarters staff

Assist with marketing to local and  
regional members and associated  
professionals

## **Face-To-Face:**

- Provide on-site assistance
- Academy officers and staff
- Attendees
- Speakers
- Workshops, Excursions and Posters

## **Virtual:**

- Engagement
- Marketing





# Benefit to Affiliate

## State Rebate

- Designated funds paid for full week attendee from host state as well as paid full week attendee not from host state

Calculation		
Category	Host state PAID FULL CONFERENCE registrants	Non-host state PAID FULL CONFERENCE registrants
Active/International Non-Members		
Total Numbers:		
AMOUNT DUE:	\$	\$
GRAND TOTAL DUE FOR STATE REBATE:		\$

*\*\*\*\$6,000-\$12,500 annually paid on average to Host Affiliate by the Academy*

# Future FNCE®



2021

- Virtual Event
- Oct 16-19



2022

- Orlando, FL
- Oct 8-11



2023

- Denver, CO
- Oct 7-10



2024

- Minneapolis, MN
- Oct 19-24



2025

- Nashville, TN
- Oct 11-14



2026

- San Antonio, TX
- Oct 24-27



2027

- Washington, DC
- Oct 27-30



2028

- Salt Lake City, UT
- Oct 7-10



2029

- TBD



2030

- Indianapolis, IN
- Oct 12-15

A close-up, low-angle shot of an hourglass. The top bulb is filled with a thick layer of fine, green sand. The sand is piled up, creating a textured, almost crystalline surface. The bottom bulb is mostly empty, with a thin stream of sand visible as it falls. The background is a soft, out-of-focus gradient of light green and white. A dark, semi-transparent horizontal band is positioned across the middle of the image, serving as a background for the text.

**TIME FOR QUESTIONS**