

# MEMBERS' SUCCESS

**Proactively support VMAE members professionally and personally**

- Conduct benchmark member surveys and identify success stories/best practices to highlight in future continuing education on:
  - Driving engagement
  - Generating non-dues revenue
  - Member dues structure and trends
  - Recruitment and retention
- Refresh speaker database
- Revisit the VMA membership marketing kit
- Reach out to corporate groups and facilitate connections with VMAE members to assist in the negotiation of corporate memberships

# PROFESSION'S SUCCESS

**Support VMAE members' efforts to contribute to the profession's success through active and meaningful collaboration**

- Complete the implementation of GENUS
- Work with the Veterinary Wellbeing Alliance to implement Listeners On Call pilot project
- Address issues facing the profession by:
  - Identifying trends, resources and success stories and communicating pertinent information to members
  - Incorporating sessions in the Veterinary Practice Growth Series
  - Participating in industry conversations and bringing back relevant information to members
- In collaboration with AVMA, complete the launch of Journey for Teams

# ORGANIZATIONAL SUCCESS

**Actively ensure the future health and effectiveness of VMAE**

- Create a tool to evaluate current programs and other member benefits
- Increase utilization of existing programs by reorganizing the VMAE website and highlighting existing resources in the Peer-to-Peer newsletter
- Create opportunities for special interest group forums both in-person and virtually
- Establish a process to determine the member need for and interest in potential new programs and benefits
- Better meet the needs of VMAE's diverse membership by:
  - Expanding the membership profile
  - Highlighting new members
  - Reaching out to new and non-participating members
  - Utilizing breakout sessions at conferences