



MVCAC

Mosquito and Vector Control Association of California

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MVCAC 2022 Strategic Planning Session Report

Background

During the MVCAC 2022 Planning Session in December, the MVCAC Board, committee chairs, and other leaders conducted a strategic planning session. The process was facilitated by AMCA Executive Director Megan MacNee.

The session included conducting a strategic analysis review and strategic planning focusing on the next three years including developing values, updating the mission statement, and setting key goals for the organization.

The result of the session is the recommendation to the Board of Directors to adopt the proposed values, mission statement, and goals.

Values

An organization's values answer the question, what does the organization stand for? They are Guidelines and characteristics of how you want to operate and behave.

Proposed MVCAC's Values

Collaborative
Data-drive Actions
Inclusive
Industry Leaders
Proactive

Mission Statement

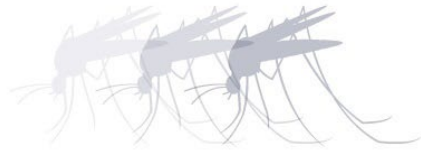
An organization's mission is a broad statement of purpose that describes the reason we exist. It provides a frame of reference on all planning decisions.

Proposed updated MVCAC Mission Statement

To provide leadership for California mosquito and vector control to protect public health through advocacy, research, and collaboration.

Goals

The goals are verifiable, achievable, valuable, ownable, and actionable statements which support the achievement of the mission. Each goal serves for one-to-three-year time frame and should be reviewed and revised.



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Proposed Goals

Goal 1: Develop and implement a grassroots advocacy program.

- Assigned to Legislative & Public Relations Committee. With additional support from other committees including Executive, Regulatory Affairs, Vector Control Research, CalSurv, and potentially others providing data.

Goal 2: Conduct a historical review of finances and financial policies to recommend and enact a 3-year balanced budget with a sustainable dues plan.

- Assigned to Executive & an Ad Hoc committee for financial review and evaluation goal assigned.

Goal 3: Develop a single platform to better share inter-associations information and resources, with a focus on committee management and indexed archives.

- Assigned to Information Technology Committee with an Ad Hoc of committee chairs.

Goal 4: Support current and future leaders through implementing training programs, mentorship, and structures encouraging engagement.

- Assigned to Executive and Ad Hoc Membership Support Committee – involving members of Exec/Board, PR, and Training & Certification.

Next Steps

The board will gather feedback leading up to the MVCAC Board of Directors meeting at Conference in January 2022 to adopt the values, mission statement, and goals.

Assigned committees and leads are already beginning on the goals and will expand the development of plans to achieve these goals including timelines, tasks, and resource needs once they are formally adopted.