

NMDA Strategic Plan 2009-2014

The strategic plan will be based on statewide involvement and revisited and reported to ADA annually. The plan guides budget, meeting agendas, committees and activities.

NMDA Vision & Mission

Vision: NMDA members are the leading source of food and nutrition knowledge and services.

Mission: The NMDA promotes optimal nutrition and well being for all New Mexicans.

Values:

Customer focus –Meet the needs and exceed the expectations of all customers

Integrity – Act ethically with accountability for life-long learning and commitment to excellence

Innovation – Embrace change with creativity and strategic thinking

Social Responsibility – Make decisions with consideration for inclusivity as well as environmental, economic and social implications

Strategic Plan

Goal 1: Members and prospective members will view NMDA as key to professional success.

Goal 2: Positively influence the health of New Mexicans

Goal 3: Influence key food and nutrition initiatives to support the health of New Mexicans