

Dietitians of Canada Strategic Plan 2020-24

Dietitians of Canada exists so that dietitians have the best opportunities to experience professional success throughout their careers. The new strategic plan will guide our work over the next four years to support this purpose. It is based on three key priorities.



Ensure the **SUSTAINABILITY** of our association

This work will be grounded in a fourth priority to ensure the association is able to continue supporting members. To do this, we will:

- Commit to a sustainable membership retention and growth strategy
- Grow non dues revenues
- Continue to focus on cost reduction and organizational efficiencies



DC Members experience a sense of belonging to a mutually supportive, engaged, diverse and inclusive professional community. To do this, we will:

- Evolve DC Networks to deliver the best member value
- Strengthen member engagement and member communities
- Commit to making DC a more diverse and inclusive community

Dietitians are valued by the public, health professionals and others and are equipped to influence decisions. To do this, we will:

- Promote the value of dietitians to key stakeholders
- Be a trusted collaborator and partner to influence food, nutrition and health system issues

Dietitians have the knowledge, skills and resources to enter and succeed in their profession, along with forums and networks to build relationships and advance the profession. To do this, we will:

- Champion excellence in education standards
- Be an innovator in professional development
- Advance the profession's knowledge translation database and access to practice-based research