Proposed Bylaws Amendment #2—2014
Regular Winter Session

Submitted by

Vermont Veterinary Medical Association
Colorado Veterinary Medical Association
Connecticut Veterinary Medical Association
Indiana Veterinary Medical Association
Massachusetts Veterinary Medical Association
Rhode Island Veterinary Medical Association
Texas Veterinary Medical Association
Wisconsin Veterinary Medical Association
American Animal Hospital Association
American Association of Feline Practitioners
American Society of Laboratory Animal Practitioners

AVMA MISSION STATEMENT AND OBJECTIVES

Amend Bylaws ARTICLE I Name and Purposes, Section 2, Purpose, and Section 3, Mission.

Present and Proposed Wording
(deletions are struckthrough; additions are underlined)

ARTICLE I
NAME AND PURPOSES
Section 2. Purpose. In addition to the purposes set forth in the Association’s Articles of Incorporation, as may be amended, the objective of the Association shall be to advance the science and art of veterinary medicine, including its relationship to public health, biological science, and agriculture, the objective of the AVMA is to advance, promote, and represent the profession, science, and practice of veterinary medicine in the United States. By strengthening and supporting the education, research, and practice of veterinary medicine, the AVMA shall improve public health, animal health and welfare, biological sciences, and the lives of the veterinarians that compose its membership.

Section 3. Mission. The mission of the Association is to improve animal and human health and advance the veterinary medical profession. The Mission of the AVMA is to serve, support, and advocate on behalf of its members, in order to advance the veterinary medical profession and, thereby, improve both animal and human health.

Statement about the Bylaws Amendment

The initiative to focus the AVMA’s Mission and Objective Statements on the membership is neither new nor unique. The impetus originates as far back as the Brakke/NCVEI study over a decade ago. Similar calls for change have since been supported by major studies through both the Veterinary Information Network (VIN) and the AVMA’s most recent Member Needs Survey.

Our profession is facing a period of unprecedented uncertainty and turbulence. Student loan debt, declining income for associates and new graduates, increasing number of veterinarians pursuing fewer opportunities, practice bankruptcy, and a lack of reliable exit strategies for older practitioners are just a few of the concerns. These issues are reflected in the over-capacity
problem within the profession, as noted in the AVMA Economic and Workforce study, a problem now forecast to extend long into the future.

Remaining relevant to the values, issues, and concerns of an association’s members is vital to the association’s own long-term success and survival. A substantial percentage of most professional associations are its members who graduated within the last two decades. They compose almost one-half of the membership, are confronted with a large portion of the profession’s challenges, and are at greatest vulnerability to economic and professional challenges. They need and desire a strong association supporting, guiding, and advocating on their behalf.

The Mission Statement is the core, direction, and purpose of an association from which all decisions and actions originate. Our members and our profession need and demand a very strong association focused on their concerns, their issues, and their future. We need an association that makes the members its primary focus and not just an implied suggestion.

The current AVMA Mission Statement, while admirable, is not unique as many other veterinary organizations and universities already pursue the same or similar goals. Further, as the core and purpose of our Association, the current mission fails to include the membership as its primary focus even though our Needs Survey clearly states that remaining relevant to the membership is vital to our long-term success.

Three important professional associations make the members they serve the mission and focus of their association, as is clearly stated in their public mission statements. These are the American Dental Association, the British Veterinary Association, and the Canadian Veterinary Medical Association. The success of an association is dependent upon the strength and support of the members it serves. Being member-centric will continue to define those associations that succeed over the long-term.

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<th>EXECUTIVE BOARD</th>
<th>RECOMMEND APPROVAL</th>
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<td>Executive Board</td>
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<td>House Advisory Committee</td>
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<td>Reference Committee #1</td>
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The Board would amend the statement as noted below in highlight—

**Section 2. Purpose.** In addition to the purposes set forth in the Association’s Articles of Incorporation, as may be amended, the objective of the Association shall be to advance the science and art of veterinary medicine, including its relationship to public health, biological science, and agriculture, the objective of the AVMA is to advance, promote, and represent the profession, science, and practice of veterinary medicine in the United States. By strengthening and supporting the education, research, and practice of veterinary medicine, the AVMA shall improve public health, animal health and welfare, biological sciences, and the lives of the veterinarians that compose its membership.

**Section 3. Mission.** The mission of the Association is to improve animal and human health and advance the veterinary medical profession. The Mission of the AVMA is to serve, support, and advocate on behalf of its members, in order to advance the veterinary medical profession and, thereby, improve both animal and human health.

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<td>HOD ACTION</td>
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<td>Referred to the Executive Board for clarification of language, with instructions to return with a recommendation to the HOD for the 2014 Regular Annual Session.</td>
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2014—WINTER
As indicated above, the Executive Board and House Advisory Committee recommended approval of proposed Bylaws Amendment 2, AVMA Mission Statement and Objectives, as amended.

The House of Delegates voted to refer the proposed Bylaws amendment back to the Executive Board for clarification of language, with instructions to return with a recommendation to the HOD for the 2014 Regular Annual Session.

2014—SUMMER
Executive Board Recommendation—Refer back to the Executive Board for return to the HOD in January, 2015—EXECUTIVE BOARD MEMO
House Advisory Committee Recommendation—
Reference Committee 1 Recommendation—
House of Delegates Action—