RESOLUTION 10 — 2011
Regular Annual Session

Submitted by
AVMA Executive Board
AVMA House Advisory Committee

REVIEW OF AVMA GOVERNANCE AND MEMBER PARTICIPATION

RESOLVED, that the American Veterinary Medical Association (AVMA) House of Delegates recommend that the Executive Board appoint a task force charged to conduct a review and evaluation of the AVMA governance structure (including member participation) and process to determine if it will meet future needs of the membership, profession and Association. The HOD requests that the final report of the task force, once received by the Executive Board, be made available to the HOD within approximately one year of the formation of the task force.

Statement about the Resolution

The AVMA 20/20 Vision Commission was formed by the Executive Board to develop a future vision for AVMA and recommend strategies to achieve the vision. The Commission wrote in its 32-page final report, “The Commission strongly endorses an organizational transformation leading to a new vision and adoption of key strategies that will guide it to achieving the vision.” Among the components of a future vision were the following: functioning in a manner that promotes high trust, broad participation, and commitment among its diverse membership and other key stakeholders; unifying the diverse interests and specialties in the profession toward a common purpose and sense of community; operating and governing proactively, strategically, and incorporating technological advances.

The 20/20 Commission recommended 11 organizational dimensions and strategic approaches. Many of the organizational dimensions are impacted by having effective governance and involved membership. Five, in particular, relate to association governance. The Commission envisioned that by the year 2020, the AVMA should have:

- “Leveraged and adopted remarkable advances in technology that improve communications, education, connectivity, and engagement;
- Governed, operated, and made decisions and policies in a transparent, inclusive, and more democratized manner;
- Created a special culture that is collaborative, customer-focused, forward-leaning, innovative, nimble, and inclusive;
- Ensured it has the capacity to be knowledge-based, proactive, and responsive on critical issues;
- Reflected the changing demographic, ethnic and generational differences of society and actively engaged more women in leadership roles.”

The Commission’s report stated that “AVMA will need to adjust and change to meet new needs and changing demands and expectations of its membership and the public.” The Commission proposed that the AVMA “reinvent the organizational structure and governance process” and suggested an external review be included in the evaluation of AVMA’s governance. The governance evaluation should be broad based and include its “structure, councils, committees, election of officers, governance entities, and processes for member engagement and participation.”

The Executive Board supports this broad based approach and concurs with the Commission’s opinion that an evaluation should be done to ensure alignment with the new vision; a high degree of democratization; promotion of trust (eg. visibility and transparency); flexibility and adaptability; minimal potential barriers to serving in leadership; and other important and valuable outcomes.
This resolution to form a task force to conduct a review and evaluation of the AVMA governance structure (and member participation) would respond positively and proactively to the recommendation of the 20/20 Vision Commission and continue the AVMA’s initiative to create a new vision for the future and the necessary strategies to achieve the future vision.

The Executive Board will consider various forms of the task force and its composition, for example, of approximately 11 individuals, holding several meetings, with a facilitator, to conduct a review and evaluation. The task force will likely include a diversity of members and non-members with relevant expertise or experience to accomplish the charge of the task force. Also to be considered would be the feasibility of the task force engaging external experts on association governance.

**Financial Impact:** Total cost to be determined. As an example, the estimated cost of an 11 member task force holding 3 facilitated meetings would be approximately $45,000.

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