



Strategic Plan Report 2022-2024

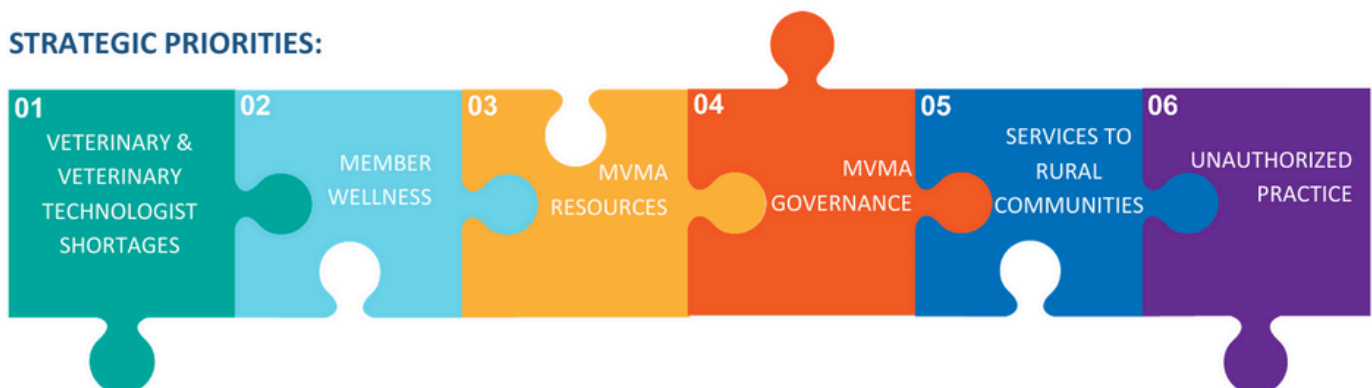
The MVMA is proud of the significant progress achieved through its Strategic Plan from 2022 to 2024. We are grateful to our members and partners for their contributions and support in advancing these initiatives. As we prepare to restructure and update our Strategic Plan to provide guidance for the years to come, we look forward to continued collaboration and partnerships that will further advance veterinary medicine in Manitoba.

While celebrating these accomplishments, the MVMA also recognizes that more needs to be done in many of these areas. Looking ahead, the MVMA will engage in strategic planning in 2025. Members are encouraged to watch for consultation materials and provide their input to help shape the 2025 Strategic Plan.

The MVMA's 2022-2024 Strategic Plan was developed through a comprehensive process that began in the summer of 2021. The MVMA initiated this process by conducting a survey of MVMA volunteers to gather insights and perspectives. In November 2021, the Council convened a series of sessions to fully explore and map out the strategic plan for the coming years. During these sessions, the Council reviewed and revised the MVMA's mission and vision and developed strategic priorities and initial strategic actions.

The strategic plan was finalized in early 2022, providing a clear direction for the association. Throughout the period, the MVMA Council and its various committees worked diligently to advance the strategic goals outlined in the plan. The MVMA Council has been using this strategic plan to guide decision-making and allocate resources effectively, including the valuable time of MVMA volunteers.

STRATEGIC PRIORITIES:



Veterinary and Veterinary Technologist Shortages

Our Goal: Ensure veterinary and veterinary technologist services are available when needed in Manitoba.

Accomplishments

Veterinarian Shortage:

- Secured five additional WCVM seats with an agricultural focus starting in the 2023/2024 school year.

Licensing for Internationally Trained Veterinarians:

- Established limited licenses for board-certified veterinarians, those in board certification programs, and those in internships.
- Invested in new assessment tools.
- Provided resources on licensing.

DVM Student Engagement and Retention:

- Implemented a DVM Student Engagement Policy.
- Advocated for student retention scholarships, securing a one-time \$70k retention grant in 2023 and a three-year \$95k retention grant in 2024 for Non-IPA students.
- Continued advocacy for retention scholarships for all WCVM students (outcome pending).

Veterinary Technologist Shortage and Utilization

- Expanded the RVT scope of practice (January 2024) Delegation of Veterinary Tasks Policy.
- Reviewed and consulted with membership on VCPR roles
- Reviewed micro-credentialing models, including bovine pregnancy detection.
- Initiated a government-funded Advanced RVT feasibility study and cultural barriers to RVT utilization study.
- Increased the capacity of RVT training. The Manitoba veterinary community is helping train an additional 26 RVTs by hosting distance education.

Monitoring Workforce Shortage

- Conducted a member survey to assess workforce shortages and published the 2021-2022 Workforce Survey.
- Developed a survey template for capacity tracking with plans for implementation during annual renewals (pending PIPS By-law approval).
- Increased data to monitor workforce through a new data management system.

Thank you:

- Keystone Agricultural Producers, Manitoba Beef Producers, Manitoba Pork, Manitoba Egg Producers and Dairy Farmers of Manitoba lobbying efforts for student event funding.
- Manitoba Chicken Producers, Manitoba Bison Association, Manitoba Turkey Producers, Manitoba Forage & Grassland Association, National Farmers Union, and Winnipeg Animal Services for lobbying efforts.
- Government of Manitoba for funding additional veterinarian seats at the WCVM, providing funding for DVM student events, and funding for research.
- The Rural Issues Committee for their work in advocating, consulting with membership and helping develop MVMA infrastructure. This work includes the development of the 2021-2022 Workforce Study.
- The RVT Scope of Practice, Retention and Career Advancement Committee, is responsible for its work in by-law and policy development and consulting with its members.
- WCVM Students for attending meetings, writing letters and speaking out about funding for non-subsidized students.
- The WCVM for advocating for increased veterinarian training and assessment capacity.
- MVMA members have participated in many consultations on these topics.

Member Wellness

Our Goal: Ensure veterinary and veterinary technologist services are available when needed in Manitoba.

Accomplishments:

- Distributed the [MVMA Wellness Toolkit](#) (2024).
- Promoted CVMA wellness CE.
- Mental health training for the MVMA Council and Peer Review Committee members.
- Increased mental health awareness through enhanced communication and consultations.
- Maintained access to [Homewood Health](#)

Thank You:

- The Wellness Committee for their work in creating the MVMA Wellness Toolkit and promotion of mental health awareness
- The CVMA for offering excellent wellness CE and resources.

MVMA Resources

Our Goal: Develop and utilize MVMA resources effectively.

Accomplishments:

- Implemented a data management system for member and corporate renewals, online member lookup, and PIPS audit processes.
- Enhanced the MVMA website with additional policies, mental health resources, and a learning platform for on-demand CE.
- Approved and implemented a [Membership Engagement Policy](#).

MVMA Governance

Our Goal: Strengthen Council's governance capabilities.

Accomplishments:

- Completed the [Governance Manual](#) (May 2024).
- Scheduled governance training for MVMA Council, January 2025.

Thank you:

The Governance Committee for their work in creating the Governance Manual and recommending fantastic government training for the MVMA Council.

Unauthorized Practice

Our Goal: Ensure public access to authorized veterinary services.

Accomplishments:

- Supported the Unauthorized Practice Committee in investigating complaints, issuing cease-and-desist letters, and referring high-risk cases to relevant authorities.
- Committee work on defining unauthorized practice continues pending resource availability.

Thank you:

- The Unauthorized Practice Committee for their work in reviewing, investigating and making recommendations on UPC matters.

Services to Rural Communities

Our Goal: Ensure veterinary and veterinary technologist services are available in rural Manitoba.

Accomplishments:

- Partnered with Keystone Agricultural Producers, the government, and municipalities through the Veterinary Labour Task Group, aiding in lobbying successes.
- Hosted the Annual Rural Forum.
- Consulted with veterinary service districts and explored fee guides for large-animal services.
- Establishment of the [Manitoba Community Vaccinator Program](#).

Thank you:

- The Rural Issues Committee for hosting the Rural Forum annually and representing the MVMA with our valued stakeholders.
- The Manitoba Community Vaccinator Group in partnership with the Government of Manitoba and the Winnipeg Humane Society.