

# ANFP Strategic Plan FY24-26

**Vision:** Enhance health and wellness through optimum nutritional care.

**Mission:** Build an inclusive and diverse community of experts in foodservice management and food safety through:  
Education • Advocacy • Research

Goal #1 Members	Goal #2 Credential	Goal #3 Education & Expertise	Goal #4 Innovation	Goal #5 DE&I
<i>Support and promote value.</i>	<i>The differentiator.</i>	<i>We make the industry better.</i>	<i>Modern, progressive organization.</i>	<i>ANFP is a welcoming environment.</i>
Statement of Desired Objective Achievement				
Members and prospective members find value, community, and support at the local, state, and national level, resulting in an engaged and growing membership.	CDM, CFPPs are recognized as the experts in foodservice management and food safety. The credential is required in regulations and supported by employers and other stakeholders.	ANFP is a leader in creating and curating resources to elevate the food and nutrition industry.	ANFP is a leader in innovation and continuously evolves to meet the needs of its stakeholders and members.	ANFP, as an organization and community, organically fosters a safe environment of diversity, equity and inclusion through the actions of members and stakeholders.
Strategies				
<ul style="list-style-type: none"> <li>➤ Develop and enhance meaningful member engagement opportunities through member's preferred method of engagement.</li> <li>➤ Develop and enhance meaningful member recruitment opportunities through multiple channels.</li> <li>➤ Empower members to advocate their worth to their employer by providing resources, tools and education.</li> <li>➤ Develop relationships with industry organizations to help spread awareness of the association, its mission, and credential.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Continue to develop partnerships to advocate for and enhance the value of the credential.</li> <li>➤ Pursue and maintain inclusion in legislative mandates at state and federal level.</li> <li>➤ Strengthen regulatory mandates recognizing the credential.</li> <li>➤ Strengthen awareness of the value of the credential by employers and other stakeholders.</li> <li>➤ Implement the change from continuing education model to continuing competence model for certification.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Expand and promote ANFP research and data initiatives.</li> <li>➤ Use analytics to produce actionable data for our stakeholders and members.</li> <li>➤ Create, curate, and promote engaging continuing education and competency resources.</li> <li>➤ Engage with leading industry organizations to shape policy, regulations &amp; guidelines, while sharing industry best practice</li> </ul>	<ul style="list-style-type: none"> <li>➤ Research and develop technology that allows stakeholders and members to engage with ANFP using their preferred method of engagement.</li> <li>➤ Continually review ANFPs programs and services to determine if they require modernization.</li> <li>➤ Maintain a modern infrastructure to ensure ANFP staff is able to achieve maximum operational efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Clearly communicate policies and processes and implement consistently.</li> <li>➤ Build and expand knowledge base of members, volunteer leaders and staff.</li> <li>➤ Create and ensure equitable opportunities for participation in all programs and services.</li> </ul>