
**CEO REPORT
BOARD OF DIRECTORS MEETING
MAY 11-12, 2023**



Following are activity highlights since our April 2023 meeting.

CEO Update Magazine

I will be interviewed the first week of June by reporter Melanie Kalmar for *CEO Update* magazine on my accomplishments and challenges during my tenure at the Academy. I have also been asked to provide the advice I would give to current, future and aspiring CEOs.

CEO Update covers and connects the association world. It is the source for news about careers, job opportunities and trends at trade groups, professional societies and nonprofit organizations. *CEO Update* has a target audience of top executives and senior staff at leading associations, and those who aspire to those positions. Readers also include top-tier recruiters and vendors to the association community.

Join Academy's Policy Affinity Groups

Please add your support and connect with fellow Academy members to advocate for top policy priorities impacting our profession. Affinity groups meet monthly; they are forum-based events where staff, policy leaders and members discuss Academy advocacy priorities and strategies, share experience and determine how they can become involved in advocating. 2,119 members have engaged in 43 meetings across seven Affinity Groups –MNT, Nutrition Security, DGA, Licensure, Maternal Child Health, Health Equity/Diversity, Reimbursement/Payment.

New Member Resources

During the last week in April, the Academy launched two new resources exclusively for members to help them in their practice:

- The [MNTWorks toolkit](#) provides RDNs and fellow partners with a step-by-step playbook for advocating for improved access and coverage of MNT to a variety of stakeholders, regardless of practice setting.
- The six-part video series "[Power of Payment](#)" provides a better understanding of the basics of health care payment and reimbursements for the services offered by RDNs, no matter where the work setting. The videos give valuable information relating to payment and reimbursement for RDN provided services, including for MNT delivered via telehealth. CPE is available.

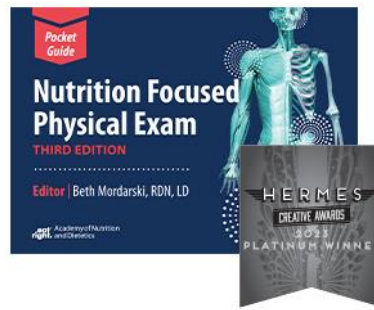
In sharing the resources with all practitioners, the Academy's Policy Initiatives and Advocacy team worked with the Membership team to create discount code for non-members to join the Academy. *MNTWorks* and "Power of Payment" will be promoted to all practitioners via social media, ads, email outreach and other communications.

Hermes Awards

The Academy recently won several 2023 [Hermes Awards](#), given for excellence in creativity and design:

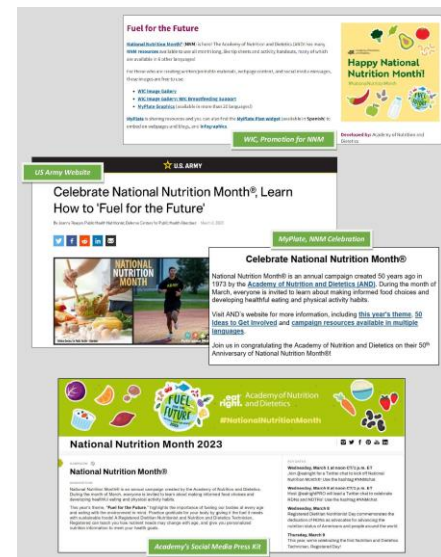
- The [NFPE Pocket Guide](#) (Platinum award)

- The new [National Kidney Diet Professional Guide and Handouts](#) (Gold award)
- The 2022 National Nutrition Month social media kit (Platinum award).



National Nutrition Month® 2023: Outreach and Visibility

Outreach for National Nutrition Month®, Registered Dietitian Nutritionist Day and the inaugural Nutrition and Dietetics Technician, Registered Day spanned the Academy’s websites and social media pages, including a robust social media toolkit for consumers and practitioners, as well as placements in the Academy’s *Journal* and participation by external organizations and stakeholders including WIC, *MyPlate* and more.



National Nutrition Month generated 36,936 social media posts for a total of 245 million impressions. RDN Day accounted for 1,997 posts (7 million impressions) and NDTR Day saw 223 posts (1.1 million impressions). The National Nutrition Month® social media toolkit received more than 29,000 page views from 22,488 users. During March, the campaign’s [landing page](#) received nearly 88,000 page views and the campaign [resources page](#) received more than 38,000 page views.

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