



Academy of Nutrition
and Dietetics

Strategic Plan

2025 - 2030



Background

In a world reshaped by COVID-19, accelerating advances in technology and growing complexity in health care, the role of nutrition has never been more vital. The Academy of Nutrition and Dietetics developed this Strategic Plan to boldly respond to these shifts — seizing opportunities to lead in a fast-changing landscape.

This plan is rooted in a forward-looking assessment of our organization's potential, the evolving needs of our profession and the broader impact we can make in the lives of individuals and communities. Guided by five Strategic Priorities, it aligns our collective strengths, clarifies our focus and provides a clear roadmap for meaningful, lasting impact.

Balancing fiscal responsibility with the drive to innovate, this Strategic Plan empowers us to reimagine what's possible. By reconnecting with our vision and core purpose—and by setting bold, measurable goals—we are positioning the Academy and the profession to thrive in the decades to come.

With the continued insight and dedication of our members, we are ready to shape the future of nutrition and dietetics—together.

Academy Vision and Core Purpose

Our north star is the Academy's vision: **a world where all people thrive through the transformative power of food and nutrition.** This, along with our core purpose from our articles of incorporation — to improve the nutritional status of human beings and to advance the science of dietetics and the education in these and allied areas — is our **why.**



Five Strategic Priorities

Strategic Priorities aim to build a robust foundation and create greater impact on our mission and values.

These Strategic Priorities will be our blueprint for action that will drive transformative change.



1 *Defined Identity*

Establish our definitive identity as the evidence-based authority in food and nutrition.

2 *Partners and Communities*

Broaden our impact by increasing our focus on our key audiences, including healthcare partners and the public, to improve health of the population and drive opportunities for the profession.

3 *Shift in Culture*

Build an inclusive culture that welcomes and represents diverse perspectives within the food and nutrition space.

4 *Professional Empowerment*

Empower the profession with effective tools, technology and resources to serve their communities and advance professionally.

5 *Operational Excellence*

Optimize internal operations by aligning structure, technology and processes to be more efficient and support our future vision.

STRATEGIC PRIORITY 1

Defined Identity

Establish our **definitive identity** as the **evidence-based authority** in food and nutrition.



Our Focus

1. Unify around a clear and compelling identity that strengthens our voice and reinforces our leadership in nutrition and health.
2. Forge powerful partnerships that spark innovation, drive investment and elevate the impact of nutrition professionals across communities.
3. Lead with research that proves the power of nutrition—demonstrating value, driving utilization and opening doors to better health outcomes.
4. Champion the integration of food, nutrition and dietetic priorities in policy and legislation—shaping a healthier, more equitable future.
5. Launch a bold national campaign that positions credentialed dietetic professionals as trusted voices and visionary leaders in nutrition.

Partners and Communities

Broaden our impact by increasing focus on our **key audiences**, including **healthcare partners** and **the public**, to improve the health of the population and drive opportunities for the profession.



Our Focus

1. Activate a dynamic response system to anticipate and lead on emerging trends—positioning the Academy at the forefront of food and nutrition innovation.
2. Ignite a bold digital strategy that showcases the depth, expertise and impact of dietetics professionals.
3. Build bridges across the food and healthcare ecosystems through strategic collaboration — driving innovation, improving outcomes and strengthening system-wide impact.
4. Pioneer groundbreaking research in value-based care — demonstrating how integrating nutrition services in care teams elevates quality and transform patient outcomes.
5. Strengthen the future of the profession by investing in a resilient, thriving workforce — supporting growth, equity and long-term sustainability.

A photograph of a rowing team in a boat on water, viewed from behind. The rowers are in a blue and white boat, and their oars are visible in the water. The water is dark and rippled.

STRATEGIC PRIORITY 3

Shift in Culture

Build an **inclusive culture** that **welcomes** and **represents** diverse perspectives within the food and nutrition space.



Our Focus

1. Inspire a vibrant and collaborative environment by empowering staff and volunteers with clarity, purpose and growth opportunities.
2. Cultivate an inclusive and forward-thinking culture where feedback fuels innovation and collaboration drives meaningful impact.
3. Champion a culture of belonging by weaving principles of inclusion, diversity, equity and access into the fabric of all our programs and policies.
4. Advance organizational excellence by fostering creativity, building trust and delivering with purpose and clarity.

STRATEGIC PRIORITY 4

Professional Empowerment

Empower the profession with **effective tools**, **technology** and **resources** to serve their communities and advance professionally.



Our Focus

1. Create seamless digital experiences by designing intuitive, engaging touchpoints that empower users and eliminate barriers to connection.
2. Elevate impact by refining and reimagining resources to ensure every offering delivers maximum relevance, value and ease of use.
3. Harness the power of emerging technology to transform tools, unlock practitioner potential and drive smarter, more efficient ways of working.
4. Empower the next generation of practitioners with practical, future-ready learning experiences that seamlessly bridge education and real-world impact.

STRATEGIC PRIORITY 5

Operational Excellence

Optimize internal operations by **aligning structure, technology,** and **processes** to be more efficient and support our future vision.



Our Focus

1. Align talent and structure with a bold vision for the future — unlocking potential through thoughtful role design and fostering a unified, collaborative culture that drives long-term success.
2. Establish a clear, adaptable framework for prioritization and change to guide focused decision-making, enabling strategic resource alignment and ensuring well-managed transformation across the organization.
3. Accelerate innovation and performance by embracing smart technologies — from streamlined tools and AI-powered solutions to personalized learning and data-driven insights — that advance our mission and amplify our impact.
4. Expand and diversify revenue by reimagining our financial model with new programs, partnerships and innovation-driven opportunities that secure sustainability and unlock long-term value.
5. Inspire excellence across every level by investing in learning and empowering individuals and teams to lead with purpose, agility and shared accountability.

Conclusion

Our Strategic Plan propels us toward a future in which dietetics professionals lead the way in advancing health and well-being through the power of nutrition. At the Academy, we harness our collective expertise, creativity and collaboration to unlock new possibilities and shape a stronger, healthier world.

With each bold step, we accelerate progress toward our vision—a world where all people thrive through the transformative power of food and nutrition.

