

ACVR Veterinary Ultrasound Society Strategic Plan

Veterinary Ultrasound Society Vision

The Veterinary Ultrasound Society (VUS) aim is to be the premier source of education, research, and quality control initiatives in veterinary ultrasound examinations for the promotion of animal health.

Veterinary Ultrasound Society Mission

The VUS society supports and promotes excellence in animal care through education, discovery, and application in veterinary ultrasound.

Veterinary Ultrasound Society Core Values

- Excellence
- Communication
- Professionalism
- Leadership
- Innovation
- Teamwork
- Volunteerism
- Service

Goal 1: The VUS will maintain and expand education offerings in traditional and novel media to further the knowledge-base of members, specialists, veterinarians and the public.

Strategies:

- Provide a common sound-board for clinical questions, interesting cases, and member feedback through the ACVR website, VUS email list, and Facebook profile.
- Develop topics of interest to specialist meetings and propose inclusion in educational programs presented by society members.
- Support a consumer reporting website to rate current platforms and technologies.
- Support education and review articles for publication.

Goal 2: The VUS will advance the science of veterinary ultrasound imaging.

Strategies:

- Provide funding for research in ultrasound imaging.
- Promote new advances published in the veterinary literature.
- Contribute to the development of the next generation of veterinary radiologists interested in veterinary ultrasound imaging.
- Make the ACVR annual meeting the forum of choice for presenting novel ultrasound research as well as providing continuing education through systematic reviews.

- Make Veterinary Radiology & Ultrasound the journal of choice for publishing veterinary ultrasound research.

Goal 3: The VUS will promote the value of society members to other organizations and industry partners.

Strategies:

- Develop and publicize member benefits and resources.
- Organizations that support the mission statement of the VUS and uphold the standards of care outlined by VUS would benefit from a VUS endorsement.