

OBJECTIVE
How might we determine
the *vision and direction for Academic Veterinary Medicine*
in North America over the 20-25 years time horizon

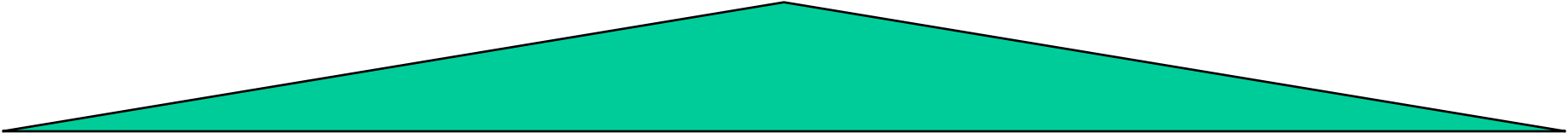
EDUCATION & TRAINING

4. How will educational institutions **train graduates** to serve the public?
5. What is the vision/direction for veterinary academia to **attract the best students**? "If we build it, will they come?"
6. How can we **educate graduates** to:
 - o Provide the knowledge, skills and tools to help students achieve **financial success**
 - o Instill in them a **sense of status** and competency
 - o Instill **leadership** qualities
7. How do we achieve a truly **competent cultural environment** for faculty, staff and students?
8. What will be the **required core competencies** for veterinary medical professionals and educators?... skills/aptitudes/knowledge? And how do we incorporate these into the new curricula?
16. What will veterinary medicine teaching hospitals **look like**?



OVERALL PICTURE

1. What will be the *global opportunities* for veterinary medicine?
2. How might we *meet or exceed society's expectations* of VM?



EXTERNAL FACTORS
Technology change & Social/ecosystem challenges/threats
15. How will **prospective and evolving technologies** influence the profession
20. How should we proactively plan for **social needs/challenges**?

LINKAGES & ROLES

10. What will be the **role of North American colleges** on the global stage?
11. How will veterinary medicine **connect with other societal areas** (e.g. food safety...)
12. How will veterinarians interact with **clients**?
13. How will **educators interact with students**?
14. How will **corporate entities** (food corporations, private for-profit schools, pharmaceutical companies, corporate practices) influence veterinary education?
17. How will veterinary medicine **add value to the university** environment?
18. How will we inject the voice of veterinary medicine into **broader health policy debates**?

ECONOMICS

9. How will veterinary medicine training and research be **funded**?
21. Who will the **employers of veterinary** medical professionals be?

PUBLIC PERCEPTION

3. What will influence the public's picture of a veterinarian?