Our role, our promise:
To protect, promote, and advance the veterinary profession

It seems to be a little known fact that the Journal of the American Veterinary Medical Association enjoys and, in fact, has always enjoyed editorial independence. So what is editorial independence? It is the philosophy that the editor-in-chief has full authority over the content of the journal, including the selection of which articles—not just scientific articles, but also news stories, commentaries, and letters to the editor—will be published and when. Of course, this policy isn’t unique to the JAVMA or even the AVMA, but is the recognized standard throughout the field of biomedical publishing. For scientific journals, editorial independence from the parent organization is inextricably linked with perceptions of integrity, credibility, and value for readers.

At the AVMA, this independence is recognized as a valuable separation of powers that empowers our JAVMA staff to perform their jobs without outside censorship or control over content, thereby providing an unbiased view of events within our profession.

Starting with this issue of JAVMA, there is going to be one exception to that editorial independence. I’d like to introduce to you the first President’s Column, the start of a monthly JAVMA feature that will bring you news, notes, and insight from the AVMA president’s perspective. This column marks the first time AVMA leadership will have a direct voice in JAVMA on key issues in the veterinary profession, and we hope to use it to explore issues that are relevant to our members, our association, and the veterinary profession from a slightly different point-of-view.

This month, I’d like to share with you an update on our Strategy Management Process and where we’re headed in 2015 and beyond. Our recently approved 2015–2017 Strategic Plan is a direct result of this process, whose ultimate goal is to grow and enhance the value of AVMA membership. You can see the 2015–2017 Strategic Plan by visiting newcourse.avma.org.

Our strategic plan is built on the results of an unprecedented approach to information gathering.

Things are changing. These are exciting times. And you’re the focus of all our efforts.