



## FY 2026-2027 Success Plan Overview

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## Purpose Statement

Dairy Council of CA brings trusted nutrition education and strong partnerships together to nourish communities and strengthen dairy's future.



# Creating a Healthier Tomorrow through Dairy



## Key Focus Lenses:

- Food for Health Across the Life Span
  - Pregnancy
  - Early Childhood
  - Adolescents
  - Healthy Aging
- Healthy, Sustainable Food and Nutrition Systems
  - Nutrition Security
  - Sustainability
  - Dairy Agricultural Literacy



## Strategies & Key Sectors





## Dairy Education: Advance effective learning solutions through trusted dairy nutrition science.



### Objectives:

- Increase knowledge and value of dairy nutrition and agriculture.
- Expand the reach and adoption of DCC's evidence-based core resources.
- Deliver dairy education through innovative and engaging formats.



## Strategic Engagement: Advance dairy through relationships & systems-level influence.



### Objectives:

- Increases value and shapes attitudes for dairy.
- Cultivate partnerships around shared values.
- Activate opinion leaders to elevate dairy's position.
- Increase dairy industry support of DCC's future.



## Organizational Excellence: Advance our purpose through a strong, resilient and sustainable organization.



### Objectives:

- Demonstrate DCC's visibility and reputation as a trusted dairy nutrition leader.
- Foster a high-performing, engaged team.
- Increase board engagement and support for organizational strategy and growth.

# Measuring Success

How we track our impact



# Measuring Internal Success Culture, Alignment & Accountability



## Objective and Key Results (OKRs)

- A disciplined, focused program framework that is both intentional and necessary.
  - Purpose-driven
  - Align resources to strategic areas with the highest impact
  - Strengthens trust internally and externally
  - Positioned to continue serving Californians effectively
- Staff Surveys
- Performance Reviews



# Dairy Education & Strategic Alignment: Measuring external success through an impact framework



- What people Say
  - ✓ surveys, interviews, testimonials
- What people Do
  - ✓ usage of resources, engagement, actions
- What people Signal
  - ✓ stories, trust, relationships, co-creation



# Measuring External Success



**Knowledge:** dairy nutrition and agriculture



**Values:** perceived benefits dairy provides



**Attitudes:** beliefs that shift outdated thinking



**Actions:** inspire individuals and partners to take action to advance dairy