

2018 NCCA Board Retreat Strategy Summary

Membership

Brainstrom Items From Retreat

- 2018 focus should be on younger doctors as well as family. “It’s Not Me, It’s We” ✓
 - Call district nonmembers to find their “why”
 - ✓ • Increase social media presence
 - Launch FB page for discussion & forum
 - ✓ • Launch district FB pages and NCCA leadership facilitates networking groups through the pages
 - ✓ • Inspirational segment of Member Memo
 - Lawyer on Retainer
 - Research NCCA demographics and present at next board meeting for discussion
 - How to legally automate staff membership
 - Raising monthly to include staff membership
 - Demographics of current membership
 - ✓ • Design promotional video as a thank you for membership anniversaries
 - Patient appreciation day
- Future: Brand Agency to review our flaws

Item Update—Membership

- Recorded video at conference for membership anniversary appreciation email. Created and will go out by beginning of August. Mailing with decals went out beginning of July.
- Launched Eastern District FB group as test run on 2/23.
- Launched FB Forum group in June. We currently have 59 members but we need more organic engagement. I am personally sending out an email invite in August.

Legislative / NCCA-PAC

- ✓ • Chiropractor in the Legislature
- ✓ • Have 4 different legislative days
- ✓ • Encourage doctors to invite legislators to community events at their office
- ✓ • Invite legislators to August 25th opioid education event
- ✓ • Telethon for PAC donations
- ✓ • PAC Meeting/Task Force
- ✓ • Videos to legislative staff by email
- ✓ • PAC donor reception at conference

Volunteer Development

- ✓ • Coffee & Chiropractic on Volunteering with link to volunteer page. Also include n Member Memo.
- ✓ • Condense list of volunteer opportunities available as to not be overwhelming

Item Update—Legislative:

- PAC donor meet-up and appreciation as well as PAC meeting during Spring Conference.
- Had 3 Legislative Days this year with varying success. Standard open rate from legislature for chiropractic videos.
- Working with Dr. Jaffe who is spearheading the PAC Task Force. Update—With a more active session this will be a realistic goal for 2019. Will an organized “task force” was not created. We reached engagement of more members involved in the PAC than I have seen since I have been a part of the association
- Legislative survey went out in 3/19 Member Memo to gather information on connections as well as if any of our doctors hold a local elected office (county commissioner, city council, etc.). This will help us identify potentials for a chiropractor in the legislature.
- Increased PAC reach by PAC Attack happening on Friday of Spring conference during BOE session.—This did not work well.

Item Update—Volunteer:

- Coffee & Chiropractic on volunteers on 1/29 and then Member Memo request in January & February. Edited website volunteer page. Will highlight again in Member Memo during the summer and the fall.
- Sent thank you cards to all those who volunteered for Coffee & Chiropractics

Conference Events

- ✓ • Black Tie Formal Gala
- ✓ • Demographics on who doesn't attend our conference and reach out for why.
- ✓ • Taskforce for conventions made up of younger doctors
- ✓ • Increase family involvement
- ✓ • Research streaming options
- ✓ • Keep the conversation going afterwards with blogs, articles, forums, etc.

NC BOE

- ✓ • Request clarification for Part IV exam score
- Request BOE to approve practice management for CEU

Item Update—Conference:

- Sent out email survey to members who have not attended a NCCA conference in 2 years.
- Reached out to speakers of Spring Conference for blogs, etc to keep conversation going and we will send targeted email to conference attendees after conference. Many speakers (Hoag, Plasker & Lesch) even did Coffee & Chiropractics for us. Will do same thing for Fall convention
- Featured speakers on Facebook to increase reach.
- Researching streaming the August 25th Opioid event as a test run for potential conference engagement
- Increase family involvement is ongoing. Will have kid zone area once again at Fall Convention.
- We have different options available to stream including FB streaming which we have utilized at the last Fall conference and the Opioid Summit. Many speakers will not give permission for their presentation to be distributed. For example Bill Moreau for the 2019 Spring Conference has agreed to be livestreamed during the event but we must remove the video once the event is over. My conclusion and course of action is to continue to use cost effective choices of streaming such as FB until there is a strategy/need/demand and availability of content to be streamed through a platform. We have the capability with the new platform when we are ready to do that.

Item Update—NC BOE:

- Part IV exam was on NC BOE agenda 1/26. Committee action required and will be discussed again at 4/27 meeting
- CEU approval was discussed at 1/26 NC BOE meeting. Philosophy will be approved but the board in discussion was very adamant that practice management would not be approved.