

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

- Recording boomerang video at conference for membership anniversary appreciation email
- Launched Eastern District FB group as test run on 2/23.

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 during Spring Conference.
- Met with lobbyists who recommend 2 legislative days. They thought the legislative videos were a great idea so will develop them prior to session. I will spend ever Tuesday morning for 2 hours during session at the legislative building meeting with reps and introducing myself.
- Working with Dr. Jaffe who is spearheading the PAC Task Force.
- Legislative survey going 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.

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.

Conference Events

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- 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
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- 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.
- Featured speakers on Facebook to increase reach.
- Researching streaming the August 25th Opioid event as a test run for potential conference engagement

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.