

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 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.
- 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.
- Send 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.

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.