

North Carolina Chiropractic Association Strategic Plan					
3 Year Plan 2021-2023					
Mission: To Promote, Protect, Educate and Advocate for Chiropractic in North Carolina					
Goals/Objectives/Strategies	Initiatives	Status	Next Steps	Target Date (Completion)	Comments
Financial Goal: Ensure organizational sustainability					
Objective 1.0: Investments accounts will be maintained with a balance of at least 1 year of budget expenses.					
1.1 Maintain and follow NCCA investment policy					
	Review annually during budgeting process and ensure board is educated on status	Annual process	Continual	Continual	
Objective 2.0: Non-dues revenue will equal 48% or more of total revenue					
2.1 Each budget will be prepared with a balanced approach to revenue with events, sponsorships and advertising equal to state non-dues revenue goal.					
	Build and maintain a balanced internal evaluation and opportunity assessment process	On going	Continual	Continual	
2.2 Each year staff will assess the current needs of the membership to identify new opportunities for value-add, additional program depth and revenue					
	Survey and focus groups through the year to assess new needs	On going	Continual	Continual	
	Keep abreast of emerging trends in the industry and bring ideas to the board	On going	Continual	Continual	
Membership Goal: Increase membership, member loyalty and investment					
Objective 3.0: The member retention rate will be an average of 93% from 2021-2023					
3.1 Communication program to ensure connection with all members					
	Weekly Member Memo & Coffee & Chiropractic email	Weekly process	Continual	Continual	
	New-member targeted communication plan	On going	Continual	Continual	
	Timeline for communications regarding billing and dues that consists of phone calls, emails, texts and snail mail	On going	Continual	Continual	
3.2 Evaluate member programs to ensure opportunities exist for all members					
	Survey membership & program utilization	Annual process	Continual	Continual	
3.3 Resources available for member utilization					
	Increase video resources and topics for chiropractic staff	In progress	Identify needs and plan for creation and potential speakers	Mid 2022	
	Create resources focused on DC Associates	Not started	Survey members for topics that need to be addressed.	Mid 2022	
Objective 4.0: Create two targeted member aquisition drives					
4.1 Connect with nonmember doctors					
	Quarterly communications & alerts with nonmembers	In progress	Continual	Continual	
4.1 Connect with new licentiates doctors					

	Create new process of engagement with licentiates due to cancellation of in-person jurisprudence exam	Not started	Work with NC BOE on options and staff meeting to brainstorm	2021			
	Engage colleges for information and possible formation of student program	In progress	Reach out to colleges regarding current programs	2022			
			Establish contact at each school	2022			
Objective 5.0: Engage at least 50% of NCCA membership at NCCA events annually							
5.1 Hold events and conferences throughout the year							
	Evaluate success and reach of programs	On going	Continual	After each program/event			
	Maintain record to ensure variety of speakers, disciplines and topics	On going	Continual	Continual			
PR Goal: Increase Awareness to the Public of Chiropractic & the Healthcare Arena							
Objective 6.0: Achieve 3.5 million impressions annually generated from NCCA PSAs.							
6.1 Create PSA Campaign							
	Integrated campaigns statewide	On going	Continual depending on budget	Continual			
	Annual review and evaluation of program	Annual process	Continual	Continual			
Objective 7.0: Collaborate/create with a minimum of four different resources each year to provide content for member utilization.							
7.1 Implement social media campaign							
	Contract & make available to members social media coaches such as Dr. Kevin Christie & F4CP	In progress	Add additional resources and another social media coach	2021	Potential to engage for longer		
	Creation of in-house education efforts	Not Started	Year plan for theme months and social media graphic creations	2021	Potential for continuation after evaluation		
			In-house website and social media review	2021	Potential for continuation after evaluation		
Advocacy Goal: Increased Access to Chiropractic Through Education and Legislation							
Objective 8.0: Introduction of opioid legislation and progress of other chiropractic initiatives							
8.1 Lobbyist Angel & Laura to arrange sponsors for legislation							
	Lobbyist to provide reports for each board meeting on progress and other items of interest	In progress	Continual	Continual			
8.2 Make connections and impressions with elected officials regarding opioid education							
	Doctors to reach out to their legislators with opioid information	Not Started	Plan for template letter and communication to members	2021			
	Geo-targeted opioid PSA	Not Started	Research geo targeted ads	2021			
Objective 9.0: Connect at least 50% of the legislature with a chiropractic ambassador							
9.1 Create and distribute legislative toolkit with talking points on communicating with elected officials							
	Distributed to members through Coffee & Chiropractic and housed in Member Resources	Complete	Repeat distribution before end of legislative session	2021			
9.2 Grassroots campaign							

	Maintain spreadsheet with legislator and dedicated chiropractic ambassador	In progress	Make introductions to new legislators and continue to evaluate and "match" doctors	Continual			
	Contact ambassadors for PAC contributions and follow up	In progress	Plan content and timeline for communications	Continual			