

# UVCA Strategic Plan

## Update from 1/30/2021 Planning Meeting

### Goal 1: Advocacy and Influence

**Strategy 1-Strengthen CPAC:** Promote CPAC; educate members as to its purpose, necessity and how they can help.

Members: Chris Perron, Bill Ward, Joe Foley, Christine Stewart, Marco Accordo, Carly Swift, Taylor Myers.

- Communicate the “Why” behind contributing to CPAC -- what’s in it for each doctor.
- Come up with a simple, strong, concise message. (Ex.: Give us your Starbucks money.)
- Promote with repetitive and regular messages to UVCA members via email, quarterly video messages, etc.
- Make sure no one leaves a UVCA convention or District Connection without knowing about CPAC.
- Communicate the mission statement of CPAC.
- Donation link with membership dues was added to the membership application and renewal forms in early 2020. However, this does not reach those on EZ-Pay. Need to come up with a strategy for that group.
- Further link CPAC donations to membership; for ex., as part of an upgraded membership category like Premier.
- Continue to maintain and improve the Key Legislative Contact List.

**Strategy 2-Defend Chiropractic Scope:** Fortify chiropractic scope of practice in Virginia. Enhance Legislation.

Members: Chris Perron, Michelle Rose, Bill Ward, Eric Carlsen, Will Sonak, Taylor Myers.

- Continue to investigate whether to add to scope to pro-actively strengthen it, rather than primarily responding to issues that arise.
- Develop a list of what chiropractors won’t do. (2/17/2021 Posted request for exs from ChiroCongress colleagues.)
- Provide checklist on “how to meet your legislature.” (2/18/2021 Current version sent to leadership for review and updating.)

### Goal 2: Practice and Career Success

**Strategy 1- Provide a Valuable Website:** Develop Toolkits and create the “VCA Vault.”

Members: Julie Connolly, Bibhu Misra, Carly Swift, Shawn Keegan

- Continue to Revamp and redesign current website, make it more user friendly.
- Forward website trends and a variety of design templates to the task force for feedback.

### **Strategy 2- Create Public Awareness**

Members: Carly Swift, Julie Connolly

- Choose a couple main activities and repeat annually.
  - Silent Auction during Spring Convention
  - Food Drive in Februarys
  - School Supplies Drive during summers
  - Table race idea for now
  - (2/14/2021 Decided to conduct Make-a-Wish fundraiser since ties in to Spring Convention "As You Wish" theme)
- Create awareness of F4CP PR tools and benefits

### **Strategy 3- Help New DCs Getting into Business**

Members: UVCA Board

- Will send career paths info to full board to read through and edit. Then post to Website.
- Add Vendor lists to this area, such a "Find a Supplier." Possibly charge vendor a fee for inclusion.

### **Strategy 4- Support the ECA-IPN**

Members: Chris Perron, Bibhu Misra, Bob Pinto

- Maintain seat at the table with administrator
- Continue to promote to members, get message out
- Create awareness about importance of owning our billing/insurance data and how it can be utilized; i.e., Infindi
- Continue to monitor IPN via leadership participation in monthly IPN calls

(2/27/2021: Dr. Perron touched base with the group.)

## Goal 3: Association and Membership Strength

### **Strategy 1- Develop and Enhance Leadership**

Update bylaws, board structure. Completed.

### **Strategy 2- create UVCA Branding**

Members: UVCA Board and Staff, Julie Connolly

- Continue working on logo redesign.
- New logo itself has been selected. Next step: update coloration.

### **Strategy 3- Increase Resources and Revenue**

Members: UVCA Board

- Continue with affinity programs and add to them.
- Look at tiered vendor membership models.
- Continue research into investing in our own LMS.
- Develop online classes taught by members.
- Conduct regular auctions highlighting specific vendor(s).
- Target different membership groups for member benefits
  - Out of State DCs, Students, Associate DCs, Vendors, 20-year vs. new DCs
- Exit Strategies
  - Come up with a list of various exit strategies.
  - Reach out to schools to connect graduates with exiting DCs.
  - Ask members to volunteer to work with schools to help place graduates, such as job fairs. For ex:
    - Palmer: Trochim, LaBarbera
    - Sherman: Myers
    - Life: Perron
    - NYCC: Accordo
- Budgets, Audits
  - Ensure leadership is receiving financials regularly.
  - Get quotes for external 3<sup>rd</sup> party audit.

UVCA Strategic Planning Meeting - Notes  
January 30, 2021  
Via Zoom

Twenty-two UVCA board members, past board members, committee chairs, staff members and other invitees came together virtually on Saturday, January 30, 2021 to review the association's strategic plan progress and identify actions to continue to move the plan forward.

We want to thank the following for sharing their time, talents, and brainpower with us.

Accordo, DC, Marco  
Bender, DC, Anna  
Carlsen, DC, Eric  
Connolly, FICC, Julie  
del Mar A Villar-Villar, Maria  
Dolberg, DC, David  
Foley, DC, Joe  
Keegan, DC, Shawn  
Misra, DC, Bibhu  
Mulvaney, DC, Michael  
Myers, DC, Taylor  
Perron, DC, Chris  
Pinto, DC, Bob  
Rathmann, DC, Jennifer  
Robinson, DC, Brad  
Rose, DC, Michelle  
Sonak, DC, Will  
Stewart, DC, Christine  
Swift, DC, Carly  
Trochim, DC, Aaron  
Virusky, DC, Christopher  
Ward, DC, Bill

Dr. Perron called the meeting to order at 9:03 a.m. Dr. Sonak read the anti-trust statement and asked if the group had any questions.

The group highlighted progress since the last meeting in early 2020. The attendees identified items to further prioritize, others to consider completed, and others to "table." Meeting participants volunteered to help with specific goals and projects and assignments were made.

See "Strategic Plan Update from 1-3-2021 Meeting" for the updated plan. Additional detail is available upon request.

The meeting ended at approximately 12:30 p.m.