



CALIFORNIA CHIROPRACTIC ASSOCIATION

2017-20 STRATEGIC PLAN - FINAL

Goal: Community

Members will benefit by the development of relationships through inclusion and respect, in turn growing the chiropractic community.

- Increase total membership by 10%.
- Promote mentorship through inclusion and respect within the chiropractic community by holding annual panels with three to five doctors with different practice styles explaining how CCA helps varying styles of practice.
- Build a database of trusted non-DC professionals to include in the chiropractic community as a resource for all members.

Goal: Advocacy

Promote and advocate on behalf of the profession to ensure the viability and sustainability of chiropractic in California, improving the quality of life for all Californians.

- Mobilize all our doctor and student members and those they serve to advocate for the profession through a revitalized Key Doctor Program.
- Establish an ongoing, consistent educational program for the Legislature and regulatory bodies, to benefit all Californians.
- Utilize our collaborative partners in public relations/media and research to build cultural authority with the Legislature.
- Advance our political agenda by introducing pro-chiropractic legislation, defeat legislation not in chiropractic's best interest and address other public health issues.

Goal: Resources

To benefit the members and the profession at large by securing and raising sufficient funds to support relevant research, legislative action, expanded member/operational resources and healthy contingency reserves.

- Increase PAC fundraising efforts.
- Increase non-dues revenue.
- Align operations overhead with best practices.
- Create conventions and seminars that are profit-centers.
- Increase resource allocations to improve and maintain cutting-edge technology.
- Increase and maintain media fund budget allocation.
- Increase research budget (CCF).
- Increase and improve member resources.

Goal: Education

Members will receive continuing education in best practices from top experts on a wide range of topics in systemized, profitable, unified and efficient ways.

- Increase active participation amongst stakeholders across all platforms.
- Develop and implement an education technology platform.
- Create a more expansive and inclusive annual convention to be held in different locations annually.
- Expand ability for districts to extend CE to its members.
- Improve communication within CCA by expanding tools and methods.

Goal: Systems

Members will benefit from an association that is operating at the highest level of technology and efficiency within a year.

- Increase functionality of CCA technology to maximize efficiency, accessibility and value while decreasing wasteful resources.
- Improve organizational transparency and structure by implementing a comprehensive governance development plan.
- Optimize efficiency, integrity and transparency in CCA's financial policy and organizational structure.
- Increase CCA's visibility and public awareness through multiple marketing and media outlets.
- Increase district and school chapter support.
- Improve and define CCA HQ culture in a way that supports a high-functioning organization.