

MEOTA Board Meeting



April 2022 Minutes

DATE: April 20, 2022

VIRTUAL ONLY **Zoom**

Join Zoom Meeting

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Meeting ID: 853 9948 2986

Passcode: 171621

Party	EST Time.	Responsible
<p>1. Welcome & Roll Call <u>President*</u>- Kim Davis P <u>Past President*</u>- Jessica Bolduc P <u>Secretary*</u>- Kim Barron-Gooding A <u>Treasurer*</u>- Allison Dellosso A <u>Regional Representatives*</u> Central Maine- Kelly Pruett P Northern Maine- vacant Southern Maine- Katie Brooks P <u>Student Representatives(1*)</u> Husson- Shannon Dowd A and Adrienne Beatty A KVCC- vacant UNE- Allie Casciotti P USM- vacant <u>Committee Chairs</u> Bylaws, Policies and Procedures chair- vacant Continuing Education chair- vacant Legislative Chair- Ryan Gallant P Membership- Mary Miller P Public Relations- Nichole Clark A Nominations and Recognition – vacant <u>Special Interest Sections</u> Adult Rehabilitation – vacant Children and Youth- Maddie Kelley P Productive Aging – Polly Keniston/Regi Robnett A RA Rep- Carrie Beal A Other: Amie Marzen P Lobbyist: Bob Howe A</p>	5mins	Kim *Quorum is 5 of 8

<p>2. Approved Minutes - Motion to approve the minutes for March 2022 1st: Katie 2nd : Kelly</p>	<p>3 mins</p>	<p>Kim B Submitted for website</p>
<p>3. Review of Mission - MEOTA - ABOUT US maineot.org Read by: Katie</p>	<p>3 mins</p>	
<p>4. Question or Discussion of Reports – see below</p>	<p>5 mins</p>	<p>President, Treasurer, Legislative, Membership and CE chairs PR and UNE</p>
<p>Happy OT Month</p> <p>5. Old Business a. Appointments- Form available online ELECTIONS AND NOMINATIONS (maineot.org) - Continued openings for the following: -Adult Rehab SIS Chair - ? if Katie reached out ?Shelby Hutchinson/Katey/Emily -Northern Rep Savannah Paradis-Hamilton applied, approved by board 4/20/22 SIS Chair Bylaws Chair Nominations and Recognition Chair Continuing Education Chair</p> <p><i>RA Rep *AOTA - Kim sent out memo and has had 2 interested parties</i></p>	<p>5 mins</p>	<p>Kim</p>
<p>6. New Business/Updates</p> <p>a. Virtual Social scheduled May 11th</p> <p>b. -Volunteer for PWH prmeota@gmail.com May 21, June 11, July 16 (waiting for date confirmation) -Special Surftrrs TBD -Habitat for Humanity TBD</p> <p>c. MaineCare Update -should see increased July 1, Ryan to follow up for status update</p> <p>d. Licensure board updates - meeting held - unable to hear full discussion so will need to refer to minutes after approval at next meeting. Meeting was 3 hours due to guest speakers</p> <p>e. Spring Webinars Children & Youth SIS: March 5th Complete Adult Rehab SIS: April 9th Sent messages to vt and nh for more registrations. Vt offering free events for month of April Complete</p>	<p>6 0 mins</p>	<p>60 mins Katie/Kelly Nichole Ryan Kim Jessica</p>

<p>Productive Aging SIS: March 26th Complete</p> <p>f. Fall 2022 Conference October 22nd, 2022 Hilton Garden Inn in Freeport Keynote - Cristina Reyes Smith Theme - Contextual Diversity: New Frontiers of OT Practice Call for papers out: 7 submissions thus far Sent another person the form. She wants to talk about domestic violence</p> <p>g. student scholarships - award letters and checks sent? Allison to follow up</p> <p>h. Maine OT/OTA Salary Discrepancy - AOTA contacts - Do we want to start an ad hoc committee? Yes will send out information in hub</p> <p>i. AOTA Bylaws and Structure Changes continue discussions; AOTA Members check your emails re: AOTA listening sessions April 25, 28th 8-9pmEST. AOTA voting June 9-27. MeOTA will plan on our own zoom session for further discussion</p> <p>j. Hub due end of April: remember to send in submissions. Mailing May 1</p> <ul style="list-style-type: none"> -spring SIS – Jessica -Fall conference -Jessica -call for papers - Jessica -RA appointment process Jessica/Carrie -Regional Rep updates - Katie/Kelley -open positions - Jessica -new vision statement - Kim D -Licensure board update - Kim D -reading and reflection circle (The Power of Fun) Amie -summer social or brainstorming for craft? Katie -legislative update – Ryan/Kim -AOTA conference highlights -Adrienne -OT Month greeting/graphic – Amie? -President’s Greeting – Kim -PR events? -Nichole -Next board meeting dates? -membership drive specific blurbs for recruitment – Kim -open call for ad hoc for salary discrepancy - Kim -thanks to Howe&Cahill <p>k. ASAP Update - expenses flight, hotel, food</p>		<p>Jessica</p> <p>Allison</p> <p>Kim</p> <p>Kim/Jessica</p> <p>Kim</p> <p>Kim</p> <p>Kim</p>
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<ul style="list-style-type: none"> - ME, NH and VT discussion about conferences - pilot project for association management companies <p>l. Book Club Update - June 8 6:30 to 8pm</p> <p>m. How do we get new people up and running - membership, northern rep, adult rehab sis</p> <ul style="list-style-type: none"> -update SOP? -refresh succession planning checklist -website tutorials with Amie -Membership drive for October -Peer Regional Rep mentoring/support, ?regular meetups -Peer SIS mentoring/support, ?regular meetups (?after board meetings) -social media outreach <p>n. continuing education ideas - like to look at things that might be specific to some specialties - hand clinic?, mental health, fieldwork supervision. What other ideas do we have?</p> <ul style="list-style-type: none"> -Spring Webinar with SIS focus -Fall conference SIS roundtables -record all conference sessions via zoom -Continue to brainstorm at May meeting for topics/speakers <p>o. Retirement of Howe and Cahill - meeting to meet those being recommended by Bob to take over.</p> <ul style="list-style-type: none"> - Nate Clutier and Bill Ferdinand of Eaton Peabody - Jessica submitted 3 other names 		<p style="text-align: right;">Amie?</p> <p style="text-align: right;">group discussion</p> <p style="text-align: right;">group discussion</p> <p style="text-align: right;">Bob Howe</p>
<p>9. Final Items</p> <ul style="list-style-type: none"> a. actions to be taken b. next meeting date/location- see next column c. close meeting at 742pm 	<p style="text-align: center;">5 mins</p>	<p style="text-align: center;">See above column for actions items</p> <p style="text-align: center;">Next Meeting:</p> <p style="text-align: center;">May 18, 2022</p> <p style="text-align: center;">Reports Due in May:</p> <p>Public Relations Regional Representatives Special Interest Section Student Representatives Legislative Rep</p>

Submitted by: Jessica J Bolduc

Role call:
P for present
EX for excused
A for absent

of years as an OT/ OTA (students please write N/A) *

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Position sought *

Northern Maine Regional Representative

Statement of Interest and Qualifications: (min of 500 characters) *

I am passionate about the OT profession and would be honored to join the MeOTA regional team as the Northern Regional Representative and relay information presented during meetings about legislative changes and happenings. There is much to be said about the OT energy in the Northern region and I would be delighted to share this energy with the Central and Southern regions. I have recently created and started working as an OT for my business, Northern Pines OT, and have been excited to network and learn from others in the profession. I am passionate, dedicated and always looking to enhance my skills and knowledge as an OT. I take pride in sharing awareness about the profession of OT and providing leadership to fellow providers. My experience as a Rehab Coordinator over the last three years have prepared me for a role in leadership, and ensured I communicate effectively to establish professional and interpersonal relationships within the team. I am motivated to provide creative ideas to the group and assist with sharing MeOTA news and updates in the Northern region. Please consider my nomination as the Northern Maine Regional Representative, as I would be honored to be a part of the team.



April 2022 MONTHLY STATUS REPORT

To: MeOTA

From: Allison Casciotti

Subject: University of New England student representative

ACTIVITIES COMPLETED IN THE PAST MONTH		
Completed Deliverables: "OT Month" advertisements on UNE (Portland) campus		
ACTIVITIES IN PROCESS	NEXT ACTION	DUE DATE
➤ celebrations "OT Month"	Planning: Trivia Night, Celebration, Party, Exhibit	➤ /14
ACTIVITIES TO BE STARTED WITHIN THE NEXT MONTH		
➤		
LONG TERM PROJECTS		
➤		

April 2022 MONTHLY STATUS REPORT

To: MeOTA

From: PR MeOTA

Subject: April Monthly status report

ACTIVITIES COMPLETED IN THE PAST MONTH		
Completed Deliverables		
ACTIVITIES IN PROCESS	NEXT ACTION	DUE DATE
➤ Special Surfers	➤ Sending out dates, begins in June	➤
➤ Partners for World Health Dates-asked for May 21 st , June 11 th and July 16 th . All 9a-12p	➤ Waiting for response from PWH. Will email again if I do not hear back by meeting	➤
➤ Habitat for Humanity	➤ Reached out and waiting to see if they have any volunteer opportunities this year.	➤
ACTIVITIES TO BE STARTED WITHIN THE NEXT MONTH		
➤ Continue to reach out to PWH and Habitat to set up volunteer dates, look into any beach cleanup days that we could get involved in, or community clean up. Walks where we can form teams and hand out water bottles to participants. Reaching out to newspapers to possibly post about the OT profession.		
LONG TERM PROJECTS		
➤ PWH, Habitat		
ISSUES FOR IMMEDIATE ATTENTION		
➤ Contact for LL Bean		

April 2022 MONTHLY STATUS REPORT

To: MeOTA

From: Allison Dellosso

Subject: Treasurer Report

ACTIVITIES COMPLETED IN THE PAST MONTH		
Completed Deliverables: <ul style="list-style-type: none"> ➤ Consultant paid up to date ➤ Insurance and lobbyist paid up to date ➤ Current Account balance: 4/15/22: \$18096.01 		
ACTIVITIES IN PROCESS	NEXT ACTION	DUE DATE
➤ Adding Kim to Bangor Savings Bank	➤ Kim to sign forms at bank	➤ Anticipated April 2022
➤ Taxes	➤ working with ITC to complete taxes	➤ Anticipated April 2022
➤ Switching funds from Ameriprize to Bangor Savings Bank	➤ Completing forms- will need to be signed by treasurer, president and secretary and then submitted	➤ Anticipated May 2022
➤ Fraud Dispute	➤ None right now- waiting to hear results	➤ April or May 2022
ACTIVITIES TO BE STARTED WITHIN THE NEXT MONTH		
➤ Get event insurance for Fall conference		
LONG TERM PROJECTS		
➤		
ISSUES FOR IMMEDIATE ATTENTION		
➤		

To: MeOTA

From: Kim Davis

Subject: President

ACTIVITIES COMPLETED IN THE PAST MONTH		
Completed Deliverables: <ul style="list-style-type: none">- Cooperation with NH and VT for offering membership benefits among all states for continuing education<ul style="list-style-type: none">o Contacted both NH and VT to post the webinars on their social media and websites. Completed by both.- Signed up for the listening session on the pilot project for association management with AOTA- Talked to Savanah Paradis Hamilton re the northern maine representative position with Katie and Kelly.- Sent the link for a potential presenter for the fall session		
ACTIVITIES IN PROCESS	NEXT ACTION	DUE DATE
➤ Hub	➤ submit	➤ April 15
➤ Review State Presidents Orientation	➤ Find the link on CommunOT	➤ Summer 22
➤	➤	➤
ACTIVITIES TO BE STARTED WITHIN THE NEXT MONTH		
➤ Better way to onboard new members		
LONG TERM PROJECTS		
<ul style="list-style-type: none">➤ Look at alternative methods for tracking legislative issues that will be of importance to OT➤ Improve membership numbers Continued discussion and ideas.<ul style="list-style-type: none">o Discount for new gradso Buy multiple years at a discounted rateo Company membership – special fee for corporations that want to purchase and all employees have accesso Look at possible tiers of membership access<ul style="list-style-type: none">▪ Gold – full access▪ Silver – almost full access – basic access plus SIS’s plus discount for a single event▪ Bronze – basic access – website/hub only – no discounts for eventso Phone calls or emails to interact with new members as a welcome – personal from the board – each person gets a single month to connect.o Phone calls or emails to remind for renewals – same system for new memberso Look at our value proposition statement and make sure that it is clear➤ Membership Seminar Summary<ul style="list-style-type: none">o Need to tap into Millennial and Gen X because if we focus on those born before 64 we will lose membership.o Top 3 ways to increase membership – word of mouth, email, association sponsored events and meetings. Social media is good and paid online digital marketing can be helpful at upwards of 20% success and all other methods (chapters, direct mail, telemarketing etc. are not as successful. Both word of		

mouth and email are both declining over time so will not be as effective at some point in the future. These will be our primary methods as they are most favored by associations with up to 5000 members.

- Offers with the most effectiveness include conference or convention discounts, dues discounts for first year and monthly/quarterly dues installments. Additional months free, multiple year discounts, member referral incentives, free gifts or premiums and finally drawings or contests. I am not sure that free trials or money back guarantees would be something we would want to consider.
- Others are reporting that networking, ce and accessing specialized or current information to be the top reasons for members to join. Learning about best practices, attending conferences, supporting the mission, supporting advocacy advancing their career, obtaining discounts, recognition are lower. Those associations who have renewals above 80% indicate the members join for the access to specialized and current information. Those with increases in new members is to learn best practices in their profession and support advocacy. **Those who report declines believe they join to network and or attend conferences.**
- Ways to onboard new members – welcome email, opportunity to create a membership profile, invitation to follow/like association's social media page. New member engagement email series, invite to join an online community, membership card, emailed welcome kit, mailed welcome kit, welcome phone call, invite to volunteer, new member webinars, in person new member reception all have positive results.
- Social media looks like Facebook, twitter, and LinkedIn are all pretty successful with Instagram and YouTube coming in next. Those who have increases in membership do use Instagram. About 41% of the associations post between 1 and 3 times a week. The bigger the membership the more they post – upwards of 7 times a week.
- Membership engagement increased for many through attendance at webinars including focused information for facing the challenges of the pandemic.
- The number one reason for losing members is lack of engagement with the organization.
- Interestingly associations with renewal rates at or above 80% and new member renewals at 80% or above are more likely to employ a fixed calendar date for membership renewals.
- 49% allow members' access for 2 to 3 months after their membership expires. They are also the ones with the highest renewal rates.
- Email is the most frequent method for renewal reminders with the average being 5 sent to each member. It is not really the most effective – apparently telemarketing is more effective and paid digital ads.
- Most start their renewal effort 3 months in advance of expiration.
- Most stop the effort of trying to get members to renew at 3 months after expiration while individual group (like us) don't stop.
- Direct mail is better than phone calls for renewal but smaller associations are more likely to find that calls are helpful
- Helpful renewal options included accommodations for member hardships, installment payments and automatic credit card renewal. Multiyear and lifetime memberships were also pretty effective.
- Reasons for not renewing is lack of engagement with association, lack of value, employer won't pay/stopped paying, forgot to renew, can't justify the membership cost with any return on investment, too expensive, and retirement.
- How to get people back – those with high rates of renewal and new member renewal make phone calls and emails to be most helpful.
- Associations reporting increases in membership numbers put their money into awareness, recruitment, engagement and renewal.

- 49% of the associations allowed for 2 to 3 month extension of 2 to 3 months of a grace period due to economic hardships as a result of the pandemic.
- 62% of associations plan to continue to offer virtual events.
- Biggest challenge to growing membership is difficulty in communicating value or benefit, insufficient staff and difficulty attracting and/or maintaining members. Other considerations include difficulty meeting the needs of different parts of the memberships as it is diverse, lack of a plan, insufficient budget, lack of marketing expertise, difficulty converting student memberships to regular memberships, don't understand the market.
- The biggest external challenges to growing membership include declining member and employer budgets, pandemic, economy/recession, competitive associations or sources of information (AOTA, ASHT), perception of the association or the culture, brand awareness, changing demographics.
- Associations with growth have a process or are looking at a process for supporting innovation.
- Dues cost – the mean for individual is \$833 with the median at \$216. 10% are below 50, 12% at \$50 to \$99, \$100 to \$149, and 13% at \$150 to \$199. Those with more member renewals have a sliding scale for dues.
- How often do associations raise dues – 53% as needed.
- Associations that are experiencing an increase are using a tiered membership option.
- More and more are using paid advertisement with Facebook (76%), retargeting (Facebook, adroll, google) (69%), search engine marketing (56%), lead generation content marketing (videos, webinars) (47%), linked in paid advertising, paid banner ads on other websites and Instagram paid advertising.
- These are used mostly for membership, conference, professional development meetings/programs and webinars.
- Apparently the majority of associations send out 2 to 3 emails per week. The smaller the association the fewer the emails but only 1% send out 0 per week.

➤ Tips from those who have participated in the survey (22% have been from healthcare – majority)

- Promote group membership to current members with 3 or 4 individual memberships in the association.
- Outbound phone campaigns were very effective for retention, especially early in the COVID pandemic.
- We recently bundled our on-demand webinars with membership and created a new membership level which has proven to be very popular.
- Mass media marketing and awareness campaigns integrated with digital ads, retargeting, thought leadership and campaign landing pages.
- Phone calls to prospects who have engaged with us in some way (e.g., attended an event or signed up as a website guest). Many of these prospects are at the precipice of joining and the phone call gets them over the line.
- Offering a discount on multi-year memberships (18% off a 2-year and 25% off a 3-year).
- We have implemented a year-long system of touchpoints for 1st-year members.
- Innovate. Innovate. Innovate. Flexibility. Be open to new opportunities. Test—always.
- That if you send too many emails you become background noise and are ignored.
- I believe people still like the personal phone calls and talking with a membership person.
- Membership marketing is a mixture of both art and science. Understanding the issues for the sector and effectively communicating how your association is part of the answer they are seeking is tremendous ongoing work. Testing packages, offers, subject lines is absolutely critical to long-term success.

- One of the most important lessons learned is that most people do not read. They focus on bullets or bold lettering only. A paragraph of text will be read by 1% of the audience.
- Invest in all areas of the marketing funnel (awareness, interest, consideration, purchase).
- Keep trying new and creative ideas. Work with professionals who know the business.
- We have to continue to use digital marketing, especially on social media channels.
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ISSUES FOR IMMEDIATE ATTENTION

