

VMAE Member Share Session

July 30, 2022

Engaging Recent Graduates

Facilitated by Tim Atkinson and Cristina Keef

Participants offered and explored various ideas for recruiting, retaining, and involving students and recent veterinary graduates in their associations. These included:

- Provide leadership training
 - small, dedicated training weekend can be successful
- Engage through new social media networks (what's app, discord, slack)
- Offer hands-on CE (increasing demand)
- Offer financial planning or wellbeing consulting (very well received in several VMAs). Can include:
 - one on one services
 - group workshops
 - how to purchase a practice
 - what to know if you are a buy-in partner
 - contact negotiation
 - regulatory understanding
 - record keeping
- Work with the veterinary college's alumni committee/relations group, where applicable
 - require alternate, non-student email address, when accessing accounts for senior students
 - meet with the Dean's office to gauge students' needs
 - contact the student business association/chapter for collaboration
 - develop student chapters and engage student reps
- Student graduation gifts
 - require online registration to receive gift (capture non-college email & address)
 - magnetic name tag
 - clipboard
 - dog leash
- Provide education on the difference between an association and a state licensing board
 - develop a FAQ handout
- Encourage existing members with employed new grads to get them involved
- Offer a mentorship program (some have been more successful than others)
 - use existing programs
 - offer a "summer" social event
 - host a career mixer (career fair)
 - facilitate peer groups

Engaging Volunteer Leaders in Today's Changing Environment

Facilitated by David Foley and Debra Hamelback

Participants brainstormed ways to increase member involvement in the leadership of veterinary associations. Takeaways included:

- Utilize a Member Engagement or Leadership Development Committee
- Utilize a Governance Committee to outline skill sets needed and enhance diversity in leadership
- Committee Expectations
 - develop application process
 - consider workload on staff
 - develop clear goals/tasks/objectives, expectations, terms, appointment
 - meet w/ committee chairs 2x year (offer a virtual onboarding session)
 - tie committee work to the association's strategic plan
 - consider term limits
- Overflow of Volunteers
 - utilize micro-list for other opportunities (help at CE events, pet events, career outreach)
 - micro volunteering is trend
- Replacing Volunteers
 - have conversation on expectations – should be done by another volunteer leader
 - enforce terms, attendance expectations
 - no shows/low participation – bylaws or policy should address
- Board Member Orientation
 - focus on training about the role – as VMA leader apart from workplace
 - several consultants have produced excellent resources
 - packet should include SOP, expectations, schedule, agenda/committee goals

New World of Event Management

Facilitated by Susan Blevins and Heather O'Steen

Participants discussed the changing environment of offering CE. Ideas offered included:

- Hybrid or virtual CE
 - Pre-recorded sessions with speakers available for live chat
 - live streaming, virtual & in-person can access
 - Vimeo (video software)
 - charge more for virtual attendance to offset the AV costs (consider as offset for no travel costs)
 - use video recorders then upload to website instead of live stream to save on costs
 - release recordings 3-4 months after the program to encourage in-person attendance
- Online opioid substance training as a topic increasingly in demand
- Use of avatars
- Spread a virtual program out over several weekends with rotating times

- Spring e-conference, live fall conference
 - poll members about their preferences
- Live stream exhibit hall
 - prepare exhibitors ahead of time, get permission
 - offer hands on learning for highly requested topics, i.e., anesthesia & imaging
- Retain lessons learned from COVID
 - no-contact registration desk
 - red, green, yellow ribbons to signify level of contact comfort or stickers
 - add pronouns to name badges
 - wellness rooms/ mask free zone to take breaks
- Encourage younger veterinarians to attend through corporate-sponsored scholarships
 - encourage families to attend (early start allows for family time in the afternoon)
- Exhibitors & Sponsorship
 - create packages based on sponsor input
 - sponsors typically prefer in-person to virtual meetings