

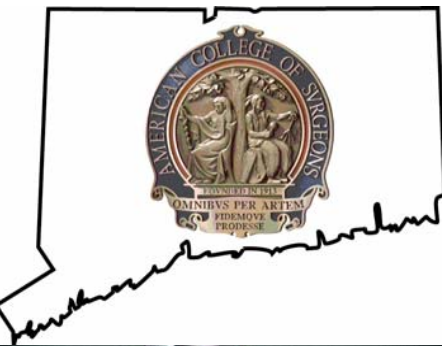
Connecticut Chapter of the American College of Surgeons Professional Association, Inc.



2007 Clinical Congress Special Sessions for
Chapter Leaders and Chapter Administrators
Chapter Showcase

Christopher Tasik, Executive Director

Tuesday, October 9
New Orleans, LA



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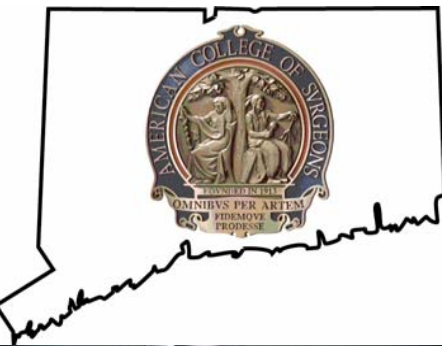
Introduction

The Connecticut Membership Experience

- 25% Growth since 2004
- 11.5% dues increase in 2006 from \$175 to \$195
- Strong Committee Leadership
- Meaningful Council Support
- Hospital Liaison Program
- Recapturing Lapsed Members

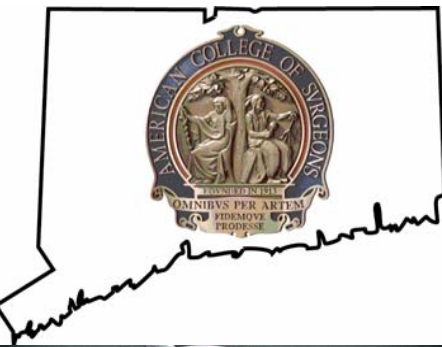
History

- Founded in 1967 – 40th Anniversary Year
- Incorporated in 1980
- Merged with Connecticut Society of American Board Surgeons in 1999
- New 501(c)(6) successor corporation, Connecticut Chapter of the American College of Surgeons Professional Association, Inc. formed in 2005.

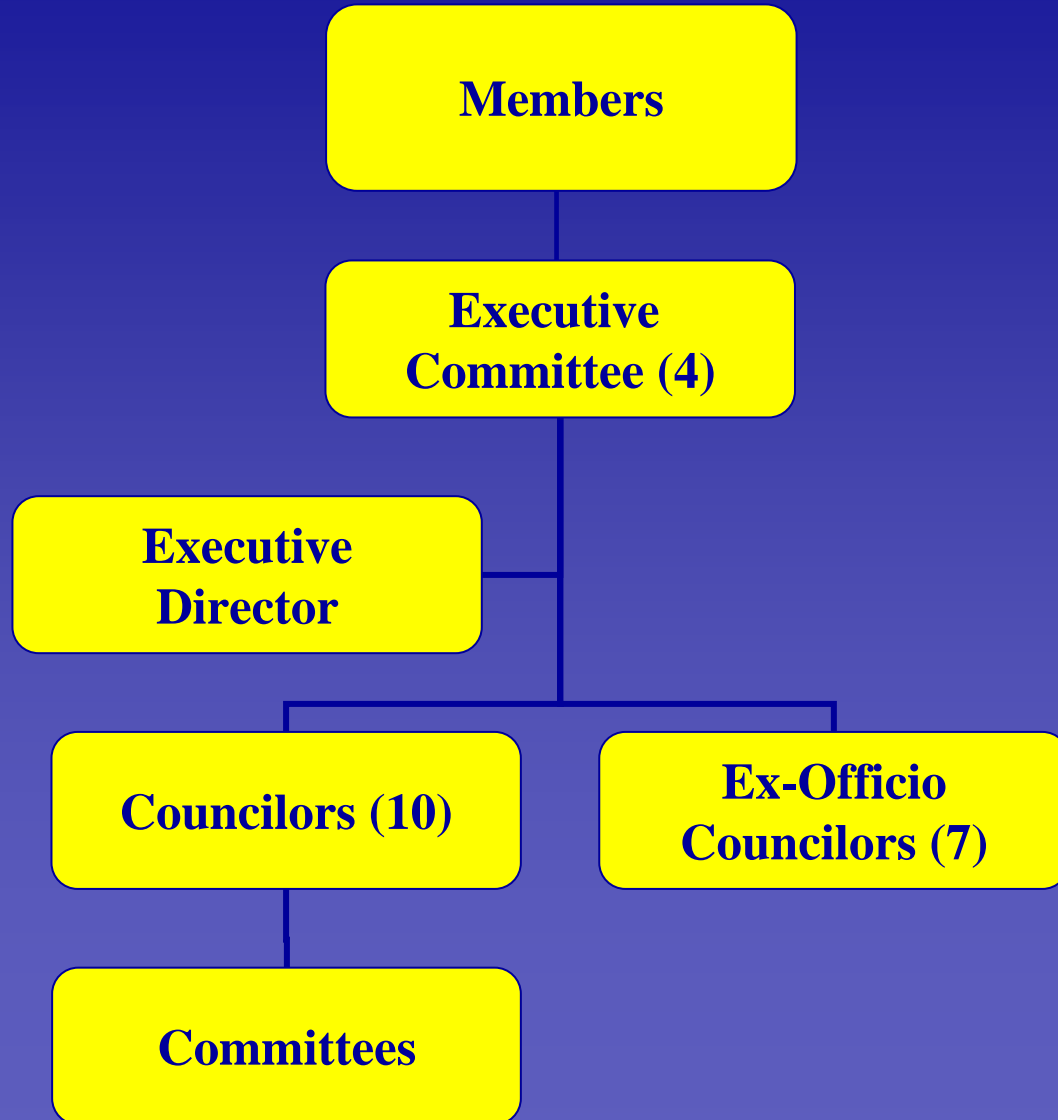


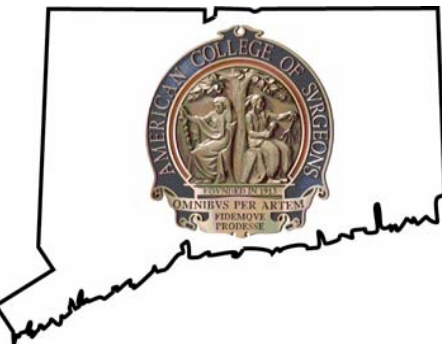
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Organizational Chart



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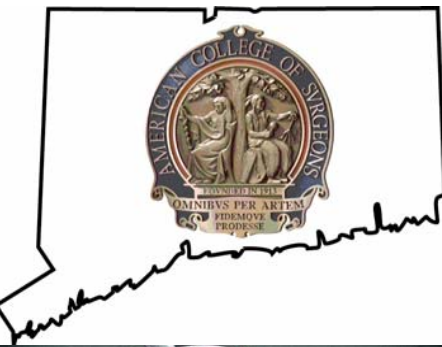




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Committees

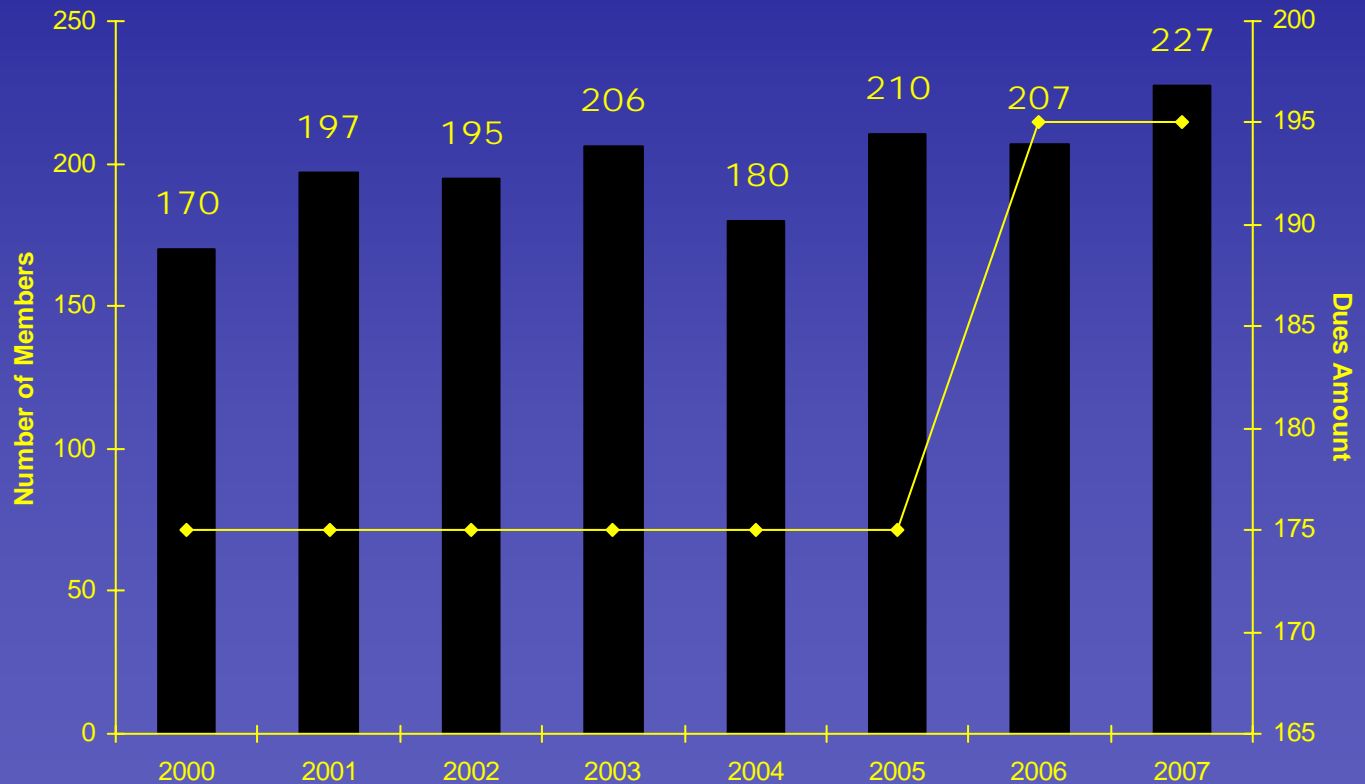
- *Awards*
- *Committee on Applicants*
- *Bariatric Surgery*
- *Legislative Affairs*
- *Membership*
- *Program*
- *Medical Student Mentorship*
- *Young Surgeons*
- *Nominating Committee**
- *Executive Committee**

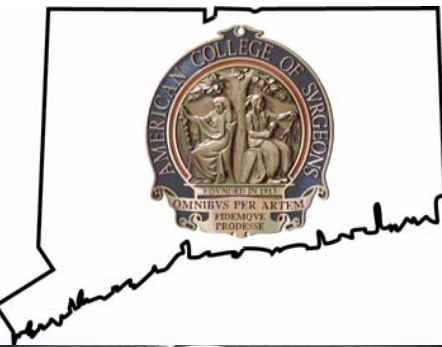


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Membership History

CT Membership History





Why the 03 to 04 decline?

- General Malaise?
- Out of touch with membership?
- Reality, we simply don't know.
- Practically, it was a moment of reflection and reassessment and then precursor to change

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Post 2004 Changes Outside of the Membership Committee



- Formation of the 501(c)(6) corporation to expand our ability to lobby
- Refinements to the annual meeting program that increased resident participation
- Chapter officers, young surgeons and Executive Director actively participating in June DC meeting

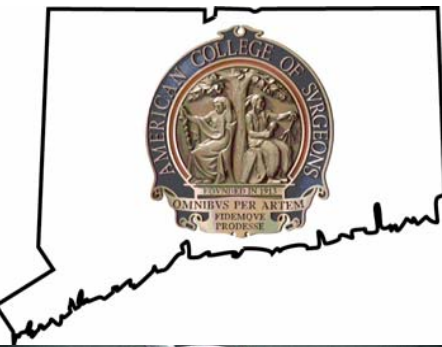
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Membership Committee



- Led by Orlando Kirton, MD, FACS since 2003
- Dr. Kirton is Chapter Secretary and a Councilor
- Expanded in 2006 to 3 members and in 2007 to 6 geographically focused members
- Committee led the implementation of the Hospital Liaison Program

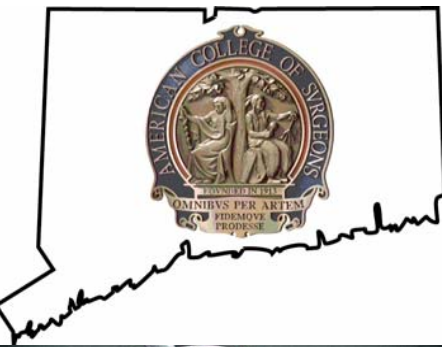
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Nuts & Bolts

- Renewals and New Memberships are solicited by postal mail
- Dues are now \$195
- Payable by check or Credit Card (Telusys)
- 2-3 mailings to current and “lapsed” members – both get same invoice
- 1 mailing to non-members, followed by personal contact
- We begin in February and end our efforts in late June
- Have done 50% off campaigns in the past but they have not really been productive

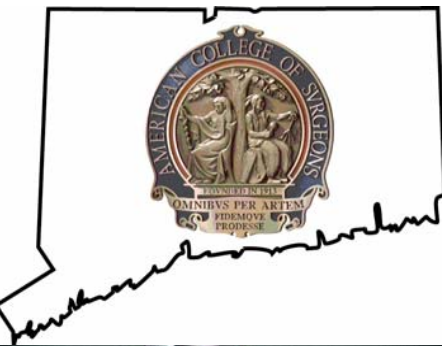
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Timeline

- **Day 1**
 - Mailing to current and lapsed members and non-members
 - '07 almost all lapsed renewed when not reminded they had lapsed
- **Day 45**
 - Second mailing to all non-renewals and lapsed
- **Day 90**
 - “Final” Notice sent all non-renewals and lapsed
 - Follow-up lists to Committee and Council
- **Day 120**
 - Non-member lists distributed to Committee and Council



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Membership Initiatives

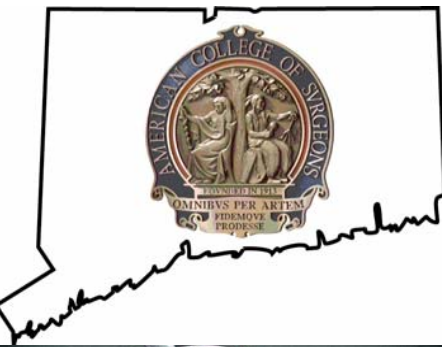
- Data gathering
 - Monthly Membership Statistics by Category
 - Dept of Surgery Chairs
 - Non-physician Residency Coordinators
- Hospital Liaison Program
 - An idea that took 3 years to come to fruition
- Fully Engaging Council
 - Hand-to-hand combat

Data Gathering



- Membership was organized based on ACS specialty
- Core specialties (>20% membership penetration in prior year) were identified: SURG, PEDS, CRSR, VASC, NEUR, THOR
 - Idea was to focus was on these “low hanging fruits” to grow the base

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Data Gathering, cont.

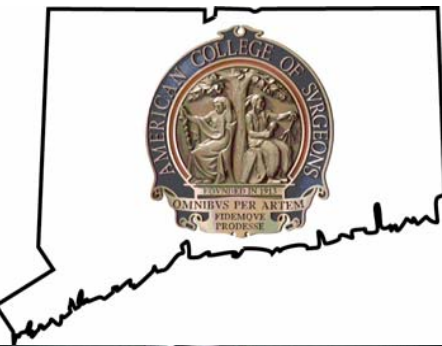
- Department Chairs
 - List was compiled to allow Membership Committee Chair to contact these individuals directly
- Non-Physician Residency Coordinators
 - ED had long-term relationships from annual meeting
 - Worked to tie these individuals more into the Chapter's activities

Hospital Liaison Program- Theory

- Conceived by Dr. Kirton
 - Each hospital would have an on-site membership Champion and a Council membership Champion
- Council Champion would select/ contact on-site Champion and ask them to facilitate a time when they could address the staff. Often during grand rounds.
- On-site Champion beats the drum for the Chapter encouraging people to renew and join.
- Toolbox: PowerPoint presentation, regular data from ED, email, telephone



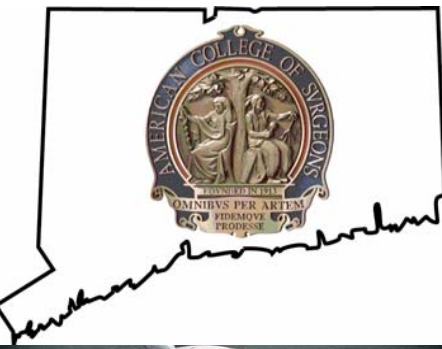
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Hospital Liaison Program - Practice

- Narrowed down to 10-12 largest hospitals in the state
- Representatives from larger institutions invited to join committee
- Fewer PowerPoint presentations and more speeches
- Peer pressure!
- Very Successful Program

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Fully Engaging Council



- 90 days after 1st mailing, non-renewal data sorted by town to all councilors
- Councilors asked to cover their area via phone, email, 1-on-1 conversations
- When “renewal season” is over list of non-members is given to Council for harvest

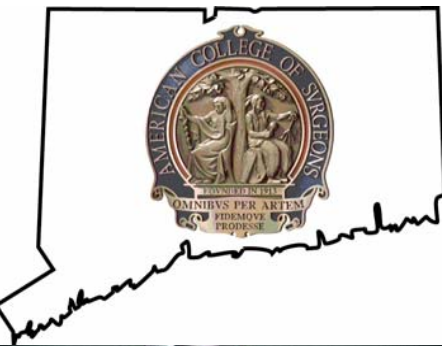
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The Details

- Every new member is welcomed by a Committee member within 14 days of receipt of payment
- All initiates are given 1-year free membership and invited to a breakfast at the Annual Meeting

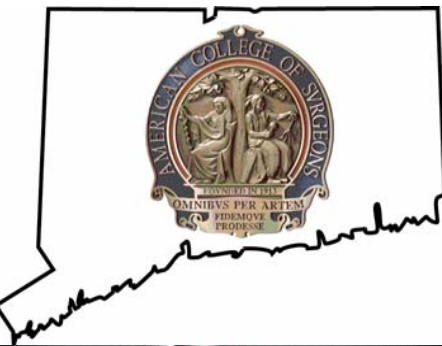
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Results

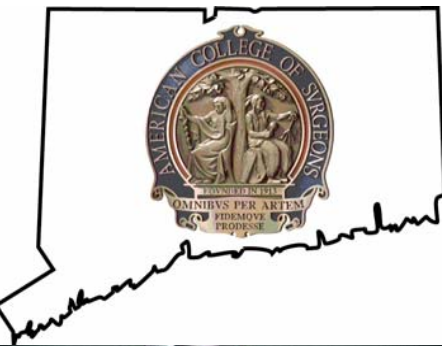
- Membership turnaround completed successfully
- Invigorated Chapter
- CTACS Presence in Surgery in CT
- More revenue allows Chapter to deliver more services
- Membership Playbook for future Committee Chairs
- Poised to grow by 10% in 2008!



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The Future

- Centers of Influence Billing
- Assigning Each Initiate to a Council Member
- December Dues Mailing (i.e. start earlier plus allow for a extra tax break in year 1)
- New Member Perks at Annual Meeting
- Each Councilor Tasked with Finding 2 New Members per Year
- Defining the “membership experience”



Questions?

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