

## National/Chapter Relations Committee

Chair:-Antonia Helbling, MD

Board Liaison: William P. Jaquis, MD, FACEP

Staff Liaison: Maude Hancock

1. Explore ways to expand promotion of completed chapter grant projects to other chapters.

*Outcome:*

*1) Once Chapter Services staff have permissions to edit content on the new ACEP website, products of Chapter Grants will be posted on a dedicated page of [acep.org](http://acep.org) and will be included in search results.*

*2) When chapter grants are awarded and accepted by the submitting chapter, a summary of the awarded grants will be included in EM Today and Weekend Review, posted on the Featured News section of the new [ACEP.org](http://ACEP.org) website, as well as on the Chapter Services/Chapter grants page, and promoted via social media- Twitter and/or Facebook.*

*3) The same marketing plan will be used to promote the outcome products, when chapter grant projects are completed.*

2. Administer, maintain, and evaluate the Chapter Grant Program.

*Outcome: The Committee reviewed seven chapter grant applications and voted to forward five chapter grant applications to the Board of Directors. The total amount was \$45,000. The Board decided to fund five grants totaling \$45,000. Four regular chapter grants and one development grant. The chapters that received funding are: 1) Massachusetts- THC brochure for the emergency department; 2) Michigan- Mind MI Head Campaign; 3) Ohio- Choosing Emergency Medicine program; 4) Rhode Island- Recruitment Retention and Engagement program and; 5) Chapter Executives- Leadership Summit.*

3. Analyze the results of the 2017 chapter leadership development survey. Develop and promote chapter resources and best practices in cultivating current and future leaders.

*Outcome:*

*1) A subcommittee reviewed the 2017 survey results and made several recommendations to staff. These are being evaluated and prioritized with the incoming chair, Dr. Notash. Other recommendations include:*

- a) Creating a list of best practices in chapters that foster leadership development and develop "how to" guides for chapters that are not already employing these practices.*
- b) Continue to support leadership development of residents and explore resource support of EMRA's Leadership Academy. There is potential to use their Leadership Academy as a future pipeline program for resident and medical student leadership development at the state chapter level.*
- c) Evaluate EM Futures program to increase multigenerational and diversity/inclusion leadership development at state chapter level through member engagement.*
- d) Review 2018 survey results and reach out to individual chapters that have not responded to the 2018 leadership survey.*

2) In preparation for the Chapter Leadership session at LAC and to increase awareness of the services ACEP offers to chapters and chapter leaders, Chapter Services developed a printed brochure outlining the resources ACEP offers to Chapter leaders. Shortly after LAC, a follow up email was sent to all current chapter leaders. The email included staff contact information, links to resources available to chapter leaders on the ACEP website as well as a PDF of the pamphlet. The email was sent to 585 members and 256 opened the email (43.76% open rate).

3) Staff updated and re-started sending a "Welcome Letter" to Chapter Presidents when installed which includes useful and important information for chapter leaders, links to resources and contact information at National.

4. Survey past and current presidents of small chapters to identify the greatest unmet needs of small chapters. Develop resources to address those needs.

*Outcome: The following questions were included on the Annual Chapter Presidents Survey sent in February 2018:*

- 1) *What do you consider to be the greatest unmet need of your chapter that ACEP could improve?*  
a) *National ACEP leader accessibility; b) Chapter strategic planning; c) Membership recruitment/engagement; d) Advocacy resources; e) Public relations; f) Physician Leadership development; g) Chapter staffing needs*
- 2) *How could ACEP best help meet the need described above?*

*A Subcommittee reviewed these survey results in March and April and determined that the greatest unmet need of small state chapters was member recruitment through leadership development. The full chapter president survey is available for review from ACEP. The subcommittee considered existing resources and decided that the biggest hurdle in growing small chapters is identifying leaders to recruit new members to the chapter. After examining the offerings at LAC and the ED Director's Academy, the subcommittee recommended contacting the Educational Meetings planning subcommittee for the enhancement of educational tracks at Scientific Assembly. As an educational opportunity for all emergency physicians, the Scientific Assembly is uniquely positioned to offer introductory leadership courses on a variety of topics to 1) highlight the value of small chapters, 2) encourage member participation in small state chapters, 3) enable self-identification of leadership potential, 4) promote ACEP tools for small chapter growth and membership recruitment. A letter was sent to Dr. John Bailitz, Educational Meetings Subcommittee Chair with a list of proposed topics from our NCRC subcommittee and a request to add these topics to new or existing educational tracks at Scientific Assembly. A call was held on July 11 with Dr. Bailitz and Dr. Baker as well as ACEP Staff Maude S. Hancock, Chapter Services Manager Debbie Smithey, Educational Meetings Director and Chris Weller, Educational Meetings Manager, and several ideas were discussed. Here is a summary of the discussion and next steps.*

**Discussion:**

1. *The current "Professional and Leadership" track at ACEP is open to recommendations for lectures at ACEP19. There is an online process for submitting recommendations. It might be possible to create a "topics of interest" to highlight lectures at ACEP18 that small chapters would be interested in promoting. This identification would be added to the Schedule portion of the registration page.*
2. *Several additional opportunities to explore were discussed among the participants. A timeline for developing additional ideas would likely take us into future years beyond the 2018 ACEP SA. Funding for such activities would need to be considered. Perhaps a chapter would be interested in submitting a chapter grant and leading such efforts.*

- a. All lectures, except for workshops and hands-on skills lab are currently recorded and made available for purchase via Virtual ACEP. We could identify lectures of interest to small chapters and investigate special pricing to chapters for a bundle.
- b. Potential to develop an online education course with resources from larger chapters who are already doing this successfully.
- c. Consider a pre-meeting course the day before ACEP to pilot a workshop for small chapter leadership development. Utilize the resources/speakers from larger chapters who are already doing this successfully.

**Next steps:**

- ACEP SA:
  - Submit NCRC topic recommendations through the ACEP19 course proposal process (M Baker)
  - Review technical possibility of adding a “topics of interest for small chapters leadership/membership development” grouping of ACEP18 lectures for registrants (C Weller or D Smithey)
  - Review accepted ACEP18 topics for a “Small chapter leadership/membership development” track within SA (M Baker)
- Identify interest in a Chapter grant for developing a leadership/membership development course for small chapters (M Baker with M Hancock)

5. Develop an online resource for chapter executives to facilitate sharing of resources and best practices in ACEP chapter management.

*Outcome: We launched a Basecamp community group for Chapter Executives in October 2017. Activity was off to a slow start, however, in the last few months there has been ongoing activity/participation from chapter executives discussing a wide range of topics. Our ultimate goal is to build a resource library that can be searched when chapters are looking for answers/examples. Topic discussion is a great way to determine what is working in chapters and what services/programs are not working or lacking in chapters. As this community grows, it will serve as a resource to NCRC as to ideas for future goals/sub-objectives.*

6. Review and revise as needed resources contained in “Fundamentals of Chapter Management” and include resources to assist chapters in officer orientation.

*Outcome:*

- 1) The subcommittee assigned to this objective offered suggestions for revisions. Fixes will be made on the website once Chapter Services staff have permissions to make edits to the new acep.org.
  - 2) One additional recommendation/action item is for National to develop a template/checklist of the items that chapters and/or chapter officers are expected to complete each month. This could be part of a larger project to develop a Board Orientation template for chapters. Each chapter could customize and make it available to their new Board members and officers.
  - 3) Evaluate bigger overhaul of the document; updates to other sections and perhaps re-organize in smaller chunks of information.
7. Provide input to the Finance Committee to develop resources to assist chapters with audits and expense review. (Finance is the lead committee.)

*Outcome: Communicated with the Finance Committee Chair and Layla Powers, FC Staff liaison regarding FC's recommendation. FC is in the process of reviewing the document & will follow-up to provide a recommendation and input on gaps in the current document or if it needs to be updated, simplified or better communicated. Awaiting recommendation from the Finance Committee.*

8. Collaborate with the Membership Committee and the State Legislative/Regulatory Committee to identify opportunities for regional collaboration and conferences. (National/Chapter Relations is the lead committee.)

*Outcome: While sub-objectives were articulated early in the year, it proved challenging for sub-committee members who were also on Membership Committee and State Legislative/Regulatory Committee to identify areas of meaningful collaboration with these respective committees around the notion of opportunities for regional collaboration and conferences. The State Leg Committee was included as assisting because it was believed that state advocacy might be a component of such meetings that would attract participation. There remains concern that the objective is broad and that collaborations between chapters tend to come together organically. It may be worth identifying which chapters don't currently have an annual educational conference and which may be suitable to collaborate with one another on a joint meeting. It would also be appropriate to gather information (challenges, best practices, etc.) from chapters who are currently collaborating on programs to better direct those interested to enter into a collaboration. Ultimately, a toolbox could be developed for chapters to use to create regional collaboration/conferences.*

9. Develop strategies to address Amended Resolution 23 Information Sharing, Regular ACEP/Chapter Contact, and Regional State/Chapter Relationships and develop a report to the 2018 Council.

*Outcome: The below was implemented by staff. The committee reviewed the staff report of ongoing activities and agreed with the strategies.*

- 1) *Implemented Basecamp as a tool for collaboration and sharing of information and resources between Chapter Executives. See report on objective #5.*
- 2) *Over the past year, State and Chapter Relations has worked to provide more regular communication from National to the Chapters, with information on Board meetings, communications from the President and ACEP Leadership Updates.*
- 3) *Chapter Services Manager regularly communicates national activities, programs, partnerships, opportunities, etc. to chapter executives and chapter presidents and encourages them to include relevant notifications in communications to their members as appropriate.*
- 4) *All-chapter audio conferences continue to be held bi-annually and most chapters continue to take advantage of the Chapter Leader Visit Program. These 2 communication tactics appear to meet the intent of the second resolved.*
- 5) *Chapter Services Manager started sending Welcome Letters to newly installed/elected Chapter Presidents copying the Chapter Executive Director. The letter highlights the resources and support provided by national ACEP to chapters.*
- 6) *A Chapter Leadership session was held at LAC18. Spearheaded by Dr. Kivela, this new addition to the LAC program was for current or aspiring chapter leaders and offered strategies to help them be effective in their role. The format consisted mostly of panel presentations with past or current chapter leaders, chapter executives and/or ACEP staff and was moderated by ACEP Board members. Topics included state advocacy, chapter finances, how to be an effective chapter leader, how to create an effective and diverse Board as well as succession planning.*
- 7) *ACEP will be launching a new online community product this summer (EngagED powered by Higher Logic). One community could be created for Chapter Officers to discuss issues, share resources, ask*

*questions, etc. Another could be created for Membership Chairs to share best practices/challenges on membership recruitment, retention and engagement.*