

Organized Veterinary Medicine: Still Relevant?

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My
background

Objectives

--Understand the basic goals of veterinary associations

--Identify veterinary professionals' current support needs

--Describe ways organizations can effectively meet these needs

Professional associations—the basics

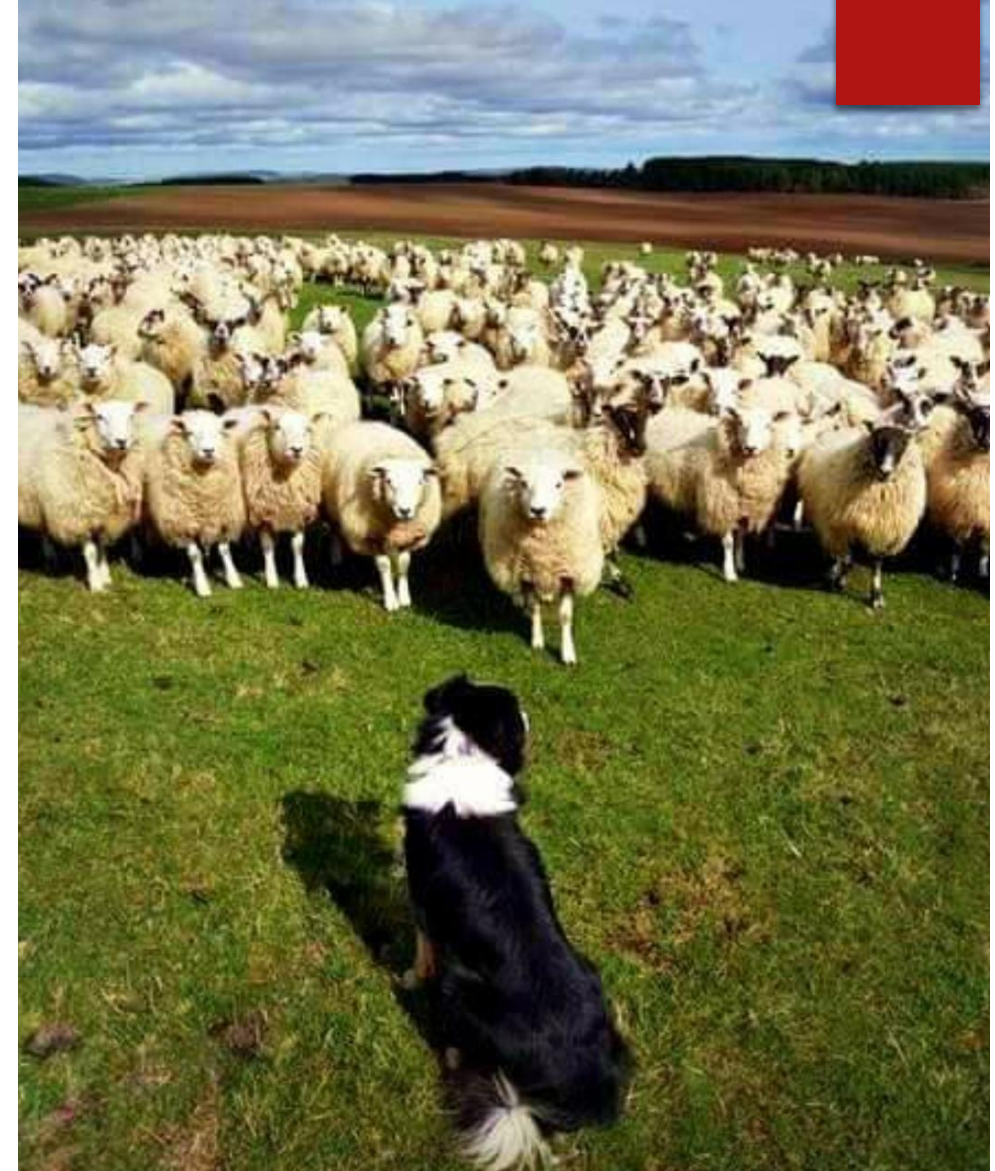
- ▶ Provide services and/or products for members
- ▶ Usually non-profit 501 C6 entities
 - ▶ Affects tax status—Must maintain good financial records
 - ▶ Member \$\$ used wisely?
 - ▶ Profits must be reinvested in the organization
- ▶ May be managed by outside entities
- ▶ Have written bylaws, constitution, policies, etc.
 - ▶ Mission statement important as well
- ▶ Have executive/officers, +/- directors/advisory board
 - ▶ Guide the organization
 - ▶ General membership meetings as well
 - ▶ Formal or casual
- ▶ Goal is to fulfill the needs of members
 - ▶ “Member-driven” vs. “staff-driven”

History

- ▶ Organizations in general
 - ▶ For centuries, as societies became more complex
 - ▶ Initially, often military-related, then trades as well
 - ▶ Allow people with similar interests to interact more readily
- ▶ American medical associations
 - ▶ 1766—New Jersey Medical Society
 - ▶ Originally formed to maintain standards of practice
- ▶ Roots of veterinary medical organizations
 - ▶ ISVMA
 - ▶ 1st annual convention in 1882
 - ▶ AVMA—officially founded in 1898
 - ▶ 1863—meeting of 40 delegates from 7 states--USVMA
 - ▶ Set up membership rules; established headquarters, started educational journal

Organized veterinary medicine options

- ▶ Generally, larger/more varied associations have more organizational challenges
 - ▶ National
 - ▶ AVMA, NAVTA
 - ▶ State
 - ▶ ISVMA, MOVTA
 - ▶ Local/regional
 - ▶ GSVMA, SIVMA
 - ▶ Specialty
 - ▶ AABP; Illinois Equine Practitioners Associations
 - ▶ Interest
 - ▶ Humane Society Veterinary Association



Your organizations??

- ▶ How many organizations (of any sort) do you belong to?
- ▶ Why did you join?
- ▶ With how many do you consider yourself to be actually involved?
- ▶ Currently >92,000 associations in the US

- ▶ AVMA
- ▶ NAVTA
- ▶ ISVMA
- ▶ AAHA
- ▶ Alumni
- ▶ NEA
- ▶ Rotary
- ▶ PTA
- ▶ Sierra Club
- ▶ Photographic Society of America

Association membership benefits

- ▶ Continuing education
- ▶ Information resources
- ▶ Networking/mentoring
- ▶ Legislative efforts
- ▶ Public relations
- ▶ Outreach/volunteerism
- ▶ Sense of community
- ▶ Advancing the profession/trade/hobby



What veterinary professionals want

Veterinarians

- ▶ Licensing support
- ▶ Legislative advocacy
 - ▶ Protecting Practice Act
- ▶ Resource for professional information
- ▶ Good customer service
- ▶ Convenient education options
- ▶ Debt/finance management info
- ▶ Networking

Veterinary Technicians/Nurses

- ▶ Affordable dues
- ▶ Support as students
- ▶ More respect/pay
- ▶ Affordable continuing education
- ▶ Credentialling
 - ▶ Nationwide; VN vs. RVT/CVT/LVT?
 - ▶ Assistant vs. technician

What do YOU want??

Membership demographics

What's most applicable to veterinary organizations?

- ▶ Education
 - ▶ CVT, DVM, MS/PhD, Board Certification
 - ▶ College/university attended
- ▶ Age
- ▶ Gender
- ▶ Practice type
 - ▶ Includes non-clinical practice options
- ▶ Race/ethnicity

Education

- ▶ Degree(s) earned
 - ▶ Veterinary technician—AAS
 - ▶ Veterinary technologist—BS
 - ▶ Veterinarian—DVM/VMD
 - ▶ Advanced degrees—BS/BA, MS/MA/MPH, EdD/PhD
 - ▶ VTS/Board certification
- ▶ School attended
 - ▶ Regional differences
 - ▶ College loyalties



Age-generational differences

- ▶ Strong influence on member needs
- ▶ **These are generalizations**—ex.--learning
 - ▶ Older generations learn traditionally—books, lectures, notes
 - ▶ Younger generations prefer interactive, tech-based learning
- ▶ Silent Generation (Traditionals) (1925-1945)
 - ▶ Practicality, hard work, loyalty, respect
 - ▶ Want their experience to be valued
 - ▶ Climb the workplace ladder
- ▶ Baby Boomers (1946-1964)
 - ▶ Ambitious, opportunistic, workaholic
 - ▶ Want to make unique contributions
 - ▶ Like special status in the workplace

Age-generational differences

- ▶ Generation X (1965-1980)
 - ▶ Self-sufficient, skeptical, risk-takers; more work-life balance
 - ▶ Encourage outside-the-box thinking
- ▶ Millennials (Generation Y) (1981-1996)
 - ▶ Helpful, tech-savvy; meaning and variety in work
 - ▶ Like special assignments and projects
 - ▶ Reward creativity
- ▶ Generation Z (1997-2012)
 - ▶ Tech-integrated, pursue their dreams; want excitement in job
 - ▶ More fiscally minded; concerned about stress
 - ▶ Digital communications

Employment differences

- ▶ Private practice
 - ▶ Corporate practice
 - ▶ Industry
 - ▶ Academia
 - ▶ Government
 - ▶ Non-profit
- ▶ Some overlap may occur
 - ▶ As practice types have become more specialized, so have the needs of their members
 - ▶ Narrowed focus can make it easier to serve members
 - ▶ More issues that are relevant to everyone

Traditional association structure

Organization

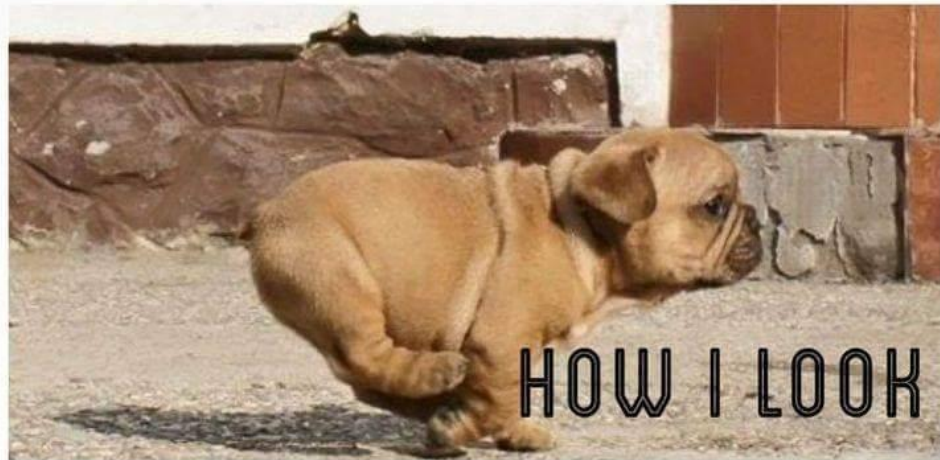
- ▶ “Upholds the interests of the profession”
- ▶ Educational opportunities
- ▶ Social, networking opportunities
- ▶ Source of information

Members

- ▶ Join, pay dues
 - ▶ Employer vs. self-pay
 - ▶ Expected to join? Or actual desire?
- ▶ Attend member events
 - ▶ Educational, social
- ▶ “Big name” leadership
 - ▶ Resume-builder

What was different in the past?

- ▶ Generations have a different sense of “duty”
- ▶ Fewer CE opportunities
- ▶ Less available electronic communication
- ▶ People less vocal with opinions
- ▶ Limited networking options
- ▶ Less competition for members
 - ▶ Other organizations; personal demands




Disconnect!

- ❑ ORGANIZED VETERINARY MEDICINE CONTINUED TO OPERATE UNDER ASSUMPTIONS OF PRIOR GENERATIONS
- ❑ LEADERSHIP IS OFTEN A GENERATION OR MORE REMOVED FROM THE MEMBERSHIP BASE
- ❑ MEMBERS NOT ENGAGED
- ❑ INCREASINGLY VARIED INTERESTS/OPINIONS

Pandemic influences



- ▶ Forced associations to rethink paradigms
 - ▶ New ways to serve members
 - ▶ Difficult to return (“new normal”?)
- ▶ Staffing challenges
- ▶ Budget limitations
 - ▶ Fewer renewals, less CE revenue
 - ▶ But lower expenses?
- ▶ No face-to-face interactions
 - ▶ Meetings
 - ▶ Staff and members
 - ▶ Networking
 - ▶ Outreach
 - ▶ Committees



So, can organized
veterinary medicine
stay relevant?

WHAT DO YOU THINK?

What would your
groups look like
without their
organizational
support?



Association Strategies--internal

- ▶ STRATEGIC PLANNING—frequent
- ▶ Understand the competition
 - ▶ Set themselves apart
- ▶ Boards must resemble membership
- ▶ Ask (non)members what they want
- ▶ Consider alternate fee structures
 - ▶ Practice membership? Ala carte offerings?
- ▶ Provide easy access to resources
- ▶ Leverage corporate partnerships
- ▶ Unique offerings



Association strategies--external



- ▶ Show members what you do for them
- ▶ Upgrade website/social media format/content
- ▶ Create service opportunities
- ▶ Reach out to students
- ▶ Encourage sense of community
- ▶ Recognition/milestone programs
- ▶ Investigate non-traditional education and networking offerings
 - ▶ Cross-generational mentoring
 - ▶ Example: Power of 10

Member outreach example

What are your impressions?

Ten Reasons You Should Belong to ISVMA

1. Influence laws and regulations. You don't have time to follow everything going on in the Illinois legislature or regulatory agencies, but you can still keep attuned to the legislative and regulatory issues affecting you and your profession. The ISVMA will continue monitoring these pertinent issues and let you know when to take action.

2. Lifelong learning opportunities. No one can match the ISVMA's educational advantages. Through local workshops, seminars, conventions and conferences and vendor exhibitions; you have a special "pipeline" to new industry techniques and ideas. Our objective is to provide affordable, accessible and high-quality continuing education programs for veterinarians and other veterinary practice personnel.

3. Access to the experience of others. Formal education and hands-on experience are invaluable for advancement. However, once you're in the real world, you need to constantly get a different perspective. Knowledge gathered through exchanges beyond your own work place can let you see things in a different light. Through peer exchange, you get a feel for where you stand in the industry and where you need to go.

4. Increased clout. Associations are a great place to raise your level of competence and respect within your profession. Although you may not always feel like you're moving ahead, getting and remaining involved in professional activities will bring you and your profession to another level.

5. Frequent updates on changes in the profession. As change occurs at a faster pace, keeping track of the latest information will become increasingly difficult. However, through publications like the electronic E-SOURCE Newsletter and the printed Epitome, educational sessions, and the ISVMA web site, you'll hear about the newest innovations and never question whether you're behind the times. With this information, you can do your job in a more timely and economical manner.



ISVMA reasons.pdf

6. Quality services. The ISMVA is equipped to handle your questions and turn for specialized help and professional information. No matter the challenge, count on your association to respond quickly and aptly. ISVMA has the advantage of being able to tap into its membership for extra, expert advice.

7. Volunteering builds credibility. When you belong to an association, your peers realize you're serious about your future. Association membership provides what you need to advance, and others will take note. As an association volunteer, you show your dedication through action and can venture into areas of expertise.

8. Find mentors – or become a mentor. As an association member, you can seek out multiple mentors who are more than willing to offer advice and the benefit of their experiences. If you have experience and expertise to share, you might find becoming a mentor to be one of your most rewarding professional experiences.

9. Connection to the profession. When you're faced with challenges unique to your profession, it's smart to talk and network with colleagues who have lived your experience. Associations hold the collective wisdom of members of all sizes and financial resources.

10. Membership is an investment in your future. Day to day work experience advances your individual opportunities. Your association advances your profession.



Relevance is possible!

ORGANIZATIONS NEED TO ADJUST TO CHANGING DEMOGRAPHICS; "REINVENT THEMSELVES" WHILE UPHOLDING THEIR MISSIONS

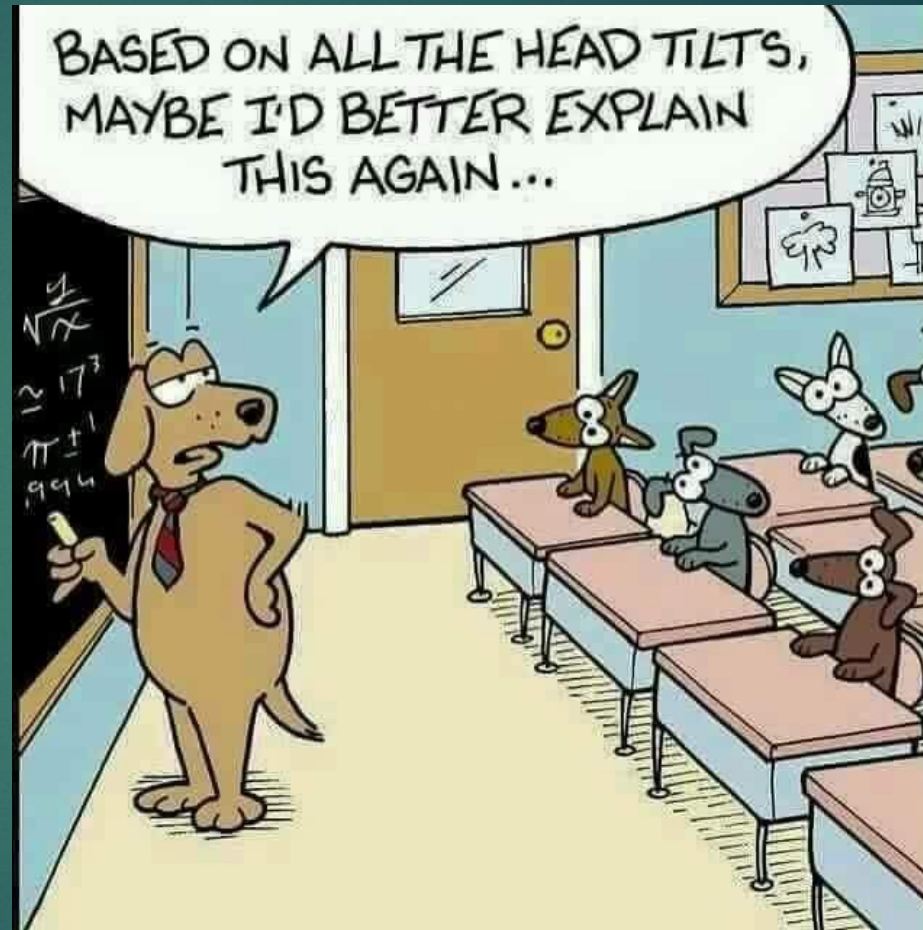
It's your
move...

MEMBERS:

- Investigate what the organization has to offer
 - Join associations that meet your needs
 - (So, know what you want!)
 - Help the association be strong
- Share your opinions
- Volunteer
 - You get what you give...
 - Leadership committees, public outreach, etc.

Questions?

Discussion?



Sources



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