

# The State of the Chapters



Chapter Executive Directors  
Conference

March 11, 2010

# Overview

---

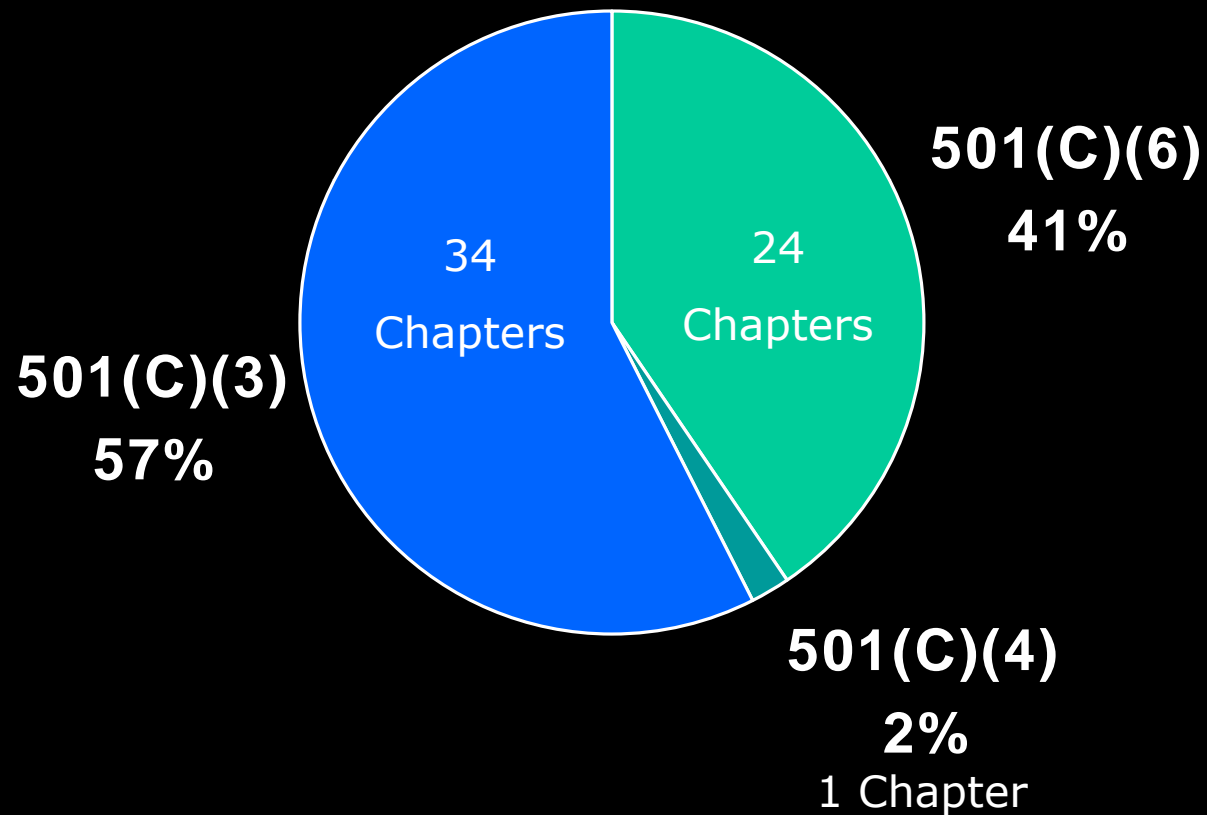
- ❑ What do AAP Chapters look like today?
- ❑ What's on Chapters' Minds?
- ❑ What's the Value Proposition of Chapters to AAP?

*What do AAP Chapters  
Look Like Today?*



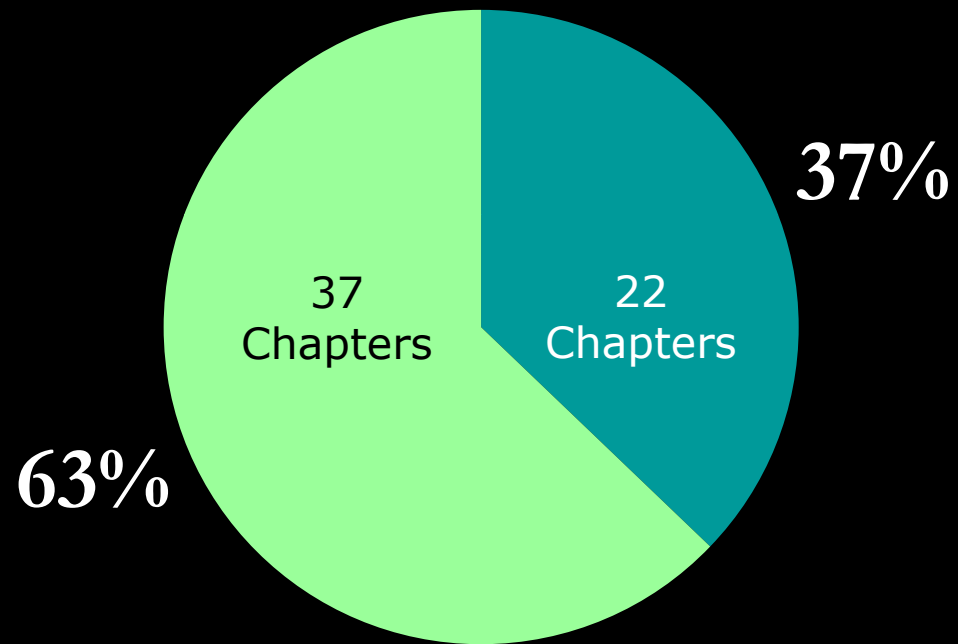
# Tax Status of U.S. Chapters

---



# Chapter Foundation

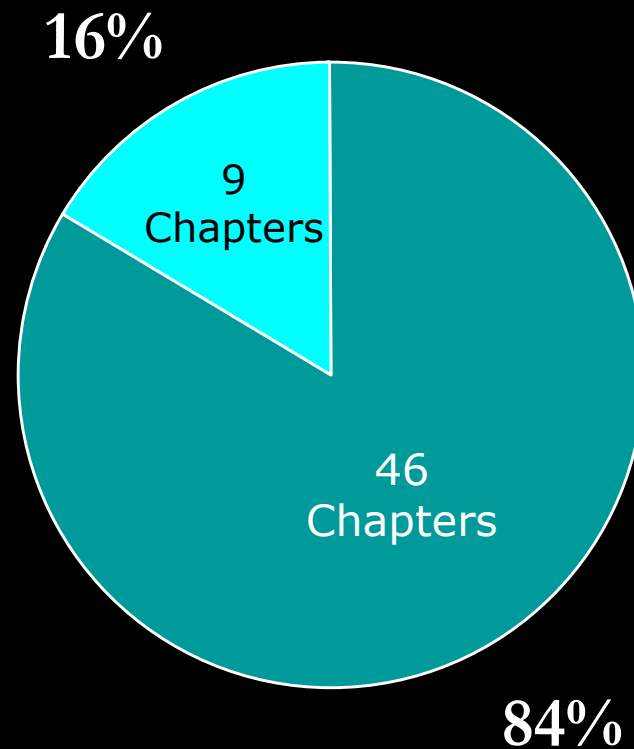
---



■ Yes ■ No

# Strategic Plan on File

---



■ Yes ■ No

# Elements of Chapter Success

---

1. Trained staff
2. Sufficient resources
3. Prepared leaders
4. Involved members

# 1. Trained Staff



# Chapter Staff

---

- ❑ 96% of US Chapters have EDs
- ❑ 50% have more than 1 staff
- ❑ 31% of Chapters EDs are masters prepared
- ❑ 18% of EDs also serve as lobbyists
- ❑ 3 EDs are attorneys
- ❑ 2 EDs have PhDs

# Staff Resources

---

- ❑ Chapter Manual
- ❑ AAP Publication for Chapters
- ❑ ED Conference
- ❑ ED Teleconferences
- ❑ Welcome Wagon for new EDs

# 2. Sufficient Resources



# Chapter Finances

---

- ❑ Chapter budgets have grown; less dependence on members dues
- ❑ Reserves
- ❑ 75% of Chapters manage grants

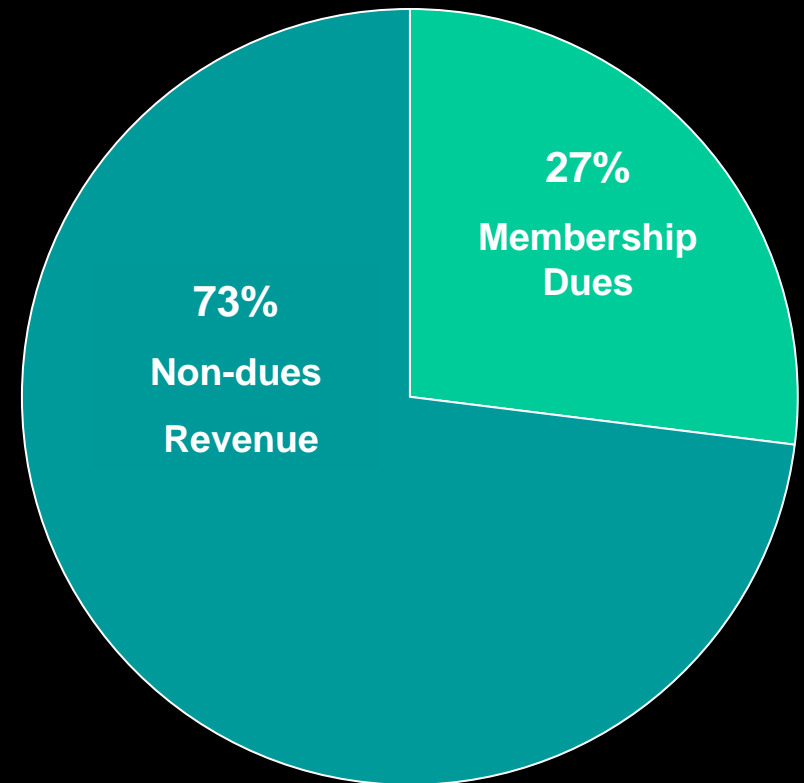
# Chapter Sources of Revenue

---

**Total Revenue = \$16,777,000**

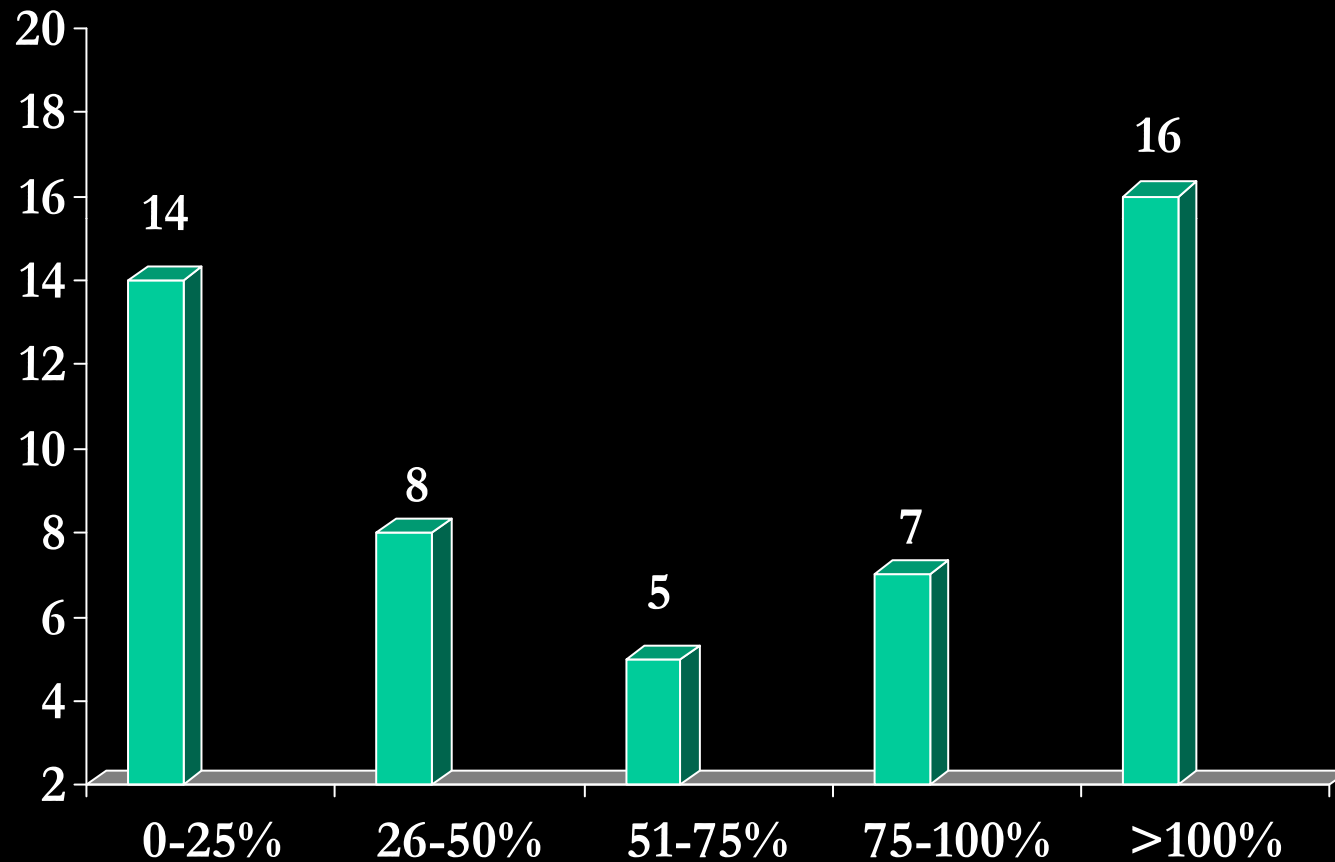
Sources of non-dues revenues include:

- Registration Fees/Event Income/Exhibit Income
- Grants/Contracts/Contributions
- Income from Publications (publication sales, product sales, ad revenue, etc.)
- Miscellaneous



# Reserves As a Percentage of Expenses

---



50 Chapters Reporting

# 2009 AAP Chapter Grants

---

- ❑ 9 Chapter grant programs
- ❑ \$281,000 distributed
- ❑ 31 Chapter received grants
- ❑ 10 Chapters received 2 or 3 grants

# 2009 AAP

## Chapter Grant Programs

---

- ▣ Healthy People 2010 (\$20,000)
- ▣ CPTI Advocacy Training (\$1,000)
- ▣ CQN – Asthma Pilot (\$10,000)
- ▣ Medical Student (\$1,000)
- ▣ Resident (\$1,000)
- ▣ Young Physician (\$1,000)
- ▣ Adolescent Health Education (\$8,000)
- ▣ Immunization (\$10,000)
- ▣ Be Our Voice –Obesity (\$15,000)

# 2010 AAP

## Chapter Grant Programs

---

- ▣ Healthy People 2010 – Tobacco

**NEW!!!**

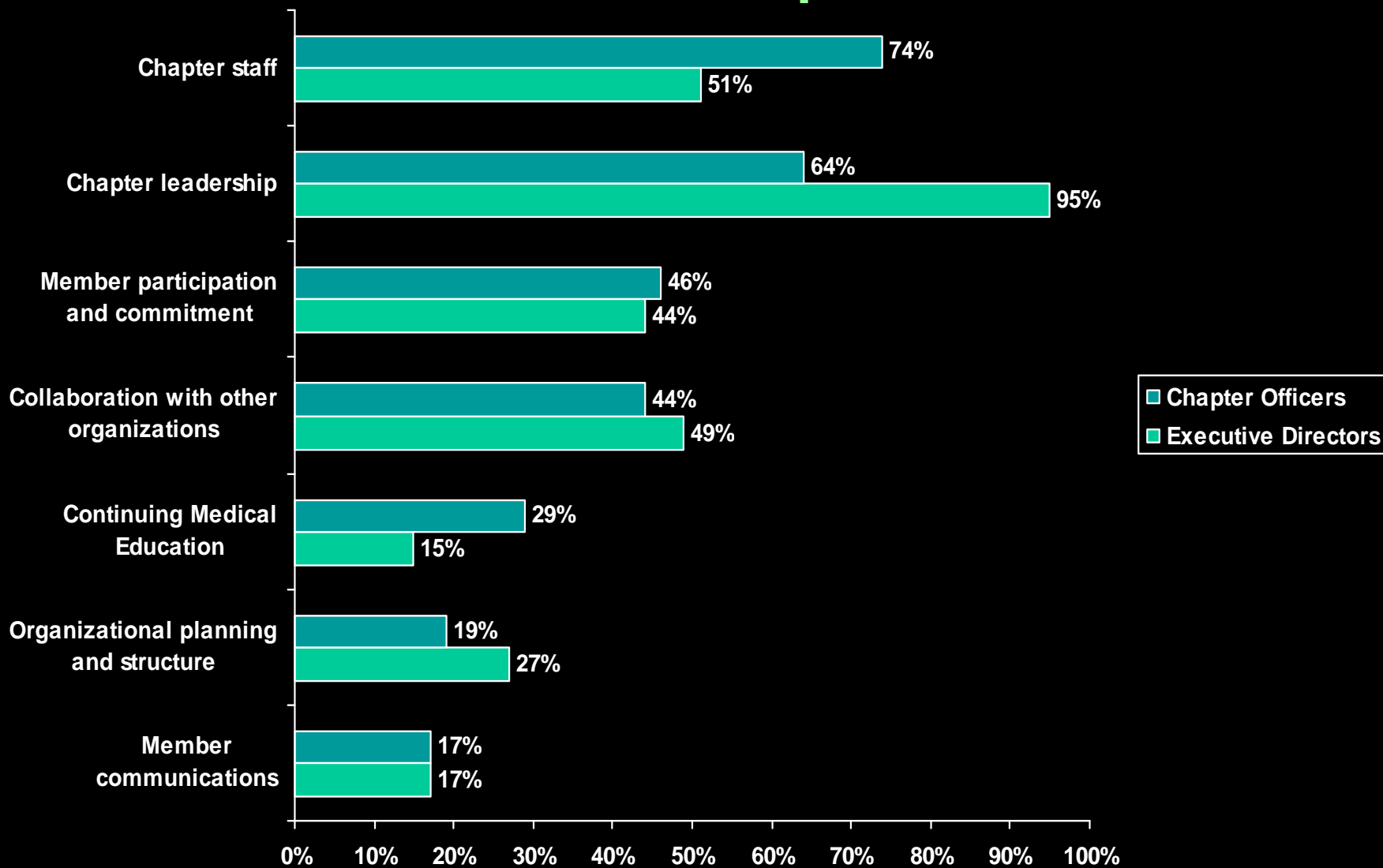
- ▣ Conference Support (Mead Johnson)
- ▣ Patient Advocacy Leadership Summit (GlaxoSmithKline)
- ▣ Healthy Active Living (MetLife)

**TOTAL: \$450,000**

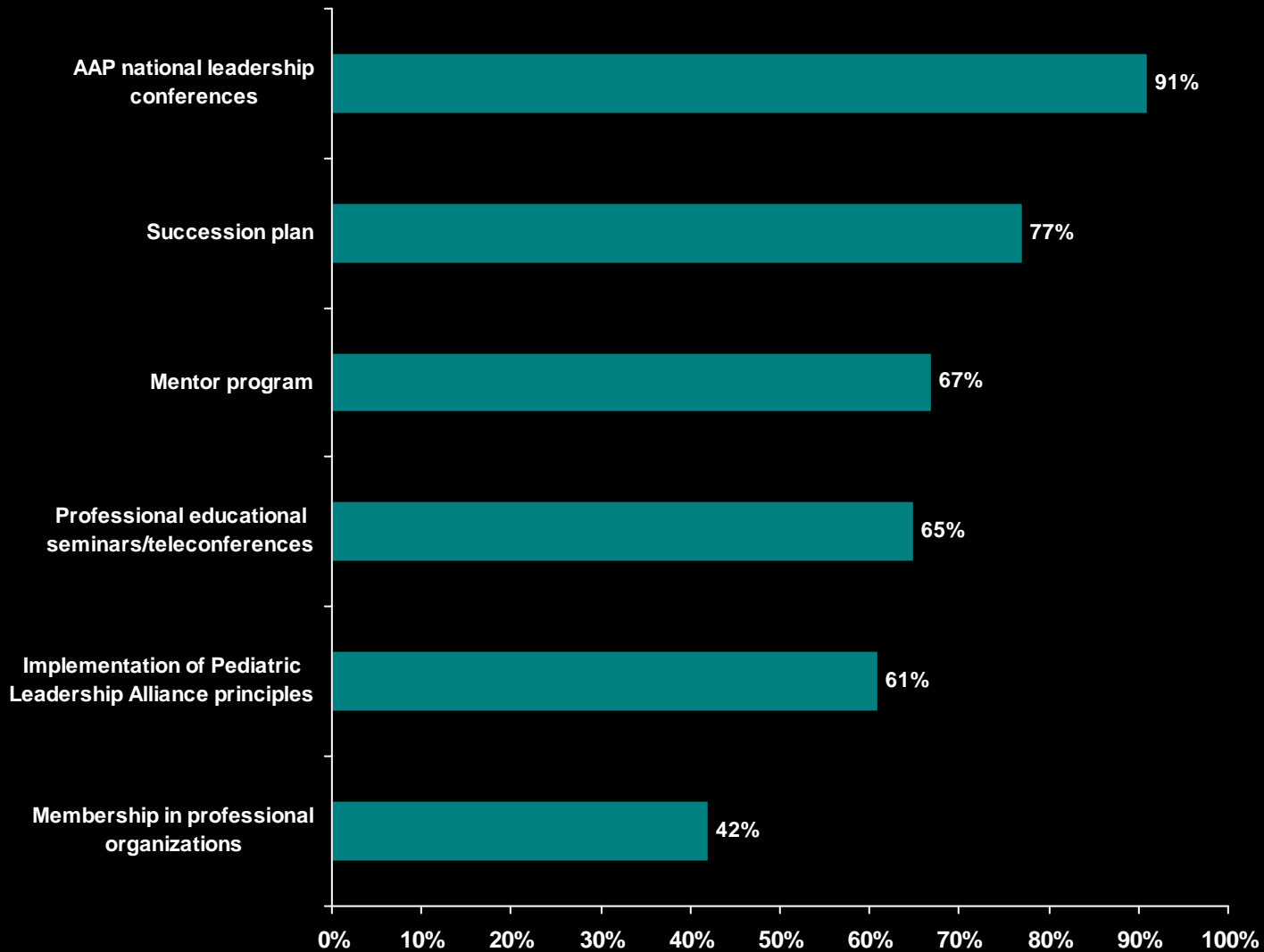
# 3. Prepared Leaders



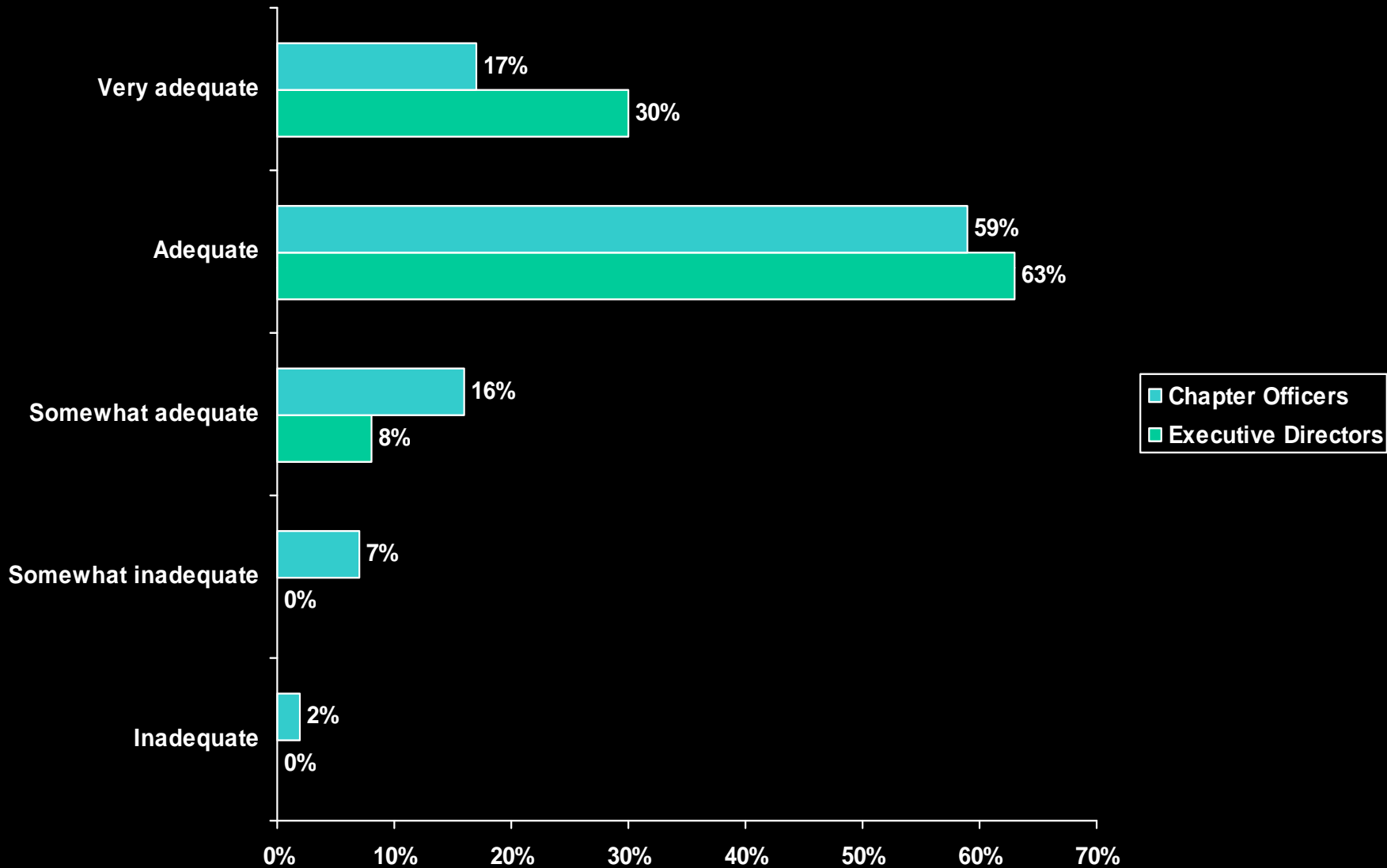
# Top Factors Contributing to Achievement of Chapter Goals



# Leadership Growth and Development Activities



# Adequacy of New Officer Orientation



# Resources for Preparing Chapter Leaders

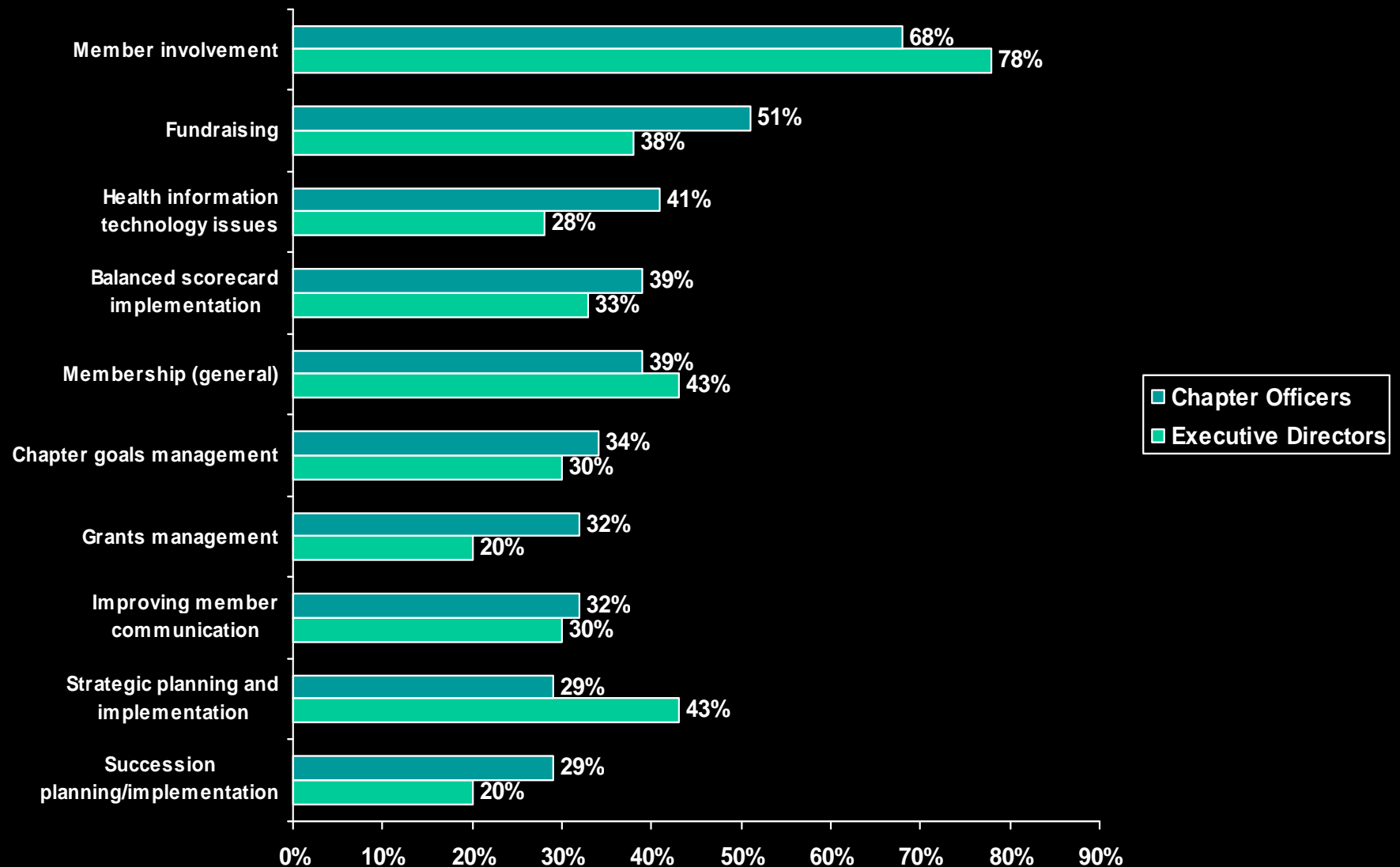
---

- ❑ District meetings
- ❑ Annual Leadership Forum
- ❑ New officer welcome calls
- ❑ Chapter Manual
- ❑ Chapter Connections
- ❑ Information Packets
- ❑ Chapter self-assessment instrument
- ❑ Chapter outreach visits

# 4. Member Involvement

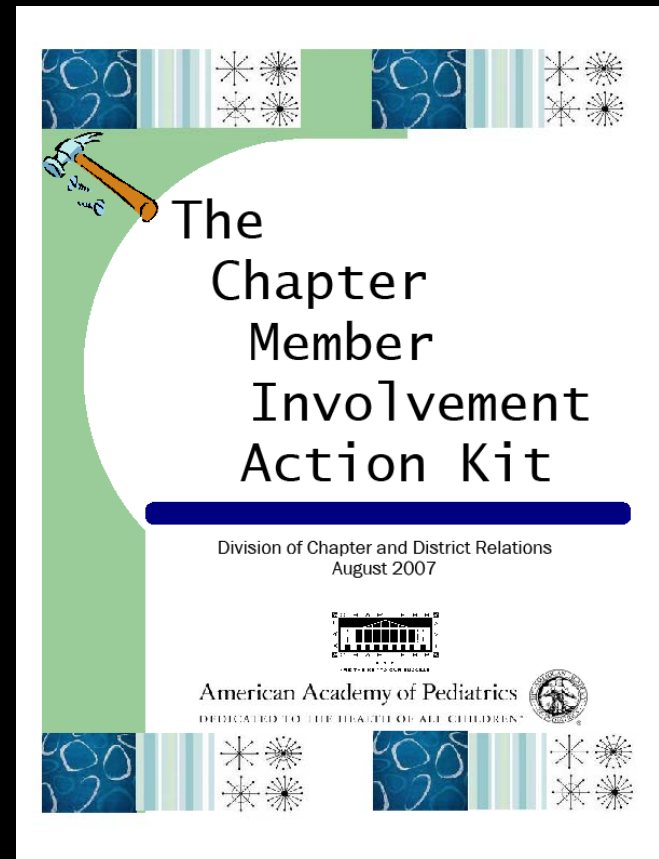


# Chapter Leadership Areas Requiring Additional Assistance



# Member Involvement

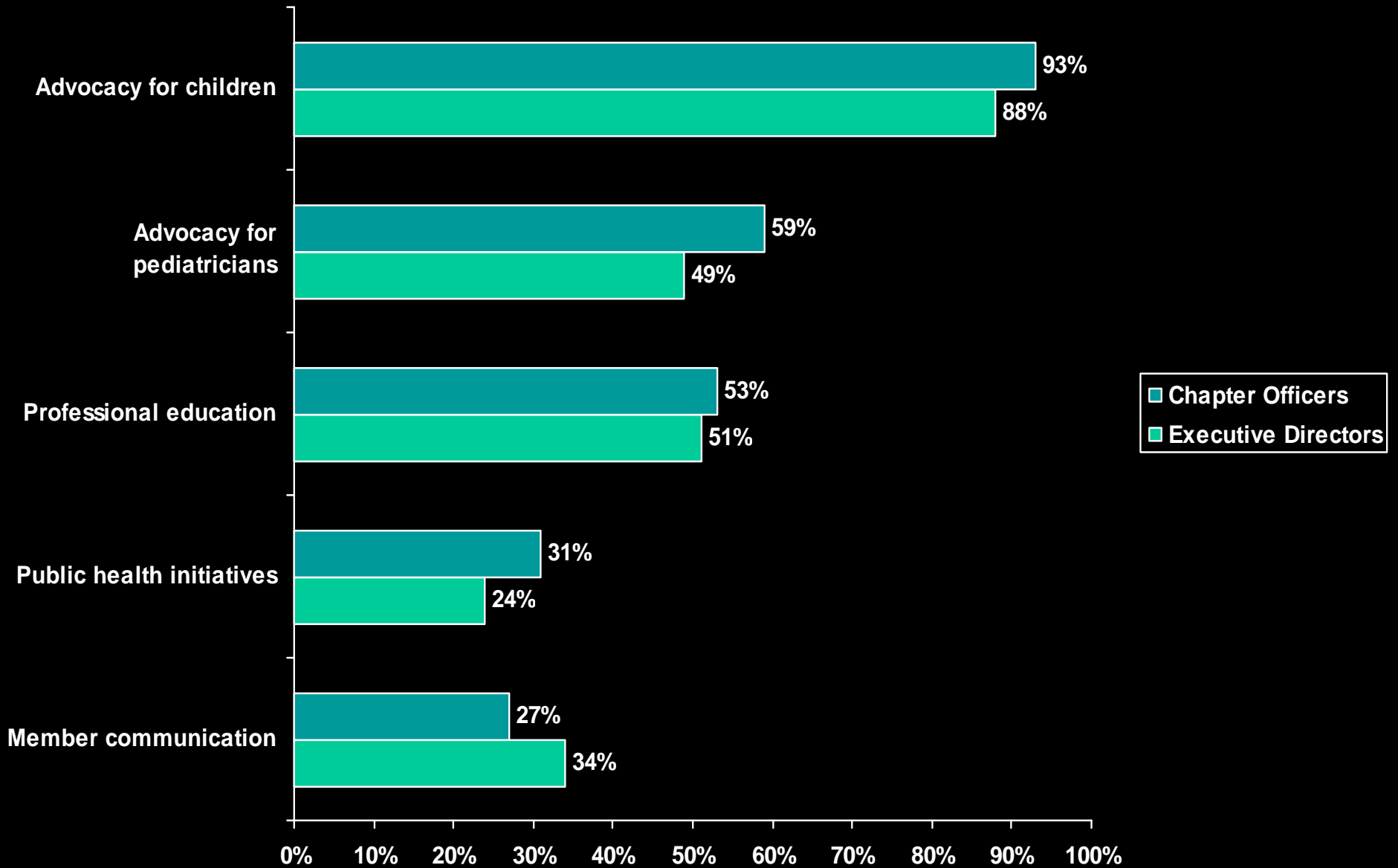
- ❑ Chapter Member Involvement Action Kit
- ❑ Still hard to do
- ❑ New resources on Chapter Web page
- ❑ Member Value



# *What's on Chapters' Minds?*

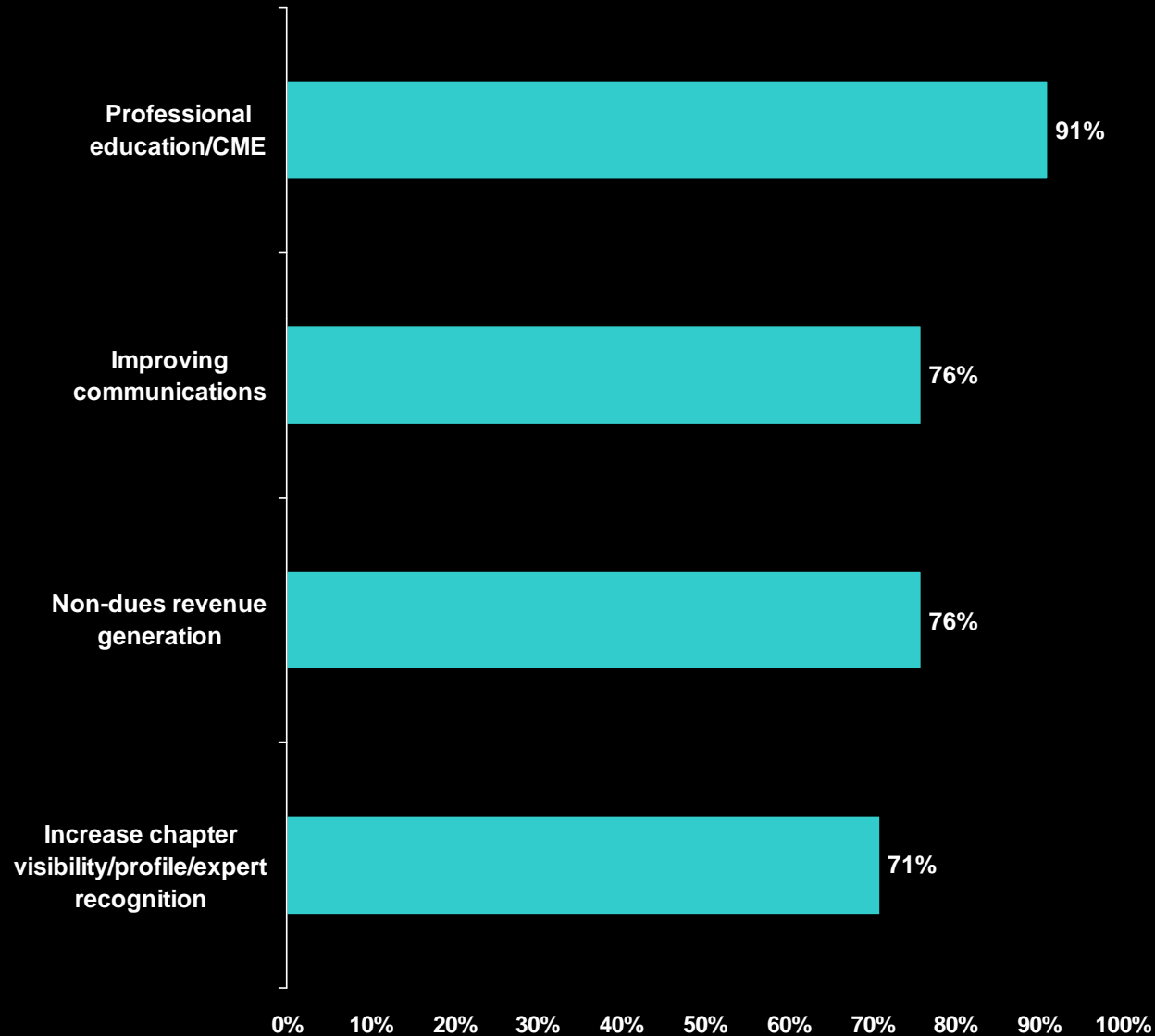


# Time Spent on Chapter Activities

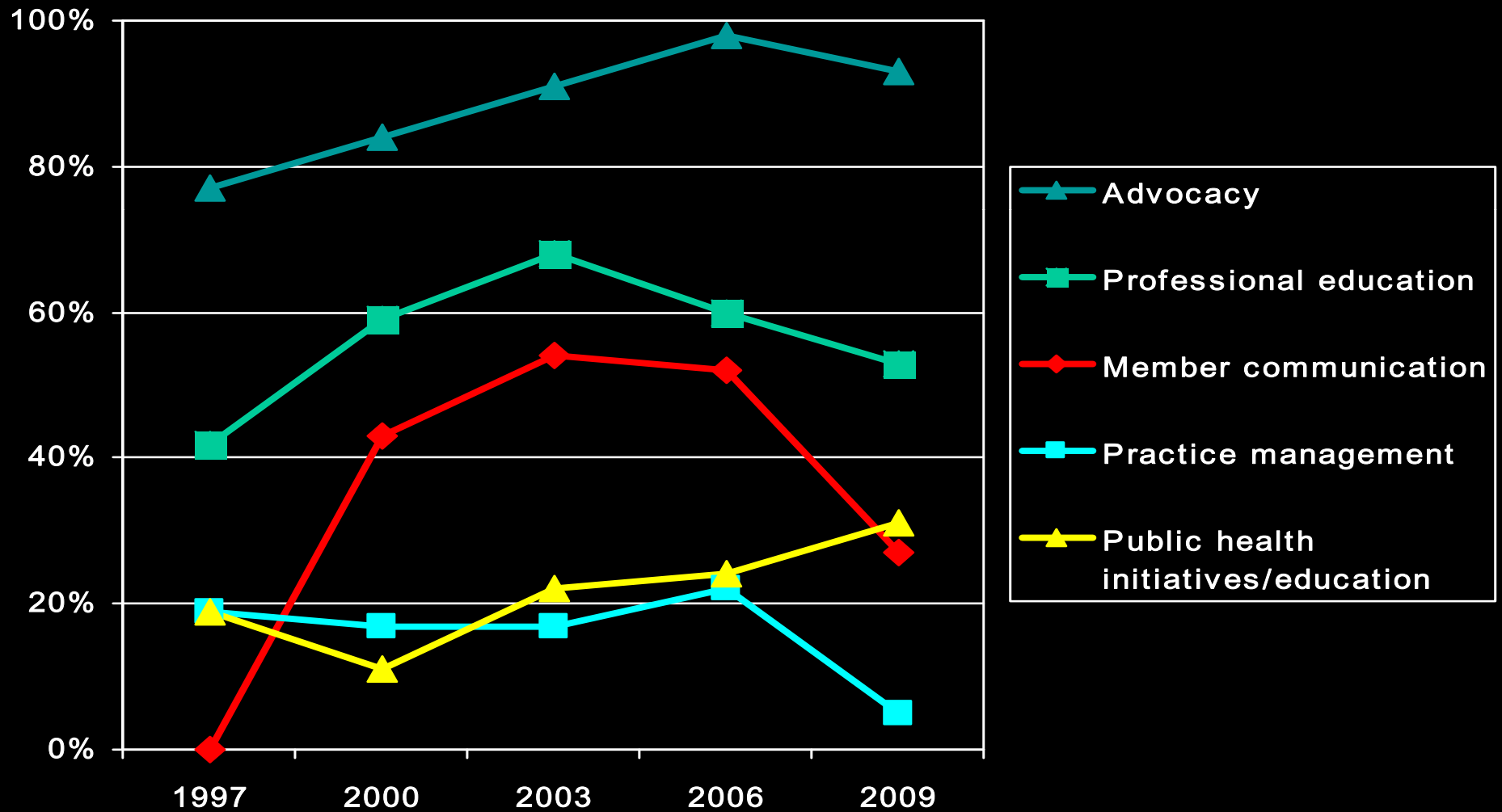


# Chapter Management

2008 Most Common Chapter Activities (By Percentage of Chapters)

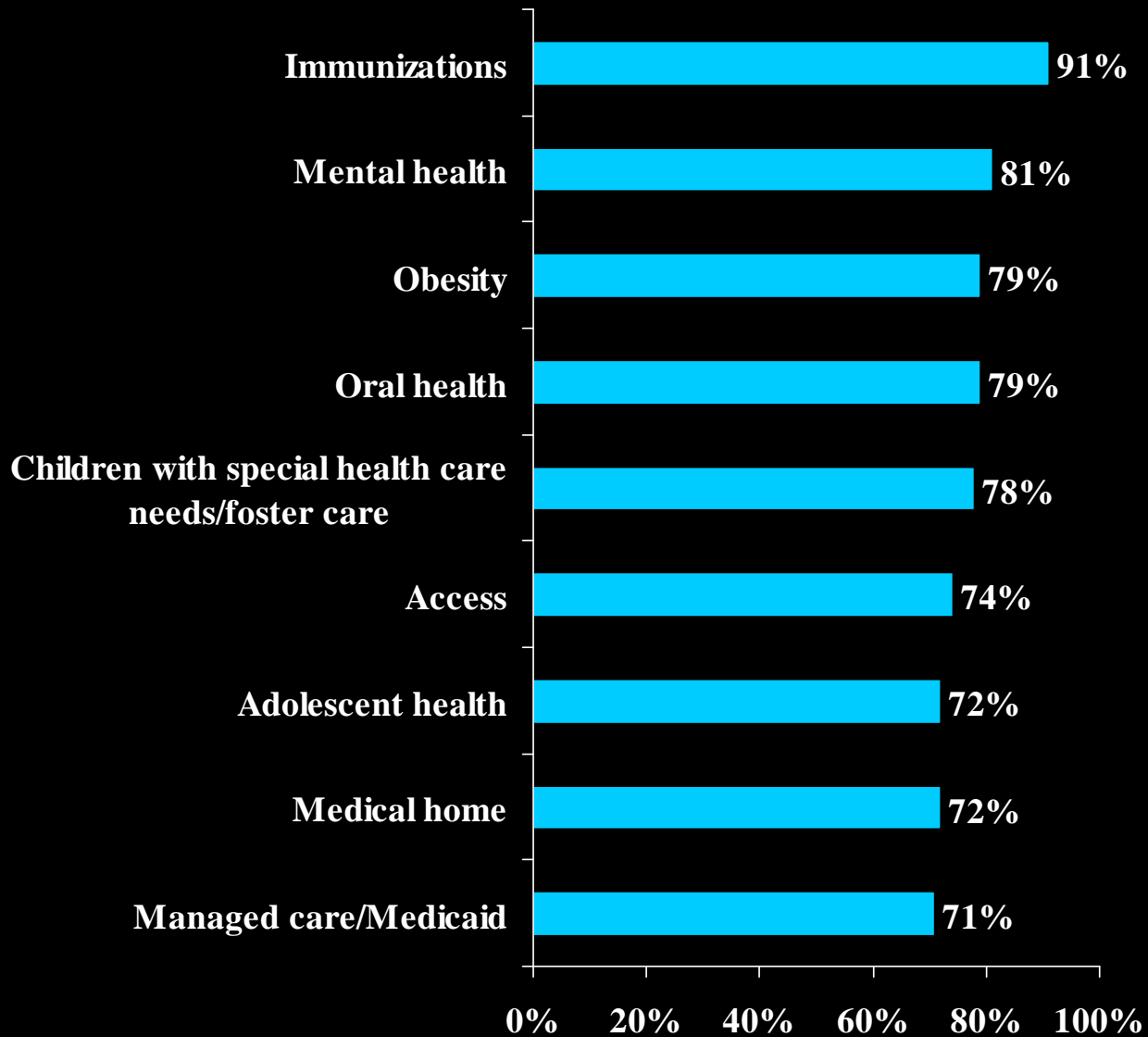


# Time Spent on Chapter Activities (Chapter Officers – Over Time)

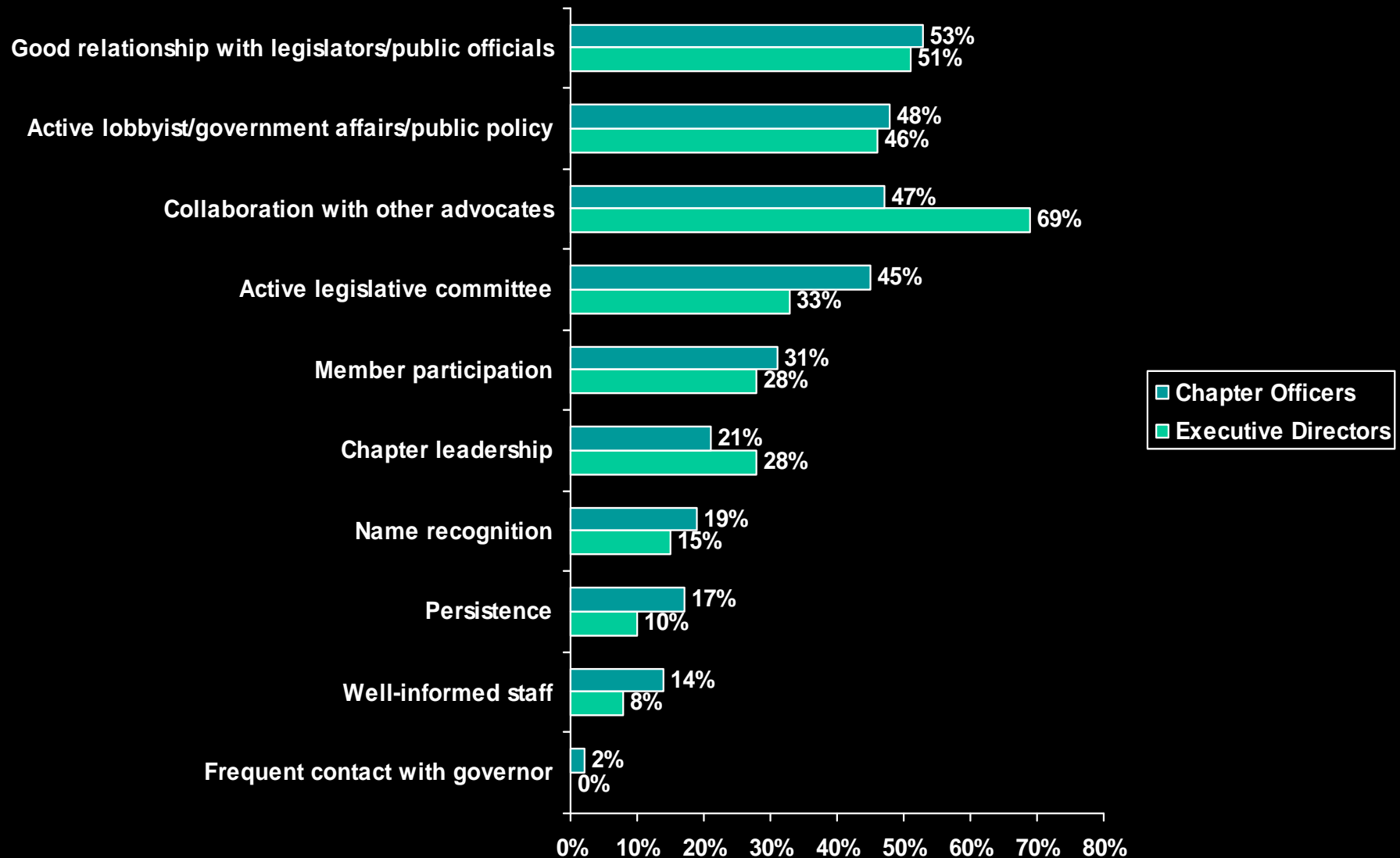


# Child Health Priorities

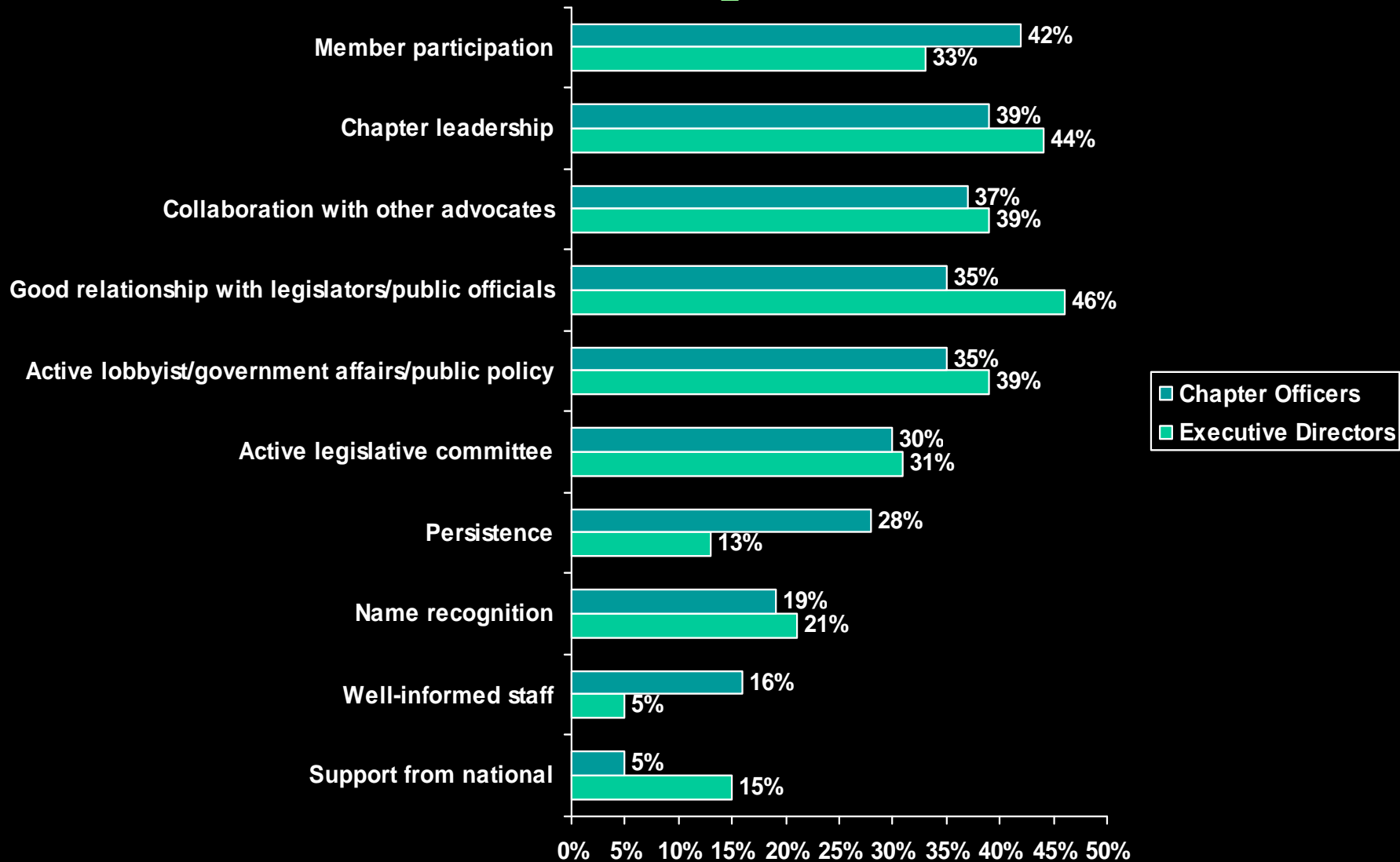
2008 Most Common Chapter Activities (By Percentage of Chapters)



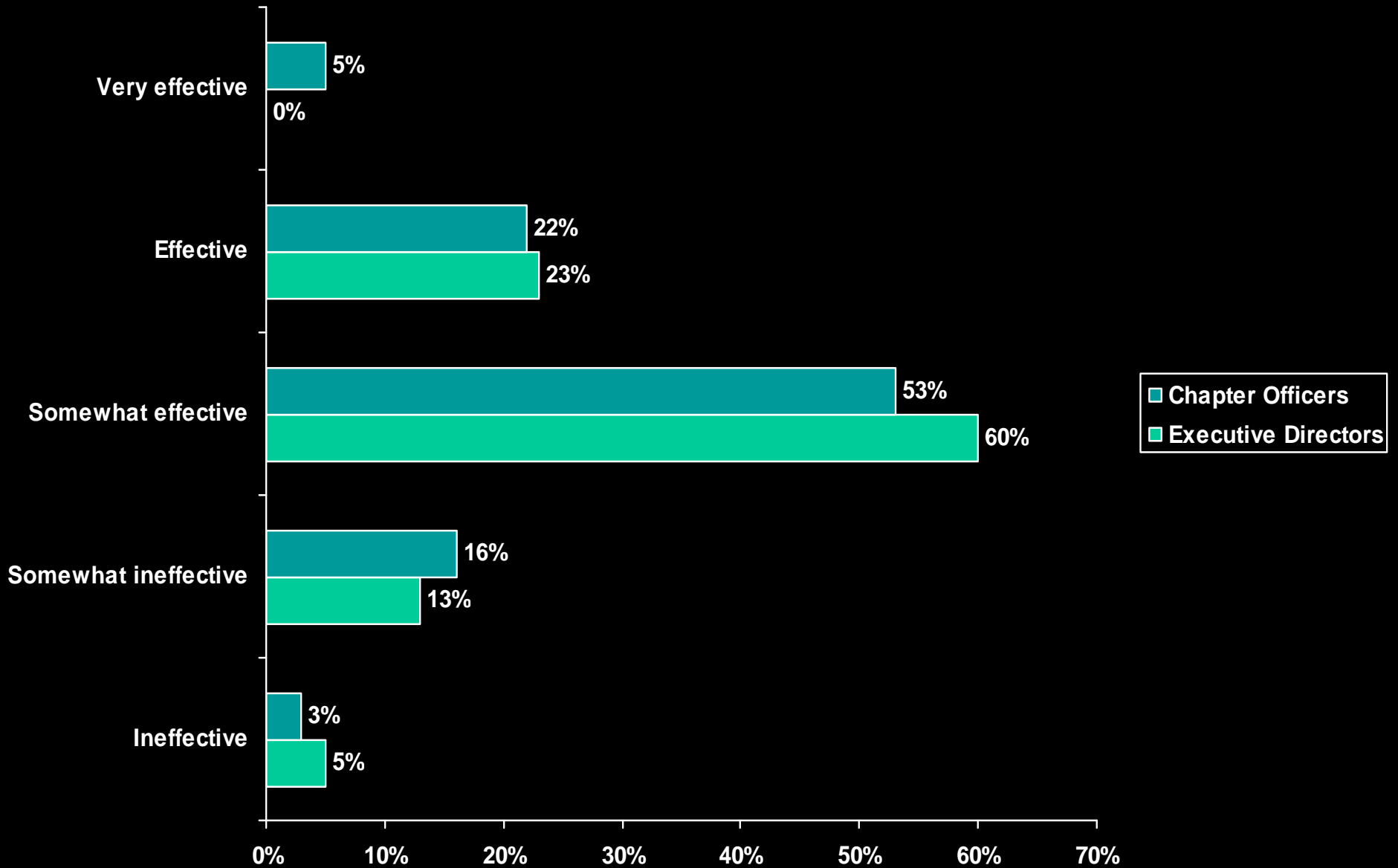
# Factors Contributing to Child Health Advocacy Effectiveness



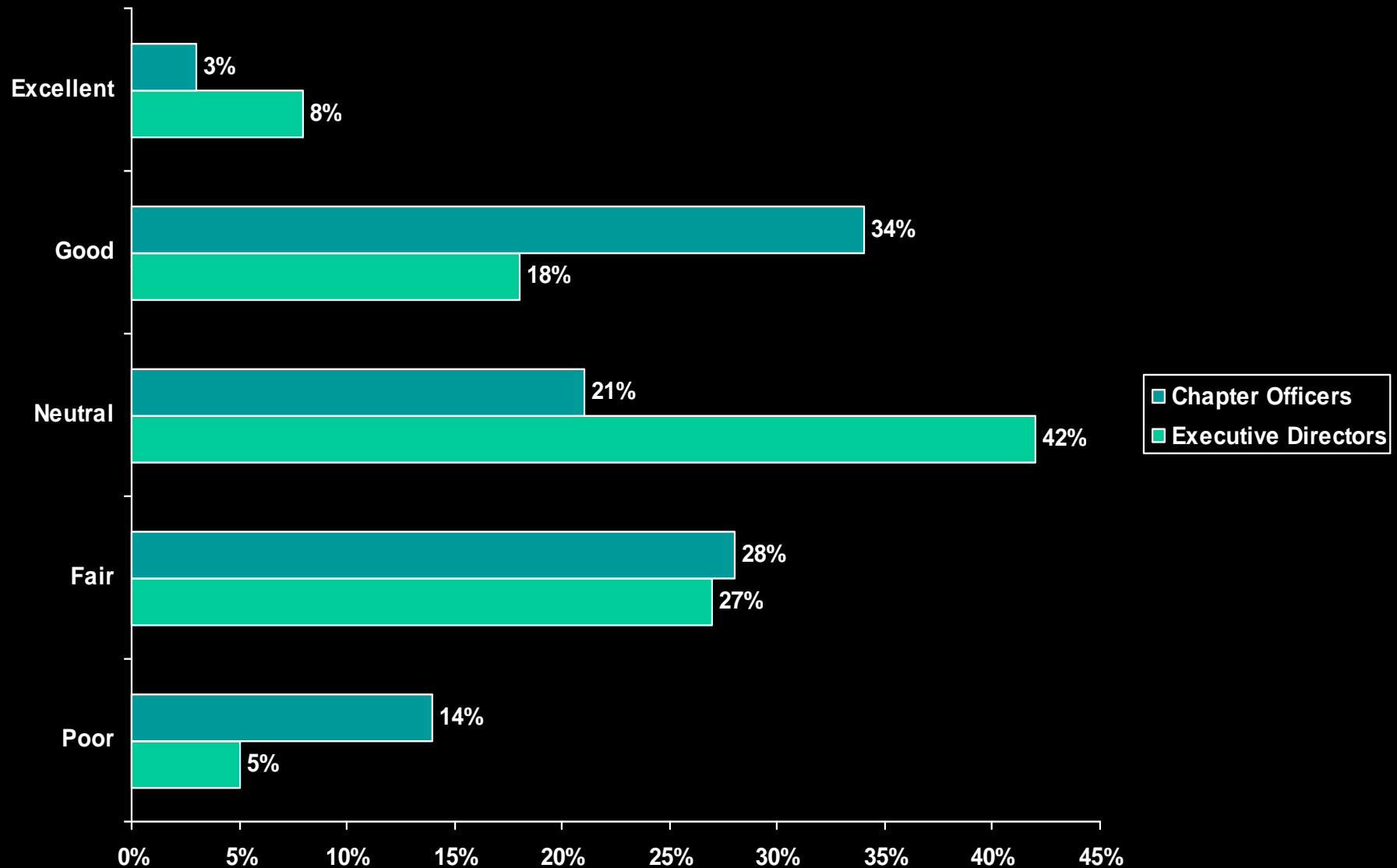
# Factors Contributing to Pediatric Practice Advocacy Effectiveness



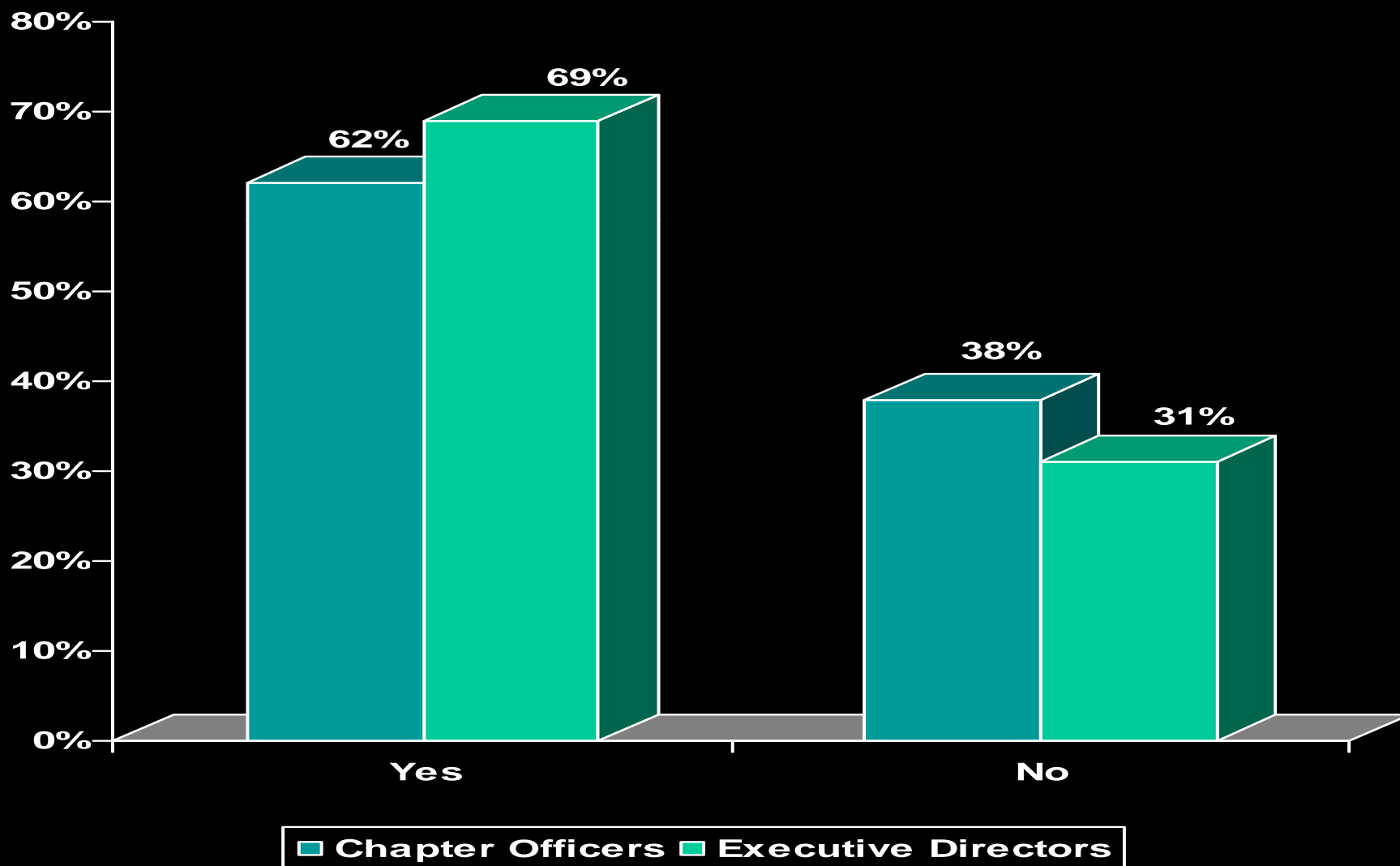
# Membership Recruitment



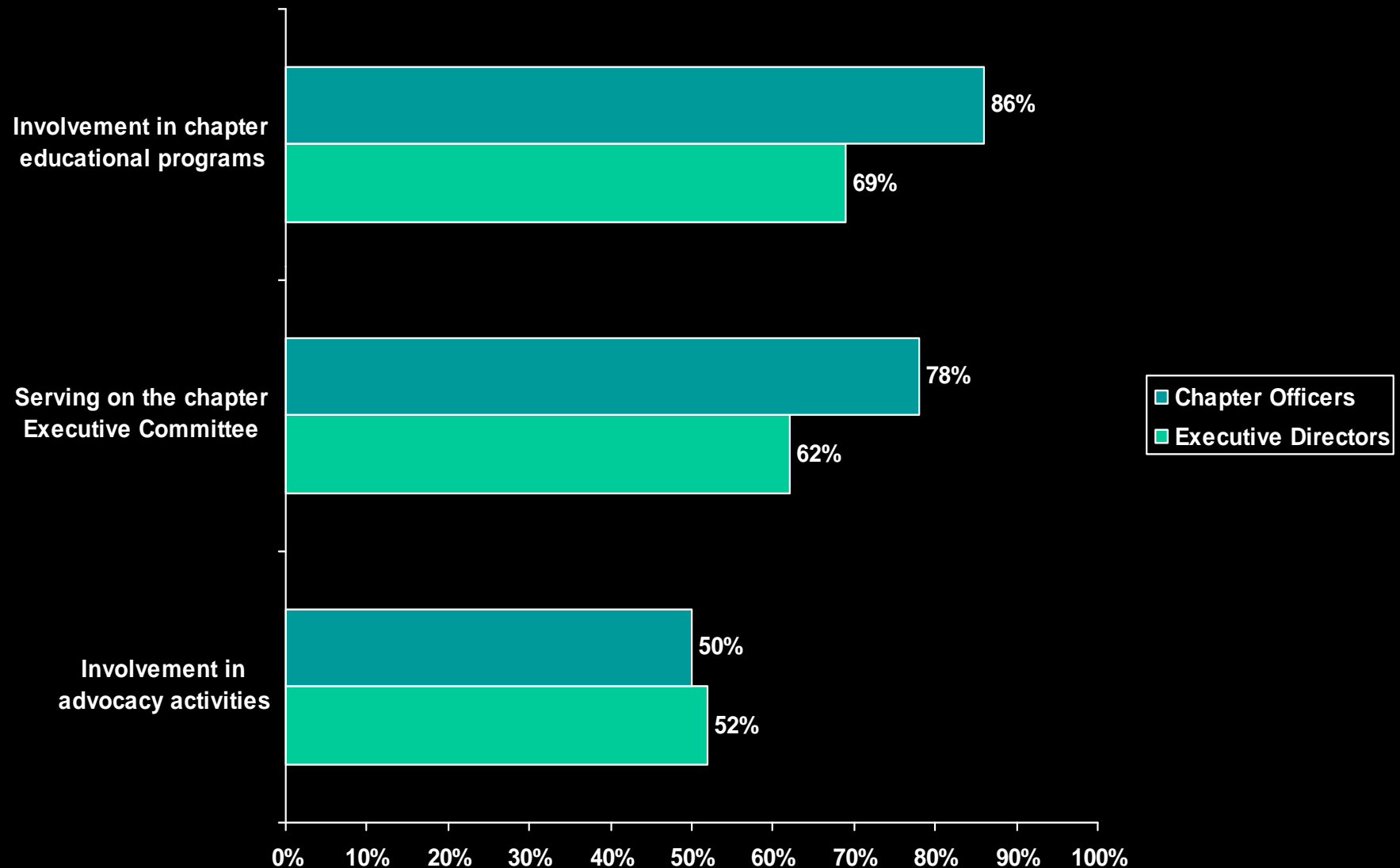
# Chapter Communication With Medical Subspecialists and Surgical Specialists



# Chapter Efforts to Involve Medical Subspecialists and Surgical Specialists



# Medical Subspecialists and Surgical Specialists - Chapter Involvement Activities



# Quality Improvement For Practices MOC Part 4

## What is Maintenance of Certification?

Maintenance of Certification is a process that ensures physicians' engagement with their profession by lifelong learning, applying what is learned in practice, improving the quality of health care, and ensuring that pediatricians have a useful bank of medical knowledge.

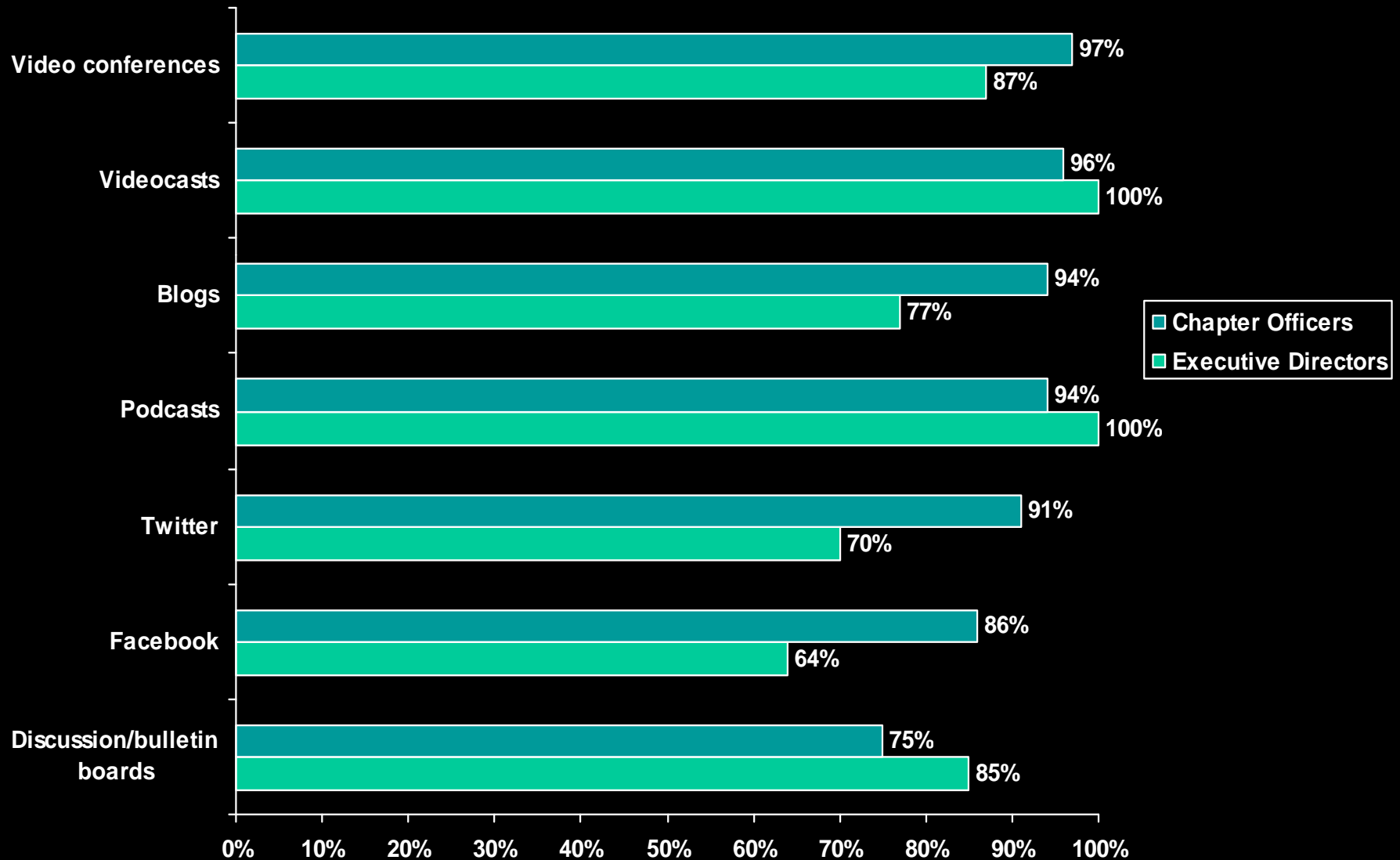
The Accreditation Council for the Graduate Medical Education (ACGME) and the 24 American Board of Medical Specialties (ABMS) certifying Boards agree that a physician must demonstrate six core competencies.

These core competencies are the foundation of MOC and are addressed during medical training and throughout a physician's career.

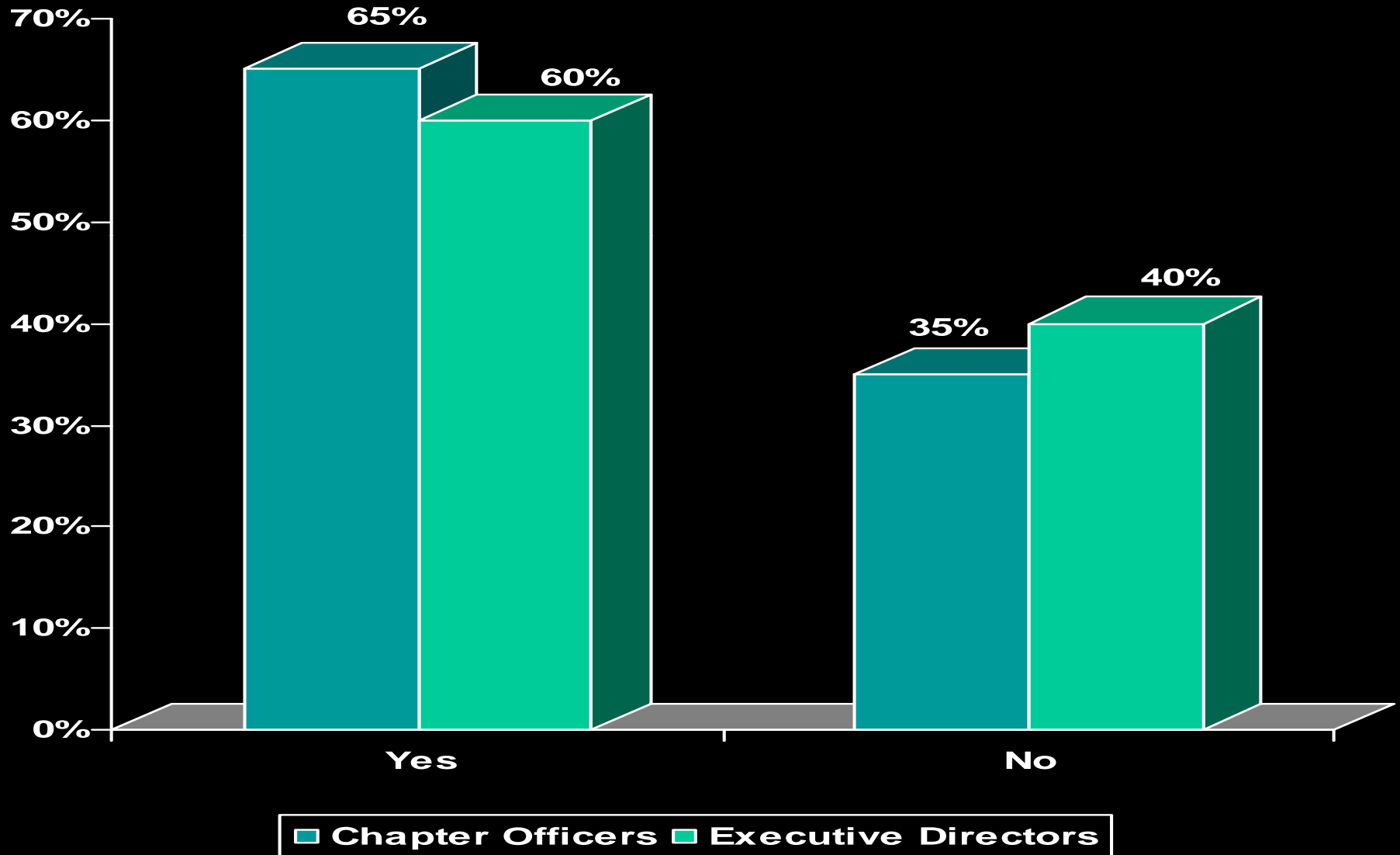
MOC consists of four separate parts:

- Professional Standing
- Knowledge Assessment
- Cognitive Expertise
- Performance in Practice

# Interest in Using New Communication Technologies



# Willingness to Pay for Chapter Services



*What is the Value  
Proposition of  
Chapters to AAP?*



# Realizing the True Value of Chapters



# Value Proposition of Chapters

---

Value of  
Chapters to  
National = Benefits - Cost

# Benefits of Chapters to National

---

- ❑ Membership
- ❑ Public relations
- ❑ Talent pool
- ❑ Connection to young members
- ❑ Carry out mission
- ❑ Contribution to AAP prominence
- ❑ Policy implementation
- ❑ Deliver testimony
- ❑ Laboratories of innovation

# Monetizing the Benefits

---

- ❑ Direct Revenue - revenue from members retained by Chapters
- ❑ Indirect Revenue – cost savings

# Indirect Revenue

## Cost Savings to AAP

---

- ❑ Hiring a PR firm to promote AAP in Chapter newsletters, emails and at meetings
- ❑ Executive recruiter to identify leaders
- ❑ Membership recruiter to identify and mentor young members
- ❑ Executive Director in each Chapter to carry out mission and promote AAP
- ❑ Part time lobbyist to implement policy at the state level
- ❑ Cost of innovations – **priceless!**

# Value Proposition of Chapters

---

Benefits	\$11,434,113*
Cost	- <u>\$ 3,353,026</u>
= Value	\$ 8,081,087

Value of Chapters is significant !!!

\*Current expenditures on chapter staff, estimated cost for independent lobbyists for 25 chapters, and grant indirects.



Optimal value is obtained when Chapters and national work in partnership for members.



**Questions?**