



**CALIFORNIA CHIROPRACTIC ASSOCIATION**  
**2021-24 STRATEGIC PLAN**

**Goal: Community**

**Members will benefit from the development of relationships through respectful inclusion, which will grow the chiropractic community.**

- Increase membership of students and new graduates through NPY5 by 15%.
- Create an inclusive environment of all Chiropractors, ie: race, gender, religion, practice style.
- Celebrate the diversity of the profession.
- Promote collaboration with community stakeholders to increase chiropractic presence and celebrate diversity.
- Develop local chiropractic community social gatherings for networking and camaraderie.
- Increase CalChiro's visibility and public awareness through multiple marketing and media outlets.

**Goal: Advocacy**

**Promote and advocate on behalf of the chiropractic profession ensuring the viability, sustainability and accessibility of chiropractic in California, thereby improving the quality of life for all Californians.**

- Develop/maintain a successful PAGE (Political Advocacy Grassroots Engagement) program which utilizes modern communication technology.
- Maximize relationship with F4CP to market positive chiropractic information to policy makers.
- Advance our political agenda by introducing pro-chiropractic legislation, defeat legislation not in chiropractic's best interest and address other public health issues.
- Protect and advance the profession when regulatory issues arise.
- Maintain a robust legislative day program which includes all levels of membership.
- Maintain a media fund.

## Goal: Resources

**Benefit members and the profession by securing funds to support research, legislative action, operational resources and contingency reserves.**

- Support CalChiro's Political Action Committee (PAC) fundraising efforts.
- Increase non-dues revenue from sources that are perceived as valuable.
- Maintain adequate overhead to provide sufficient services to members.
- Increase the California Chiropractic Foundation (CCF) research budget by achieving a growth target of \$10,000 by 6/30/22.
- Increase donations to CalChiro purpose driven accounts. (I.e MediaFund, DirectDonation etc.)
- Improve and expand member resources.

## Goal: Education

**Members will receive continuing education in best practices from experts on topics that embrace the diversity of the profession.**

- Produce educational offerings that are comprehensive and varied.
- Monitor CE regulations and provide guidance to state licensing agencies in conjunction with the governmental affairs department, as appropriate.
- Develop successful and inclusive conferences and events.
- Provide support to districts for increasing local continuing education opportunities to their members.
- Ensure our conference includes classes that cover basic business practices for new as well as seasoned doctors.
- Investigate providing continuing education to other professional license categories.