



MOCPA 2019 BUSINESS MEETING

November 10, 2019

The new iteration of MOCPA is now at its two-year mark. Our first year was primarily about building an infrastructure, and this second year has been about implementing it. Going forward, we will assess outcomes and make changes as necessary to ensure that members are getting what they would like out of the association.

We have thus far had a relatively consistent membership for the past couple years. We presently number 56 after the unfortunate passing of Sandra Prince-Embury. Last year we numbered 54. We are therefore generating around \$3000 per year in dues, which thus far, we have been mostly fearful to spend, not knowing what kind of turnouts we were going to garner at social events and continuing education events. But now that we have a year of data, we may be able to better predict how well attended our events may be in the future, and that will allow us to subsidize greater portions of events going forward with a bit more confidence.

This past year, we offered four social events and three continuing education events. Turnout for events has been on the lower end of the spectrum, and at each event, there are always about two to five folks who register and then do not show up. For the social events, the New Year's Brunch at the Carriage House in Ocean Grove had 18 registrants; the Spring Dinner with the NJPA Leadership at the Zakreski's home in Red Bank had 16; only four attended the Mansion Bay and River Cruise out of Atlantic Highlands, but two brought spouses; and no one attended the Mini Golf and Happy Hour Event at Monmouth Park. We have been faring a little better with continuing education events, garnering 25 participants for the Mindfulness Workshop (seven of whom were not MOCPA members), 33 for the Opioid Workshop (six of whom were not MOCPA members), but only six or seven for next week's Eating Issues Workshop (two or three of whom are not MOCPA members). We are curious to know what factors may prevent members from participating in events, as well as what factors may encourage them to do so.

This year, we also tweaked the MOCPA website a bit, removing the Forum option, which was not being used, and instead offering a Classifieds section, which has thus far been used by just one person. Four additional folks asked about sending messages out to the membership regarding searches for office space, but when I referred them to the Classifieds section and indicated that an email message would go out with the advertisement, they all declined, so one of the issues the Board will be discussing is possibly making the Classifieds into a free service, provided we do it within the parameters of the 501(c)6 tax-exemption rules. We will have to review what we can and cannot announce via email blast and via classified ad on the website and make some prudent decisions.

The email blasts seem to be working well to communicate with members and deliver announcements, important information, and requests, as well as receive questions and comments from members. We have flirted with the idea of having more of a listserv rather than the current one-way communication, but so far, it does not seem that members are clamoring for it, so this may be another item to possibly assess for next year.

Regarding the membership directories, we now have three: the directory of all Full Members available to the public online, the internal directory of all MOCPA members regardless of membership class, and a new abbreviated searchable private practice directory, also internal and not available to the public. We do not know to what degree members use the searchable private practice directory and may elicit feedback to determine if we should continue with it.

We will shortly have our elections this year, which is new for us. To be a legitimate corporation in New Jersey, we must at minimum have a President, Secretary, and Treasurer. Our President and Treasurer will remain for an additional year; however, we need a President-Elect to join us next year to be ready to fully take over the President's duties in 2021. Given that our Secretary resigned in June, we also need a new Secretary. And technically, in order to exist under NJPA, we also need a representative to the NJPA Executive Board. NJPA has been kind enough to let us exist without one (they continue to officially label me as the representative even though I do not serve as one.) Other positions beyond these that would be nice to have include a Continuing Education Coordinator as well as other coordinators who would help with event planning and advertising. But these technically are not required to exist as an entity and are therefore not as crucial as the other aforementioned positions.

Our main concerns for the future are the ability to find a steady stream of speakers for ongoing continuing education events, adequate membership turnout to various functions, and volunteers among the membership to hold leadership positions so that the association can continue to exist in perpetuity. Perhaps with some additional surveys, we can assess what the membership wants more and less of in order to better match their hopes and expectations.