2018 Membership Meeting

Sara Kerrick, NDTA President
May 18, 2018
Welcome

- Membership
  - Board of Directors
- Committee Chairs and Members
  - Marketing Task Force
  - NDTA Instructors
- The Voice of NDTA – ISAM Staff
  - Scholarship recipients
Marketing Task Force

- Consultant—Dennis Roy
- Small Task Force
  - 6 people who represented our membership, instructors, board of directors, national office, OT, PT and SLP.
- Met as a group, weekly, for a total of 34 meetings plus 4 meetings with BOD
- Goal: to provide a marketing direction for the NDTA to build and support our membership.
Marketing Task Force

- NDTA education offers a great value
  - Therapists feel more confident and capable in their ability to address their client’s needs after taking an NDTA course.

- This information has helped to changed our focus from what NDTA offers to what is the benefit to therapists who participate in the education we offer.
NDTA.org
Updated Mission & Vision

NDTA MISSION

The purpose of the Association is to improve treatment and outcomes for clients with neuromuscular dysfunction by providing advanced therapist education that improves skills in assessment, evaluation and salient, functional treatment.

NDTA VISION

To advance utilization of the NDT Practice Model through clinical intervention, education, and research so that clients with neuromuscular dysfunction can participate in life to their fullest potential.
Elevator Speech for NDTA

‘NDTA provides intensive training in the latest advancements of the NDT Practice Model for neurorehabilitation and provides a framework for the clinical practitioner who is a “lifelong learner.”

NDT courses focus on developing advanced skills in client assessment, evaluation and salient, functional treatment for clients at all levels of neuromuscular dysfunction, even the more challenging cases.

Finally, NDTA is an inclusive, supportive community for therapists who are committed to incorporating NDT principles in their clinical practice and career.
Three Key NDTA Benefits

1. **Advanced skills** for therapists who treat children and adults with neuromuscular dysfunction.

2. A **supportive community** of professionals dedicated to improving care by incorporating NDT into their treatment practices.

3. Instills **confidence** therapists are consistently doing the best they can to help clients achieve the highest quality and most productive life possible.
Membership Development Plan: 5 Strategic Imperatives (for 4000)

1. **Cert. Courses**: Increase availability and attendance
2. **Seminars**: Improve availability and attendance, including advanced ed topics for current members
3. **Therapist education time/$$ burden**: Reduce burden for therapist taking cert. & seminars
4. **Overall Awareness/Image**: Improve overall therapist awareness & perception of NDT & benefits of NDTA education … *on a targeted basis*
5. **NDT clinical research evidence**: Improve support and therapist awareness
# Membership Snapshot

**April 2018**

<table>
<thead>
<tr>
<th>Total Active Memberships</th>
<th>2,956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists</td>
<td>2882</td>
</tr>
<tr>
<td>C/NDT</td>
<td>2795</td>
</tr>
<tr>
<td>NDT Trained Assistants</td>
<td>18</td>
</tr>
<tr>
<td>Facility Partners</td>
<td>16</td>
</tr>
<tr>
<td>Adult Practitioners</td>
<td>901</td>
</tr>
<tr>
<td>Pediatric Practitioners</td>
<td>1739</td>
</tr>
<tr>
<td>US and Canada</td>
<td>2686</td>
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</table>
NDTA Organization

- Members
- Board of Directors
  - Chairs of Committees/Instructor Group Executive Committee
  - Instructor Group (IG)/Sub Committees
- National Office Director and Staff
Management Services Contracted through ISAM (International Society and Association Management)

- Brad Lund, Executive Director
- Kajsa Mashaw-Smith, Director of Events & Instructor Group Management
- Julie Pitz, Director of Seminar Education
- Lacy Gomez, Membership & Education Administrator
NDTA relies on member volunteers to do the work of our organization.

Take note of any committee or board positions where you feel that you have an interest.

Where can your skills, abilities and talents be utilized?

Contact any NDTA officer or any committee chair for opportunities for more information.

Sign up for committee interest at the membership table or NDTA booth.
BOD with NDTA Committees

Providing the opportunity for growth within and for our organization

- Education
- Conference Planning
- Center of Excellence
- Membership
- Publications
- Certification
- Research
- Finance
- Nominations
- Instructor Group with various sub committees
Board of Directors

- Sara Kerrick, President
- Jean Lyons Martens, President Elect
- Jane Styer-Acevedo, IG Chair
- Pam Ward, IG Chair Elect
- Robbi Farrow, Treasurer
- Jackie Grimenstein, IG Rep
- Kris Gellert, IG Rep
- Annelise Potgieter, Member at Large
- Brian Edmunds, Member at Large
- Daniel Fowler, Member at Large
- Lezlie Adler, Member at Large
Committee Chairs

- Joyce Jaixen   Education
- Kim Westhoff  Conference Planning
- Tori Rosenthal  Centers of Excellence
- Bruce Kuluris  Membership
- Marcia Stamer  Publication
- Carmen Pagan  Certification
- Janet Powell  Research
- Robbi Farrow  Finance
- Jane Styer–Acevedo  Instructor Group
- Brian Edmunds  Nominations
Instructor Group (IG)

Chair: Jane Styer-Acevedo
- Active members of NDTA, Inc. who have met standardized criteria to teach NDTA approved basic and advanced level courses and Seminars

- Develop and maintain standards and procedures for entry of students/participants and establish criteria for successful certificate course completion

- Develop and maintain the competency standards for instructors and performance standards in all NDTA approved courses

- Develop, maintain, and update course curriculum based on the current evidence pertinent to NDT
Instructor Group

Current activities:
- Expanding distance learning options to include a variety of education opportunities for NDTA members
- Recruit and support instructor candidates through the process of becoming active NDTA instructors
- Complete the organization of and teach the new “Modular Format” for the pediatric basic certification course
- Ensuring the interdisciplinary curriculum for all basic certificate courses, adult and pediatric content.
- Collaborate with the National Office for NDTA-sponsored education
- Provide educational sessions during the annual instructor group meeting
Conference Planning Committee

Chair: Kim Westhoff

thank you!
Finance

2018 Income Percentages

- Conferece & Seminars
- Membership Dues
- Education
- Publication Sales
- Misc Income

- 41%
- 29%
- 28%
- 2%
- <1%
Finance

2018 Expense Percentages

- Administrative: 60%
- Publications: 7%
- Education: 220%
- Conference & Seminars: 5%
- Committees and Board of Directors: 1%
- Membership: 3%
- Marketing: 2%
Fund Raising

- Acknowledge Kay Folmar for taking the lead for the NDTA fundraiser that started in the Fall of 2016 and went into 2017

- Supports advancing Research related to NDT
  - Mini grants that are administered through the the Research Committee
    - So far have awarded two mini grants and will be accepting applications for this year soon.

- Total raised: $18,247
Thank you all for your robust participation in the Thursday evening Member Meet Member activity.

We hope you had the opportunity to meet some of your fellow members.

Congrats to all members present who won raffle items during the Membership Welcome Reception.
For 2017

- 13 Certificate Courses
  - 9 Adult Courses
  - 4 Pediatric Courses
- 1 Assistant Certificate Course
- 8 Advance Post Certification Courses
- 30 Seminars
  - 13 Adult focus
  - 17 Pediatric focus
- Distance Learning
  - 8 Videos – 597 purchases
  - 16 Articles – 629 purchases
A new and improved Association Management System be fully active by the end of June, 2018.

This will include a new and updated Website for the NDTA

Check it out – In July!
Our Member Contributions

You serve as the hands, feet, eyes and ears of the NDTA in our communities

You do the following

✓ Continue your membership

✓ Maintain your certification

✓ Volunteer your time to support the NDTA through committees

✓ Provided NDTA course sites and logistic for successful educational opportunities
Our Member Contributions

You serve as the hands, feet, eyes and ears of the NDTA in our communities

- Promote the NDT Practice Model with our consumers, clients and care providers/families, as well as your co-workers and employers

- Support NDT-related research

- Write articles for the Network

- Encourage your clients to provide testimonials about their NDT experience.
Our Member Contributions

You serve as the hands, feet, eyes and ears of the NDTA in our communities

- Recommend outstanding NDTA therapists to be spotlighted
- Refer vendors to the NDTA as potential corporate members
- Identify and encourage potential NDTA leaders for BOD and Committee service.
Well Done!

Thank you for all you have done and will do to support the NDTA!

We looks forward to working together in continued support of our mission and vision to achieve our goals.