

MVMA Leadership Days 2016 Winnipeg

- Council Planning, Nov 18
- Membership Engagement, Nov 19



Summary
Report



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Leadership Days - Introduction

This document contains the notes captured during the MVMA Leadership Days on Nov 18 & 19, 2016. The primary purpose of the document is to provide a comprehensive summary of relevant content to be used as reference for follow-up initiatives.

The majority of this content has been reported from the “raw data” with only small alterations in text. Certain components have been “wordsmithed” to increase clarity or fill in gaps in context for better understanding.

It continues to be a privilege to support the important work being done by the MVMA.

- ***Your strategic renewal in 2014 (Leadership Retreat) provided the strong foundation and direction necessary to navigate the challenging past two years, with integrity.***
- ***Your courage to embrace the opening of the Veterinary Medical Act as an opportunity to evolve and grow as an organization, has resulted in increased effectiveness.***
- ***Your commitment to member service, inclusion, and professionalism are evident in your new structure, programming, and focused efforts.***
- ***Finally, your promise to ask “what can be” and “what is best” inspires your attention to planning and is a testament to your future success.***

Congratulations on two great days and I look forward to following your success into the future.



Mick Lautt
President - Taiga Consulting

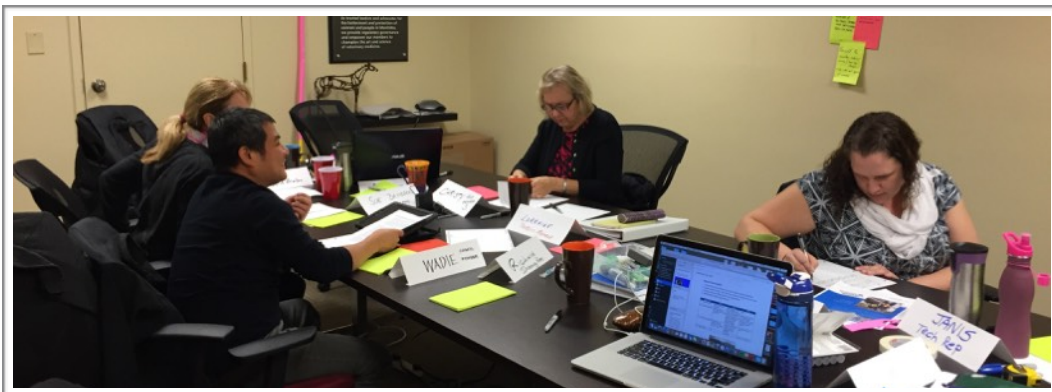
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Council Session - Intended Outcomes

- Build on strategic plan from 2014.
- Review priorities and identify potential focus for 2017 +.
- Strengthen relationships and continue to build the council team.
- Share perspectives: discuss differences & seek understanding and alignment.
- Explore longer term planning timelines.
- Collect ideas that are actionable and ensure clear prioritization that can be carried into tomorrows planning day.
- Discuss sub committee engagement and accountability.
- Discuss how to effectively address difficult topics in a timely manner.
- Focus on moving forward as an association committed to a true team approach / environment.
- Co-design agenda and feedback mechanisms for Sat membership day.
- Identify messaging and council roles for Sat membership day.

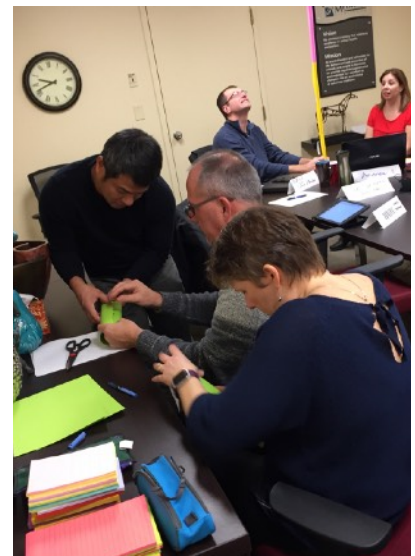


Team Towers - Lessons

Celebrating what we did well and what we learned:

- Willingness to adapt our process, change designs, switch roles
- Set high bar, big goals, willing to take risks to achieve big things
- Good amount of pre-planning and prep before action
- Demonstrated collaborative approach and respectful idea sharing
- Kept things simple, had fun, achieved results
- Focused on building a strong base, a foundation to build on
- Included all team members in process, invited input and different perspectives
- Achieved alignment in strategy and collectively evolved the process
- Built on what was working
- Stayed on path, especially under pressure
- Seek a healthy balance between goals with achievable results and inspiring dreams (risks)
- Kept standards high, used creativity to overcome challenges
- Kept planning simple and constantly adapted
- Managed energy, time, and resources realistically by proper prioritization
- Tested, observed, learned, applied... repeat!

HOW CAN THESE OBSERVATIONS AND INSIGHTS HELP GUIDE MVMA INTO THE FUTURE



Hot Topics for Saturday's World Cafe

- **Advocating for Universal Access to Vet Care and Public Education**
- **Supporting our Membership and Our Profession**
- **Leading Veterinary Pharmaceutical Stewardship**
- **Promoting a Professional Image**
- **Enhancing Member Engagement**

Carry Forward - Council Agenda Items

Accountability for Committees

- Setting clear expectations, parameters, and roles
- How to best direct and support
- How to encourage accountability and results

Tackling Difficult Topics

- Modelling a culture willing to embrace conflict as an opportunity for growth
- Process and protocols

Scope of Practice

- Identify a strategy and timeline for exploring this complex and sensitive topic

Leadership Days / Weekends

- Recognizing clear return on investment from recent initiatives - how do we entrench our commitment to annual strategic planning, membership engagement, leadership development, and council team building

Continue Integration of Veterinary Technologists into MVMA

- Incorporate into culture, processes, structures, programming
- Identify and seek opportunities to engage and educate all members

Strengthening Function of Council and Relationship with MAHTA

Saturday Session

Value Statements and Insights from the “MAZE”.



As members of MVMA, we value:

- clear, concise, consistent communication
- clear purpose / clear goals. Who, what, why
- appropriate communication methods for the audience (ie, public vs members)
- sharing (giving and hearing) feedback
- new ideas
- clarity of intent
- a well planned communication plan

As an organization:

- We want a positive and engaged community that is successful in moving forward.
- We value calculated risk taking as a means of growing.
- It's important to support risk takers because without that support, people would not be able to move forward.
- We believe in trusting team members to share workloads, to achieve a common goal.
- It's important to acknowledge and celebrate diversity and the unique strengths and weaknesses in self and others.
- We get stronger by learning from our mistakes.

Saturday Session

- We appreciate all contributions. Small contributions from many individuals are needed to achieve a larger common goal.
- It is important to stay in tune with other groups and associations in our industry so we are not re-inventing the wheel. We can build on the success and good ideas of others. We need to stay current and actively involved at a national level.
- We value the learning cycle of planning, testing, learning, and adapting. We appreciate adaptive systems.
- It is key to plan ahead for success. Having a plan will move us forward and keep us on track.
- We value planning, clarity, accountability, trust, leadership, and engaged participants.
- It's important to celebrate success.
- "We are not natural anarchists" so it's important to remind ourselves that the MVMA must continually seek active learning and improvement - that challenging the status quo (meaning not being complacent, not being afraid to change) will allow for positive changes in the future.
- Role clarity is crucial to team success.
- We value our role clarity as it defines our focus and provides organization to allow us to perform more efficiently and effectively together.
- Many hands make light work.
- We need to be respectful of diverse viewpoints and ideas.

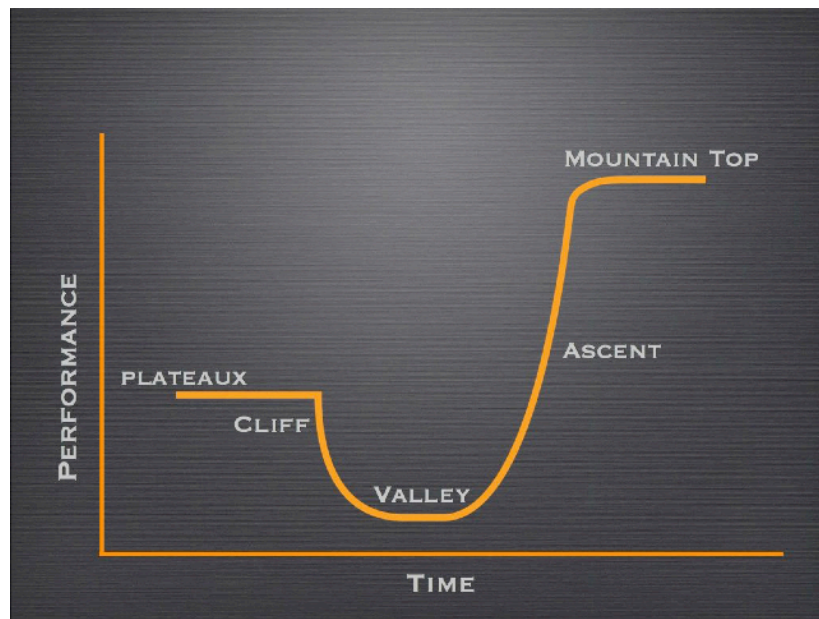


- We encourage / value change for the betterment of the profession as a whole (despite often speaking different "languages").
- We are aligned through our commitment, dedication, and passion for the profession.
- We value leadership's role in guiding us towards common goals. We value determination and persistence, problem solving, and the importance of the human-animal bond.
- We appreciate effective teamwork because its more fun, less stressful, and results in better ideas and innovation from diverse viewpoints.
- We value and celebrate our commonalities across the profession.

J- Curve of Change

As referenced in discussions.

Understanding these predictable dynamics helps us predict, plan, and manage change initiatives effectively. These hold true for large change initiatives such as system or process changes as well as seemingly small changes like the addition of a team member or changes in a member request.



Change Management Process Components

Use this general checklist to be sure you have included the key components of a successful change management process.

- Do you have a clear and transparent Change Management Plan?
- Have you articulated your strategic approach to this change initiative?
- Is there adequate involvement in developing the strategy. Is this engagement taking place on multi levels? Big Picture / Process / Implementation. Are all stakeholders given a voice?
- Is there Big Picture clarity? When asked, do all members provide the same "elevator pitch" as to what is happening and why it's needed?
- Are there clear expectations: roles, impacts, process, milestones, performance indicators, etc.
- Are you celebrating each success?
- Is there a safe learning environment created?
- Is there adequate information sharing and a well thought out communications plan?
- Is initiative being rewarded?
- Is it exhaustive, does it answer all major questions and concerns, are all fears being addressed to the best of your ability?

Celebrations From Council

Council reflects on the accomplishments from the past year. ***The following are rough speaking notes from the oral presentations.***

Re-Inventing MVMA - Strategic Planning, Building Team and Culture Presented by Richard Hodges

Previous councils noted the need for strategic planning for a number of years with no action. In 2014, a leadership retreat was held.

Two major outcomes were achieved:

#1: New vision and mission statement were created

Since then, the vision and mission statement has been used as a guide to make sure we are following our values. This is important for a number of reasons:

- it helps to keep us focused and able to deal with issues that fall within it
- this allows a better allocation of resources – especially important as our human and financial resources are limited

#2: The goals and objectives for Council and the association were identified.

This has helped the council to be proactive and council and committee work is more streamlined and on target. Progress on the work of council can be measured and it encourages accountability for council and committees.

The planning activities also help build council and committee relationships and leads to a stronger team. In the fall of 2015, council engaged in a one day planning session that helped it effectively manage the opening of the Veterinary Medical Act, the changing nature of MVMA membership, and broader MAHTA / MVMA relations. Strategic planning provides a foundation for the work of council now, and into the future.

Vision

We envision a society that embraces excellence in animal health and welfare.

Mission

As trusted leaders and advocates for the betterment and protection of animals and people in Manitoba, we provide regulatory governance and empower our members to champion the art and science of veterinary medicine.

Regulatory Changes 2015-2016 - Challenges and Success

Presented by Sue Davidson

The work begun at the MVMA leadership day in November 2014 allowed us to move ahead as a successful team when the Veterinary Medical Act was opened in 2015. This opening proved to bring about significant challenges and change to our association and our members. The MVMA was consulted in the spring of 2015 about changes to the Act which passed Royal Assent in November of 2015.

These changes included the following:

1. **Legislation regarding fee disclosure** requiring that the MVMA write a bylaw about fee disclosure to clients prior to services being rendered. This was recently voted favorably on by membership
2. **Animal Health Technologists:** were given two voting seats at the council table and the right to vote on bylaws that directly affect them. They were able to change their title from Animal Health Technologists to Veterinary Technologists
3. **MVMA council composition:** changed from seven veterinarian members to include the addition of two veterinary technologists and two government appointed public members. These additions have been a welcome change on council.
4. **Member voting rights** on issues that affect them directly
5. **Addition of a primary mandate** of the MVMA to protect the public.
6. **Ability to establish member classes and regulate all providers of veterinary medicine**
7. **Ability for veterinary practices to incorporate.**

The impacts of the changes to the Veterinary Medical Act are the following:

1. Bylaw revision regarding membership classes, council structure and governance and fee disclosure have been presented to membership and voted upon
2. Ongoing bylaw revision continues
3. New council structure changes have been adapted to.
4. Council seeks to promote a better relationship with the politicians responsible for the governance of the Veterinary Medical Act by requesting quarterly meetings.
5. MVMA has begun the registration of technologists and continues to work with MAHTA over the transition period.
6. MVMA will establish a Technologist Advisory Committee in the next short while
7. We endeavour to continue to communicate all the impact of the regulatory changes to our membership going forward.

MVMA Council - A Strengthened Team for our Future

Presented by Wadie Ariza

It is worth celebrating the simple fact that the MVMA Council structure is new and more complete this year. Like the body with its bone structure as the framework, the new council is an integral support system for the association to move forward and embrace new challenges everyday.

So what is new in the council this year?

Council Members - instead of the original 7, there are now 11 members, with the addition of 2 public members appointed by the government and 2 veterinary technologists members from MAHTA. This structure has brought technologist's perspectives into the MVMA. The addition of the public members creates more transparency to the public sector.

The Council also had the orientation day in February for the new council members that served as a welcoming opportunity to be more engaged and be familiar with the specific responsibilities within the council.

The Council also structured the new MVMA Organizational Chart that outlined the roles and responsibilities of the council, staff and members. This has provided a better flow of communication within the council and the MVMA as a whole. The chart is not only lived by the council aligning itself with its mission and vision, but also being communicated to other regulatory bodies.

The Council has also created a Council Treasurer position with the purpose of ensuring a more enhanced and regular oversight on its financial budgets and management.

Overall, these changes have provided a better avenue for good teamwork, collaboration, transparency, and inclusivity through a well-represented MVMA Council this year.

The Technologist Voice

Presented by Christy Martens

- This year we have increased the unity and are turning a corner on bringing both member groups together so are being represented fairly.
- The Technologist voice is now being heard at an association level that has never been available to us before. We are truly asked for our opinions and ideas and are treated as equals as we sit around the council table, so thank you council for that it means more than you know. Not all associations have allowed their technologists to have the same voice at the council table.
- We are now recognized as members of the association (MVMA) and its not just veterinarians driving discussions and directives. We have now started to add to what we are calling the zipper effect. We have built a base and now we can start coming together as both associations and be a stronger more unified body that can be recognized better at a provincial and national level.
- We are still learning to come together and as we do we will be stronger as we move into the future.
- We have enjoyed stepping onto council and it has been a great opportunity to be engaged with the MVMA and the issues that effect us all. So once again thanks to council for allowing us to engage with you - it has been great so far!

Building Our Professional Image and Deepening our Member Engagement - Presented By Roxane Neufeld

In 2014 key areas we identified that needed to be worked on included member engagement and professional image.

In 2014, the association was relatively silent in promoting our profession and we were being assaulted in the media by negative news reports. First we increased our presence on Facebook and other social media. Second, we created campaigns province-wide to improve public perception and celebrate the good we already do such as the pet food drive as part of The Season Fur Everyone and the Provincial Spay Day.

The second area was to improve member engagement. We began by revamping the Professional Image Committee and gathered passionate members to join the Animal Welfare Group. We also wanted to improve the MVMA's relationship and relevance to its members so at every council meeting, council connects with a randomly selected clinic from throughout the province, provides them with lunch and communicates what council is up to, and ask for any questions or issues faced by the clinic. We use this as a way to hear members voices. Another initiative was to have a New Member night for incoming members.

We are encouraged by the accomplishments over the last few years and we are excited to have today where we can get refocused and energized on new initiatives. We appreciate each of you being here to engage in the process of continuing to move our association forward.

Rough Data Capture from WORLD CAFE Stations

Advocating for Universal Access to Vet Care and Public Education

(Dale Douma and Christy Martens)

Access to Vet Care in remote +/- underserved populations +/- "Public Education"

PRESENT:

1. No official plan, no involvement at an association level, framework that is restrictive/prohibitive to widespread service to these populations.
2. Sporadic Spay/ Neuter days +/- vaccination +/- deworming etc led by a variety of groups
3. Churchill Rabies program which facilitates rabies vaccination in that community with municipal oversight and engagement

FUTURE:

1. MVMA has a system in place to provide coordination of these activities and a framework that supports these initiatives when requested by a community (geographic, or other underserved population)
2. MVMA would have the knowledge of what communities require service and how to best meet the needs of that community.
3. MVMA would have necessary collaborative relationships to ensure that needs are met in an optimal fashion. (efficient and effective)

OPPORTUNITIES:

Organize a committee to provide this coordination and oversee program.

1. Population control (spay, neuter etc)
2. Vaccination (rabies, other requested vaccinations)
 - 2.1. Should these be made mandatory (rabies, parvo and others?)
3. Deworming/antiparasitics
4. Public education
 - 4.1. Benefit of population control, vacc, deworming
 - 4.2. Dog bite prevention
 - 4.3. Zoonotic disease
 - 4.4. Food safety
 - 4.4.1. Esp wildlife meat sources
5. Variety of audiences
 - 5.1. Doctors
 - 5.2. Nurses
 - 5.3. Psychologists
 - 5.4. Teachers
 - 5.5. Educate the kids, they educate the parents

Saturday Session

- 5.6. Make available to shelters, low income housing and rural/remote communities (available to them in their languages--CVO office has access to literature/ kids books that are in some aboriginal languages.)

To facilitate the above MVMA Bylaws/policies need updating (these need reworking but should maintain that activities remain under the MVMA banner. This responsibility should not be offloaded or avoided just because it may be simpler)

1. The 250 km rule should be scrapped / reworked to not restrict these activities
 - 1.1. Maybe first right of refusal for clinics if in close proximity. i.e. if close clinics choose not to provide a specific service to a specific community/population then alternate providers can do so. A system should be in place to coordinate this without significant unnecessary workload.
2. Discussion on what should be considered the basic level of standards for vet care.
 - 2.1. Does it need to be consistent across the province or meet the needs of the local community? (variable standards may be worth considering but group preferred recognizing that current standards may be unnecessarily high everywhere and needs to be realigned. e.g. in remote locations – or anywhere - maybe it is acceptable to use IV anesthesia vs inhalational as long as risks are communicated, O2 supply?)
 - 2.1.1. Define / redefine VCPR to enable alternate service delivery models
 - 2.1.2. Redefine the roles / duties specific to vets/ techs/ paraprofessionals (new membership category?)

Need to develop a funding model

1. Should include some financial/human resource contribution from communities/ individuals utilizing the services
2. Some role for pro bono work done by veterinarians
3. Could consider partnerships with other organizations
 - 3.1. Vets/Docs/Dentists without borders
 - 3.2. Rescue groups
 - 3.3. Fed/Prov governments (grants and program resources)
 - 3.4. Gov should maybe lead the initial push to evaluate what communities want/ need as opposed to the MVMA
 - 3.5. Industry support (pet food/ vet drug industry etc)
 - 3.6. Fundraising campaigns
 - 3.7. MVMA/CVMA contribution? (direct funds or role in garnering funds)
 - 3.8. Should there be a MVMA paid position associated with these activities?

Need to identify the needs of specific communities.

1. It is important to let communities identify their priorities and not assume that the perception of the financially secure in Winnipeg is accurate or appropriate to the needs of those in underserved communities (remote, poor, homeless etc).
 - 1.1. This may be better situated in government
 - 1.2. Cultural awareness and sensitivity is important when dealing with these communities

Overarching concept

1. Is the Government willing to cooperate with us and possibly inject some sort of funding into this kind of a project?



Supporting Our Membership and Our Profession

(Richard Hodges and Lorraine Adam)

PRESENT:

1. **Data** - Lack of information and data about the profession i.e demographics, length of career, work satisfaction, lapsed registrations (why people left the province and the profession)
2. **Health & Wellness** – While there is the Homewood service, there could be more/ other options for assistance.
3. **CVMA benefits** – Question of whether we are maximizing insurance & benefits from CVMA (note - need to become better informed about this).
4. **Dissemination of Information** – Acknowledgement that current information is not always read by members. Realize this is a challenging area.
5. **CE** – Variety is provided now. Mixed views on the benefits i.e. new Grads do not want to hear primarily from professors. Good job on the survey about CE.
6. **Lay practitioners** – Issue of untrained individuals promoting themselves as able to handle animal health issues, although not calling it veterinary medicine. Needs role definition re licensed and non-licensed practitioners. Suggestion that assistant roles in specific geographical areas could be looked at. Comments especially about equine practice. Specific comments were not to prosecute but to promote licensed veterinarians – perhaps this was part of the conversation in the “Time to Shine” group

FUTURE:

1. **Data** – Demographics, etc. information would be available to assist in planning for the needs of members. (If we are not clear on who we are it is difficult to determine needs)
2. **Health & Wellness** - Expanded range of services would be available to members. This could include a form of peer to peer support i.e. mentorship program, list of members with expertise in specific issues that would be available for advice & support, issue specific sessions (e.g. work life balance, financial stress, how to support a colleague, help Vet teams to help clients) hosted by MVMA would be available, topic of wellness included in CE, promotion of/referral to Homewood is improved. This was particularly raised in regards to Porcine epidemic diarrhea and the effect on the veterinarian dealing with the client, however it could apply to a number of similar situations. Question of whether there should be a wellness committee. Idea of perhaps having a support tool box for members (besides Homewood Health)
3. **CVMA benefits** – Non-members (other staff) would have access to benefits. Expanded corporate discounts would be available.
4. **Dissemination of information** – Multi-media method i.e. facebook, email, texts, alerts, newsletter, is used. Role clarity, increased face to face communication &

Saturday Session

clarity on the source of information between MVMA & MAHTA exists. Social media training is available.

5. **CE** – Policy exists that clarifies CE credits for techs & for vets taking CE from techs. Range of experts at Cen-Can is available.
6. **Lay practitioners** – A path forward to address the issue will be established.

OPPORTUNITIES:

1. Clarify MVMA / MAHTA relationship (within the year).
2. Identify a method/resource to gather information on profession (one year).
3. Expand options for health & wellness, starting with mentorship (one year).
4. Discuss & determine a path forward for addressing the issue of lay practitioners encroaching on vet practice (1 -3 years).



Leading Veterinary Pharmaceutical Stewardship

(Sue Davidson & Wadie Ariza)

PRESENT:

1. There is not an active Pharmaceutical Stewardship Committee in MVMA
2. The CVMA/CCVR Pan Canadian Framework Document exists with suggestions for regulatory bodies to address changes to Federal regulations about increased veterinary antimicrobial oversight.
3. There is no continuing education that is required on this subject in Manitoba
4. There is a need for development of bylaws, changes to PIPS and consistency of PIPS inspections with regards to antimicrobial use, record keeping, prescribing, dispensing and labelling.
5. Many existing bylaws may need to have some minor changes to be in compliance.
6. There is expertise available on a contract basis for bylaw development identified from another jurisdiction if needed.

FUTURE:

1. An active Pharm committee
2. Consistent Pan Canadian regulatory suggestions that allow for all associations to provide guidance to their members on a level playing field.
3. Mandatory CE on this subject.
4. Ongoing responsible antimicrobial and pharmaceutical stewardship practices in Manitoba

OPPORTUNITIES:

1. **Active Pharmaceutical Committee**
2. Identified individuals who would be willing to sit on committee
 - 2.1. Blaine Tully (food animal rep), small animal rep, Megan Bergman, Judy Hodges, Possibility to ask Richard Rusk, Brad Chappell and Peter Provis as possible other members.
3. These groups would consult with the pharmaceutical companies as well as feed mills, lay outlets and producer groups.
4. There could be a potential for this group to lobby the provincial government to educate the public about antimicrobial stewardship and use, and increased veterinary oversight.
5. This group would review the suggested changes necessary in MVMA bylaws for Manitoban veterinarians to adhere to federal and provincial legislation.

Saturday Session

Mandatory CE

1. Review what is already out there to present to MB vets
2. CE needed for
 - 2.1. Antimicrobial stewardship,
 - 2.2. Record keeping,
 - 2.3. Prescription writing, dispensing and labelling.



VCPR

1. Review MB VCPR in light of new federal regulations
2. Investigate other provincial VCPR definitions

Data Collection and Surveillance

1. Find out how data is being collected at the MB provincial lab which has just undergone a 10 year review of their resistance data.
2. Talk to other provinces/CVMA about data collection and surveillance on antimicrobial/pharmaceutical usage.

PIPS Review

1. Review PIPS that apply to Pharmaceuticals
2. Review accepted standards for record keeping, prescribing and dispensing as well as labelling from the Pan Canadian framework.
3. Determine if CE is necessary for these functions
4. Educate inspectors on the changes to allow for consistent inspections on these topics.

Public Education

1. Public education on changes to antimicrobial prescription drug usage in veterinary medicine.

Notes/Others Thoughts to Capture

1. Federal changes to be in place perhaps by September 2017
2. Provincial regulations will take another year on top of that
3. MVMA bylaws will be changed after this
4. Group should start working **now** as this will be a large file.

Saturday Session

Promoting a Professional Image

(Janis McCarthy & Tracy Rees)

PRESENT:

1. Some social media
2. Events do not get enough promotion through the media
3. Members not clear on what the mandate/goal is for Professional Image

FUTURE:

1. Veterinary Teams should be the trusted source for animal health and food safety
2. Winnipeg Humane Society is always quoted by news sources – MVMA should be that “go to” source for media

OPPORTUNITIES:

Events

1. Increase media exposure and sooner to promote events (Spay Day, Food Drive)
2. Be a presence at various events (Red River Ex, Pet Expo, 4-H events, regional fairs)
3. Partner with other org's for event (Great MB Dog Party, events with WHS, Wpg Harvest and Cheer Board, Spay Day)
4. Partner with One Health (objectives or events)

Videos

1. A professionally produced video of MVMA members (like SVMA's video)
2. Videos for animal care and health issues (ticks, behaviour, diet, etc) for public
3. Have clinics share their own videos with MVMA
4. Videos /infomercials on TV and online to separate vets from lay practioners (horse dentals)
5. A creative video to go viral
6. Sponsorship for videos or have drug companies provide the videos for MVMA to use
7. Add to MVMA YouTube channel (create a library for the public)
8. Pool budgets from other smaller VMAs for promotion video or campaigns (SK and Maritimes)

Saturday Session

Partner with WHS for News Interviews/Releases

1. Currently WHS is always quoted by news sources – MVMA should be that source media goes to for any animal stories and interviews
2. More MVMA members should have media training
3. Have a group of MVMA members – techs and vets who are the PR Team and available to be spokespeople on animal issues (both large and small animal)

MVMA Merchandise

1. Available for members and the public

What is public perception of the vet industry in MB?

1. Is the image of the veterinary industry in MB an issue or are people WITHIN the industry too hard on themselves?
2. Are vet clinics in MB still combating the fee discrepancy issue from 2 -3 years ago (different fees in Winnipeg vs rural vet clinic)

Promote MVMA members through TV and radio

1. Contact local stations and offer vet and tech experts to be on shows and spots for animal care advice

Client Education Sessions

1. Have clinics host a vet and or tech to speak about various topics – open to the public

MVMA Inspected Decals

1. For clinics to display

Notes/Others Thoughts to Capture

1. Current Pro Image message is “Your best source of pet (animal, horse, livestock) care advice is your Manitoba veterinary team. #mbvets” It was suggested that we promote the idea that your vet clinic team is EASY to access. Many people use the internet because it is quick and easy but not necessarily the best choice: “There are many great sources of information on the internet. Although it's quick to click, your BEST source of pet care advice is STILL your Manitoba veterinary team. Call if you have any questions about your pets. #mbvets”
2. Hire a marketing company for advice on promotion

Saturday Session

“Pocket Bones” captured by Council on Nov 18

- Campaign on vet fees (real cost to vet care)
- Pet food drive (currently in process)
- Spay Day (currently being done)
- Creating pride in profession
- Promotion of MVMA as leader
- Development of presentations for schools, groups, etc
- How to pay for promotion
- Media campaign (expand the idea from 2014)
- Re-energize committee
- Promote plan
- Paid staff or consultant option
- Paid promotions?
- Social media engagement (themes, monthly plan)
- Repeatable consistent method



Enhancing Member Engagement

(Roxane Neufeld)

PRESENT:

1. Council Calls to Clinics
2. New engaging committees. eg. Animal Welfare Committee
3. New member night
4. Leadership Day
5. Supporting member taskforce initiatives: eg. PST group, Antimicrobial stewardship

FUTURE:

Membership that is:

1. Involved
2. Invested
3. Passionate
4. Proud owners of the association

OPPORTUNITIES:

Improve Communication

1. Review format of News/Views: some suggestions would be to use format of WCVM newsletter, or post on various outlets, single short features at a time such as Presidents report separate from ED Report, separate from other reports.
2. LinkedIn: forums for discussion with clear objectives identified for particular discussions
3. Have a format for easy submission of comments/concerns, such as a link in the Post or website to a general email (comments@mvma.ca) for people to quickly send a question or concern.
4. Publish agenda items from council or committee meetings so membership knows what is being discussed. Helps members to know that work is being done and may generate interest for more members to be involved. Could have a link to the documents in the Post and on the Website or whatever other media. (Promotes better transparency and accountability)
5. Utilize multi-modal approach to disseminating information such as sharing posts to a private Facebook “group” rather than a page, auto-text, email, Twitter. Mailchimp can be auto-shared to multi social media outlets.
6. Have question and answer forums at GenCan for members to get clarity on issues. Could also have an RSVP forum with Wine/Cheese with Council as a smaller group for Q/A. Max out with 25 people or whatever number.

Saturday Session

7. Possibly create short Podcasts of information that members could subscribe to that they could listen to while driving or doing other things.

Clearly Defined Value

1. When starting a new initiative, clearly identify how the members benefit from it. Eg. videos generated for Professional Image, members didn't want to do the work unless they would clearly benefit personally from it. Need to express how benefitting the profession DOES benefit the individual as well.
2. Promote better what the MVMA is actually doing for members so members see the value of the association.
3. Provide a breakdown of what the MVMA dues go towards such as legal fees, communications, salaries, etc.
4. Show a comparison of the fees paid in Manitoba compared to other provinces. (One example shared was one of the States fees was only \$200 for 4 years)

Engaging

1. Create short videos shared in the Post, Facebook, Website with Press release information or introductions to council and staff. More engaging maybe then just a picture.
2. Make AGM more interesting by providing Mamosas, having some short entertainment, celebrate successes of the association, and inspire pride in people by having people speak who are excited to be doing what they do.
3. Have people log into the website to be entered into a monthly draw, from a link in the newsletter. Would encourage people to go into the website to find the link that would drive them to the website to get entered into the draw. Could also have a pop-up screen on the website with a specific monthly message.
4. Celebrate individual member's successes, such as in practice for 25 years, involvement on national committees, or contributions to their communities. Could be used to inspire members to strive to contribute more.
5. Provide more diverse CE, and bring in people not local so people can stay local and learn from presenters NOT from the their schools of learning, so experts that did not teach them in school.
6. Plan social nights for people to get together.
7. Publish a list of committees, their mandates and encourage that everyone is welcome to attend meetings and have an open door approach so members can come and check out a meeting and decide from there if they want to be involved or not. Possibly feature committees periodically as well and let people know what they are working on. (On Website, could have all committees and council listed and post when the next meeting date is and have links to previous meeting notes.

Saturday Session

Mentoring

1. Engage students by creating student MVMA groups
2. Integrate students graduating into the profession
3. Advertise better at the college when VMA's are making presentations to students. And provide food. Need to communicate value to students to attend the meetings.

Member Wellness

1. Address compassion fatigue and burn-out more and provide solutions or help. Better quality CE regarding these issues at CenCan.
2. Provide more support systems for wellness. Publish more links for members to reach out for help. There was a complaint about Homewood Health of members calling and then being put on hold for 20 minutes.

Involvement

1. Promote more areas for involvement on shorter commitments such as various campaigns such as Season is Fur Everyone and Provincial Spay Day.
2. Make it easier for people to be involved, such as video conferencing .
3. Promote opportunities on Website and Post for national and international opportunities such as Spay clinic in Costa Rica or Remote Spay/Neuter clinics.

Notes/Others Thoughts to Capture

1. Council calls to clinics are a great idea but clinics would like to be better prepared of what the call will be about and have a chance to consider some feedback or things they would like to discuss with council. Would be good to send a survey to clinics that participated to give an evaluation.
2. Suggestion made to post a synopsis of the clinic calls on members section of website so other clinics have an idea of things discussed.
3. New format for the Post is appreciated with the highlighted topics for quick scanning and then click into relevant articles. Also really appreciated that the content also has a community focus and has areas of interest for the whole vet healthcare team.
4. Have members at large able to come to council meetings, introducing them to workings of council to hopefully groom them to be involved on council
5. Have all council and staff wear the same T-shirt with MVMA logo at CenCan to make them more recognizable and encourage members to approach council and staff with questions or discussion.
6. Question asked whether the Vet Reserve is open to techs and if not, would Manitoba develop it's own reserve including techs?

Saturday Session

7. At CenCan, present the 2 sides of the MVMA, regulation and member services and show the benefits of both and how they tie in together. Show the benefits of having them both under the same association.

