

New York ALCA Board Bits Summer 2021

- The NYALCA board had a productive hybrid retreat on June 13-14, 2021
- Membership stats as of July 2021 for NYALCA are 209 professional members 50 corporate partners and 1 academic member. Members are encouraged to make professional corporate and academic partner referrals to the organization and can earn member-get-a member rewards on reduced renewal fees or free renewals for their efforts. Larger care management practices are encouraged to invest in their care management practices by offering their employees a paid ALCA membership as a bonus. This investment is now protected with transferrable membership. Using an ALCA employee resident zip code in the “Find a care manager” search engine expands a company’s marketing reach making it a worthwhile investment. Membership is now 50% reduced for the rest of the year – a great time to refer potential members
- Two ALCA promotional videos were shot in July by Academy Award winner Frederic King -- one to promote Aging Life Care as a profession and the second to promote the value of Aging Life Care to increase referrals for members–stay tuned for the finished reels which will be launched this fall
- ALCA has formed a professional alliance with the Case Management Society of America (CMSA). This will enable us to network and share membership and educational marketing content more effectively
- The Communications Committee is doing a website refresh to include updating calendar of events, add board bits, add promotional videos when completed and use stronger marketing language and show more diverse images in the promotion of the profession
- The Unit Leadership committee has expanded our units and added Westchester and Long Island to our units which include Western Buffalo region, Albany Capital Region, Syracuse, and Binghamton. Discussions are underway to start a Hudson Valley unit.
- The Diversity Committee is reaching out to plan speaking engagements at colleges this fall to promote the profession to diverse students in the helping professions. They continue their Diversity book club. Diverse speakers are encouraged for educational programming. Expanding care management practices are encouraged to hire diverse employees to strengthen their organization’s commitment to be diverse and inclusive.
- Our current chapter balance is \$54,788.02. A Finance committee was created to support the position of Treasurer and held their first meeting in August. We will be setting up automatic payments with our bookkeeper and dedicating a dedicated NYALCA email account with our bank so that there is continuity between Treasurers.
- The NYALCA board is currently reviewing and updating the chapter nominating policy. A new nominating committee will be formed this fall.
- A merger round table discussion was held with the Western chapter to gather information on merger data. Two more roundtables will be planned with other chapters over the next 18 months and the final analysis will be shared with NYALCA chapter members.
- The Education committee has planned an educational program on Geriatric Dentistry at our September 9th Meeting and has a One Day Hybrid (in-person/virtual) Conference offering entitled “A Beautiful Mind – Inspiring Mental Wellness for the Aging Population” slotted for Thursday November 16th. All in-person attendees must show proof of vaccination and there will be a limited number of in-person registrants to enhance safety. All CDC guidelines and protocols

will be followed, and plans may be updated and revised depending on NYC and state safety protocols.

- NYALCA is looking for committee members for the Education and Diversity committees – interested members should reach out to chairs Dana Reisch and Janet Smith respectively