

2016 House of Delegates

Proposed Associate Membership Category Update Webinar



Thank you for joining to the HOD Associate Membership Category Webinar. I am Anna Shlachter, Director of HOD Governance.

Before we begin I'd like to share a few logistics. As previously mentioned in communications, today's webinar is being recorded so it can be viewed at a later time

**Please use chat box
for questions**



If you have a question during the webinar, please type in your question at any time via the “chat box” as we will hold a formal Q&A following the webinar.

Delegate Discussion

- After viewing the webinar, please post comments on the discussion post titled "Proposed Associate Membership Category Discussion"
- Please post comments by December 22, 2016

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- After viewing the webinar, please post comments on the discussion post titled "Proposed Associate Membership Category Discussion"
- Please post comments by December 22, 2016. A link to the discussion post will also be posted in the Weekly Speaker Messages.

Now I am going to the webinar over to Linda Farr.



eat right® Academy of Nutrition and Dietetics

Linda T. Farr, RDN, LD, FAND
Speaker of the House



- I am Linda Farr, Speaker of the House. Thank you for taking time to join us for today's webinar.
- As you have read in the weekly Speaker Messages, the Member Services Advisory Committee (MSAC) has recommended to the House of Delegates that the qualifications for membership in the Academy's Associate category be updated.

Presenters



Chris Taylor, PhD, MSCHN, RDN, LD, FAND

Chair, Member Services Advisory Committee (MSAC)
Associate Professor of Medical Dietetics/Family Medicine
The Ohio State University

Barbara Visocan, MS, RDN, LDN, FADA, FAND

Vice President, Member Services
Academy of Nutrition and Dietetics

Jim Weinland

Director, Membership
Academy of Nutrition and Dietetics

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- Today we'll hear from the Chair of the MSAC, Dr. Chris Taylor, to learn more about the proposal.
- Dr. Taylor is an Associate Professor in the Division of Medical Dietetics as well as the Department of Family Medicine at The Ohio State University. In addition to serving as Chair of the MSAC, he is also a past Chair of the Research DPG and was invited as a Research Expert for the 2014 Spring HOD Meeting on Engaging Members in Research. Dr. Taylor was trained by the NIH/NIDDK Clinical Research Center in Phoenix to conduct various dietary intake assessment methodologies and has analyzed primary and secondary data to describe dietary habits and food intake patterns, especially among underserved populations. Chris, thanks so much for taking the time to present to us today!
- Also on this call and available during this presentation are staff liaisons to the MSAC, Barbara Visocan and Jim Weinland.

Background Information

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Let's begin with some background information on the MSAC and also the Associate membership category.

MSAC Purpose

- The Member Services Advisory Committee (MSAC) provides member-focused feedback on new and current Academy membership benefits, services, programs and products in order to ensure that current and prospective members view Academy membership as vital to professional success.

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Formerly the Member Value Committee, the overall purpose of the Member Services Advisory Committee (MSAC) is to provide member-focused feedback on new and current Academy membership benefits, services, programs and products in order to ensure that current and prospective members view Academy membership as vital to professional success.

MSAC Functions

- Make recommendations to the BOD and HOD regarding changes in membership categories and qualifications.

One of the functions of the MSAC is to Make recommendation to the BOD and HOD regarding changes in membership categories and qualifications. Over the past few years the MSAC has recommended changes to the Academy's Retired and International categories.

Other functions of this committee include:

- Review and provide guidance on Academy membership benefits, programs, products and/or services.
- Collaborate with Academy organization units as needed to provide member-focused feedback on programs, products or services.
- Make recommendations focused on grassroots efforts to engage members and build membership.
- Make recommendations to the BOD and HOD regarding changes in dues and membership benefits.
- Provide qualification guidance on special case membership applications.

Associate Membership

1. certified dietary manager, certified food protection professional*
2. certified midwife
3. certified professional - food safety*
4. certified culinary professional*
5. certified sports medicine practitioner*
6. dental hygienist*
7. dentist
8. health education specialist
9. occupational therapist
10. pharmacist
11. physical therapist
12. physician
13. physician assistant
14. registered environmental health specialist/registered sanitarian
15. registered nurse*
16. school nutrition specialist*
17. speech-language pathologist

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- The development of the current Academy Associate offering began to take shape in 2009, when the Board requested that the MSAC (then the Member Value Committee) to develop a new proposal to establish a membership category of “like-minded collaborators” who did not qualify for membership at the time (e.g. non-dietitians such as physicians, nurses, etc.). This is something the Academy had discussed at the BOD and HOD level for many years.
- The Associate membership category was approved by the HOD in 2011, and **is currently available to individuals who have a minimum of a bachelor's degree in addition to training, certification, or license in one of the specified professions listed here:**
 - As you can see we have 17 specified professions and trades that were determined to qualify an individual for Associate membership
 - Of those 17 in the list you will notice that 7 have an asterisk marked next to them. This is to denote which professions will require submission of a transcript confirming the applicant as obtained the minimum educational requirement of bachelor's degree in order to qualify for membership.
- We will get to our recommendations in a moment, but I would add now that we are not proposing that any of the listed professions on screen here be removed from the current qualifications.

Current Privileges

- Associates are eligible to hold appointed positions at the national, affiliate, DPG, MIG and Academy Group
- Associates members whose fees are not in arrears shall have access to applicable Academy benefits, products, and services, *except...*

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- The privileges of Associate membership mirror those of International members. As you can see Associates can hold appointed positions on national committees as well as affiliates and DPGs, or MIGs.
- In addition, Associates can access most of the Academy's membership benefits and services, with some notable exceptions...

Current Privileges

However, Associates shall not have the right to:

- Hold elected positions at the national, affiliate, DPG, MIG and Academy Group levels
- Vote in national, affiliate, DPG, MIG and Academy Group elections

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- Associates shall not have the right to vote or hold elected positions within our association, which is still an association for dietitians, food and nutrition professionals. Associate members will also be unable to:
 - Be listed in the Find an RDN online referral service
 - Post to member blogs
 - Participate in the Commission on Dietetic Registration's Certificates of Training In Weight Management programs
 - Receive discounted professional liability insurance through the Member Advantage Program
- We will get to our recommendations in a moment, but I would add now that we are not proposing that any of the privileges for Associate members be changed. Our recommendations focus solely on the qualifications.

Associate Membership Category



1. An individual who holds a current, valid US license or credential as a **certified midwife**, **clinical psychologist**, **clinical social worker**, dental hygienist, dentist, **nurse practitioner**, occupational therapist, pharmacist, physical therapist, physician, physician assistant, registered environmental health specialist/registered sanitarian, registered nurse, school nutrition specialist, or speech-language pathologist.
2. An individual who holds a **minimum of an associate degree with related and approved certification** in **culinary arts, sports medicine**, or as a **certified dietary manager/certified food protection professional**, **certified health education specialist**, **certified in comprehensive food safety**, or **certified professional - food safety**.
3. An individual who holds a **bachelor's, master's, or doctoral degree in: agriculture, biochemistry, microbiology, computer science, family and consumer science, home economics, hospitality and tourism, or hotel, restaurant and institutional management**.

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Here you will see a preview of the updates to the qualifications the MSAC is proposing.

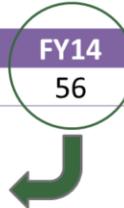
- New text is in purple, including added educational backgrounds and qualifying professions
- The bachelor's degree minimum will no longer be applied to trades or certifications that can be obtained with an associate degree
- Again this is just an outline of where we suggest going. Later in this presentation we'll outline the MSAC's rationale for these recommendations as well as a more formal, suggested bylaws definition

www.eatrightPRO.org/AssociateMember

First implemented in 2012

Year	FY12	FY13	FY14	FY15	FY16
Associate Members	17	51	56	43	42

- Physician = 19
- Registered Nurse = 16
- Certified Health Education Specialist = 4
- Dietary Manager = 4
- Pharmacist = 3
- Sports Medicine = 3



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- Overall, the associate category is the Academy's smallest membership category, with 56 associates in 2014 being our highest.
- That year, the majority of Associates were physicians and registered nurses.
- The category was implemented in 2011-2012 membership year, which was five years ago and part of the rationale for our review now.
- In any event, this slide is intended to show you that the financial and membership impact of the changes we are proposing to this membership category will most likely be pretty minimal.

Recommendations

Recommendation 1

Educational Parity

Educational qualifications for Associates should be commensurate with the training requirements for included trades and professions.

- ✓ Rationale: The current bachelor's degree minimum is not commensurate with some of the trades included in this category (e.g. chefs).

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- We recommend the minimum educational requirements be commensurate, or aligned, with the training needed for individuals to obtain the certifications or license they are applying under.
- In general, individuals with a range of degrees - from advanced degrees, to bachelor's degrees as well as associate degrees - qualify for Academy membership based on how those degrees relate to the specific training an individual has acquired.
- In many cases, there are multiple pathways and degree options for the various certifications and credentials we have already included.
- The current qualifications force applicants - in some cases - above and beyond the minimum educational requirement to obtain certain certifications licenses or the ability to practice in an area related to food, nutrition and dietetics, making impractical, if not impossible to join.
- Thus, individuals holding an associate degree granted by a US regionally accredited college/university and related training, certification, or license in culinary arts or sports medicine would qualify, as would additional registered nurse and dental hygienist applicants. Certified health education specialists and registered environmental health specialists with the commensurate bachelor's degrees would qualify, as would physicians, dentists and pharmacists with commensurate advanced degrees, for example.

Recommendation 1

- **certified dietary manager, certified food protection professional**
- **certified professional - food safety**
- **certified culinary professional**
- **certified sports medicine practitioner**
- **dental hygienist**
- **registered nurse**
- **school nutrition specialist**

- **What specific changes are being requested to the educational background requirements?**
- Essentially we are recommending the minimum bachelor's be removed for those professions or trades where a bachelor's degree is not necessarily required. On this screen you will see the qualifying Associate professions this relates to.
- We'd be dropping the asterisks I called out earlier, while adding language to the qualifications that specify that the minimum associate degree provided by the applicant must be related to the trade, certification or profession the individual is applying under.
 - For example, we'd be ensuring that those certified in sports medicine or culinary arts, (chefs, etc.), do not hold a degree that is completely unrelated to health and nutrition

Recommendation 2

Alignment

Align the specified Associate professions and trades who work alongside dietitians today.

- ✓ Rationale: The current list of Associate professions excludes educators of dietetics professionals and other aligned groups expressing interest in this category.

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- MSAC also recommends to align the specified professions and educational backgrounds in the qualifications to include educators of dietetics professionals and allied professionals who work alongside dietitians

Recommendation 2

Specified Professions

- Certified in Comprehensive Food Safety
- Clinical Psychologist
- Clinical Social Worker
- Nurse Practitioner

Educational Backgrounds

- Agriculture
- Biochemistry
- Microbiology
- Computer Science
- Family and Consumer Science
- Home Economics, Hospitality and Tourism
- Hotel, Restaurant and Institutional Management

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- Overall, we suggest adding 4 new professional types and 7 new degrees areas.
- The degree areas would be added as their own bylaws bullet since they would not be credentials or certification types.
- In this case the recommended qualifications do specify that individuals have at least a bachelor's degree if applying under these areas.

Recommendation 3

Alignment

Alter dues from \$232 to \$170.

- ✓ Rationale: \$170 annual dues mirrors the rate for membership in the International category. Like International members, Associate members have limited privileges and limited access to benefits / services.

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- And for our third recommendation, MSAC recommends that the dues structure for the Associate category be commensurate with the Academy's other membership options. In this case, we recommend the rate be altered to \$170 to mirror the International category, as they both offer members limited privileges and limited benefits
- Also, we have to understand that many individuals who would become Associate members will already be members of their primary professional association. Thus, their Academy Associate membership will be an additional membership for them.
- [FAQ – What are the benefits International members cannot take advantage of?]
 - Listings in Find an RDN
 - Optional insurance and credit card discounts (member advantage program)
 - Not eligible to hold elected office at the national level

Updated Bylaws Definition



Associate membership is available to an individual **who does not qualify for Active, Retired, Student or International Academy membership**, but meets one of the following criteria:

- 6a. An individual who holds a current, valid US license or credential as a **certified midwife** (CM or CMN), **clinical psychologist** (LCP or CP), **clinical social worker** (CSW, LSW or LCSW), **dental hygienist** (RDH or LDH), **dentist** (DDS or DMD), **nurse practitioner** (NP), **occupational therapist** (OT), **pharmacist** (RPh or PharmD), **physical therapist** (PT), **physician** (MD or DO), **physician assistant** (PA), **registered environmental health specialist/registered sanitarian** (REHS/RS), **registered nurse** (RN), **school nutrition specialist** (SNS), or **speech-language pathologist** (CCC-SLP).
- 6b. An individual who holds a **minimum of an associate degree** granted by a US regionally accredited college/university or foreign equivalent **with related and approved certification** in **culinary arts, sports medicine**, or as a **certified dietary manager**, **certified food protection professional** (CDM, CFPP), **certified health education specialist** (CHES), **certified in comprehensive food safety** (CCFS), or **certified professional - food safety** (CP-FS).
- 6c. An individual who holds a **bachelor's, master's, or doctoral degree** from a US regionally accredited college/university or foreign equivalent in **agriculture, biochemistry, microbiology, computer science, family and consumer science, home economics, hospitality and tourism, or hotel, restaurant and institutional management**.

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Here at last we will see the suggested, revised bylaws definition for the Associate membership category with the MSAC's recommendations all included.

- New text is in purple.
- Bullet 6b outlines qualifications for trades or professions where an associate degree and related certification will qualify
- The four added professions or certifications have been woven into the other bullets as appropriate.
- Education qualifications, or degree areas, that would qualify an individual for Associate membership are housed under bullet 6c. This includes the language I mentioned that individuals applying under these areas must hold a minimum bachelor's degree, or a masters or doctoral degree.
- As you can see, we've also added a statement to the introduction to clarify this membership category is not for those who qualify for any other membership category

Long-term Benefits to the Academy

- ✓ Increased visibility across disciplines
- ✓ Demand for services
- ✓ New alliance opportunities
- ✓ Collaboration opportunities
- ✓ DPG / MIG growth
- ✓ Increased FNCE attendance

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What impact do these changes have for the Academy on dues, membership, and budget?

- As mentioned earlier, immediate dues and budget impact would be minimal given the low number of Associate members currently and the cost of dues even when adjusted to \$170. However, now potential members who are looking to the Academy would not be turned away.
- With that, the long term benefits for the Academy and our members, however, could be extremely valuable. These include, but are not limited to, increased visibility across disciplines and demand for our services, new alliance opportunities, growth within the MIGs and DPGS, and increased attendance at our annual meeting.

Questions?



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Questions?

[FAQ here}