



PACIFIC COAST SOCIETY OF ORTHODONTISTS

PCSO BOARD OF DIRECTORS UPDATE

NOVEMBER 2015



PACIFIC COAST SOCIETY OF ORTHODONTISTS

PCSO Critical Issues

Critical Issues Update

- **PCSO has identified three critical issues**
 - Financial Issues Facing Young Orthodontists
 - Effective Communication with Members
 - Competent Orthodontic Staff Available

Resident's Financial Literacy

- PCSO is developing an educational program
 - Budgeting, accounting, debt management, financial planning
 - Presented in every ortho program every year
 - Recorded and available on website and mobile app
 - First presentation in Fall, 2016
- Orthodontic program chairs are enthusiastic
- PCSO hopes to partner with the AAO to reach residents outside PCSO region

Effective Communication with Members

- Presentations to component organizations and members
- Timely information after each board meeting
- Information distribution through multiple platforms
- Create two-way communication between members and the PCSO board

Competent Orthodontic Staff

- Member survey will explore how PCSO can best support members as they recruit and train staff
- PCSO messages will make members aware of existing resources
- Staff education at annual session will reinforce strong clinical knowledge through lectures, roundtables and hands-on programs

Educational Events

Lectures, Webinars and Podcasts

- PCSO educational portal on www.pcsortho.org
- Watch the PCSO website in November for recorded lectures
- CE available



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2016 PCSO Annual Session



THE FUTURE IS NOW

A NEW ORTHODONTIC WORLD

SEATTLE, WA | OCTOBER 13-16, 2016

PCSO Spring Training

- New program in 2015
- Will be held again in March, 2017
 - Scottsdale, Arizona
 - 8 Hours of CE over 2 Days
 - Friday Afternoon – PCSO Day at San Francisco Giants Game
 - Watch for details in August, 2016

October 2015 Meeting Board Action

Board Actions

- Revised the PCSO Trustee Selection Process to increase transparency and participation
- Expanded the scope of the Communications Committee charge
- Communications Committee charged to develop plans to enhance PCSO presence on social media and make printed version of PCSO Bulletin available
- Approved 2016 Budget
- Added video conference option for board and committee work

AAO Foundation Support

- PCSO faculty receive significant support for research through AAO Foundation grants
- PCSO has a tradition of supporting AAO Foundation through contributions – over \$50,000 cumulative giving
- PCSO board approved a \$25,000 pledge to be paid in 5 installments – 2016 through 2020
- PCSO encourages all members to consider a personal contribution to the AAO Foundation

2016 Member Needs Assessment

- PCSO surveys members every third year to assess satisfaction, identify areas to support
- Emphasis in 2016 will be on several areas:
 - Track significant trends from previous surveys
 - Workforce study of younger members
 - Identify needs for staff recruitment, training and retention

LOOK FOR ELECTRONIC SURVEY IN LATE SUMMER

PLEASE RESPOND



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PCSO STATISTICS

Membership and Finances

- Membership growing slightly each year
 - 2,300 total members in 11 components
- Finances are strong
 - PCSO received “clean” audit
 - Cash reserves growing
 - Dues have not increased in 5 years and will remain stable for 2016

AAO UPDATE

PCSO Delegation

- 2015 House of Delegates Resolutions
 - Created State Legislative Fund
 - Created Component Matching Grants for Consumer Awareness Program activities
 - Added \$1 million per year to consumer awareness budget for next three years
 - Approved budget increasing service levels to members with no dues increase

PCSO POINTS TO REMEMBER

Don't Forget

- PCSO Component Grants
 - Up to \$1,500 per year to bring educational program to your meeting
- PCSO Newswire – hits your mailbox the 15th each month
- PCSO Bulletin quarterly
- PCSO Annual Session registration opens May, 2016
- PCSO resources available to components – conference call line, e-blast service, video conference, Go-To-Meeting web meeting