



# DMV-PLA

D.C MARYLAND VIRGINIA  
PROFESSIONAL LIAISON'S ASSOCIATION

## DMV (District of Columbia, Maryland, Virginia) Professional Liaison Association

*DMV Professional Liaison Association (DMV PLA) was created to facilitate the professional development of Participating Members who hold a position in business development, outreach, marketing, or admissions. The DMV PLA also supports networking amongst various Observing Members who may be from clinical private practices/treatment facilities/mental health facilities/intervention practices/etc. Our primary purpose is to provide professional development, support, encouragement, mentorship, and education for our members, while continuing to foster a collaborative and transparent atmosphere within the region.*

*To ensure meeting content remains focused and the mission of the DMV PLA continues to be upheld, the DMV PLA Leadership Team has created the following By-Laws for the group. We fully value and support all those interested in participating and encourage those with any interest to attend.*

- I. All interested members/parties must apply for membership. Current membership opportunities are Leadership Committee Member, Participating Member, Observing Member, and Approved Organization. Each membership level consists of different opportunities and requirements.
  - a. "Participating Members" (PM) are defined as: any person(s) who have a role in a SUD Treatment, Dual Diagnosis Treatment, or Mental Health Treatment AND hold a title as; business development, outreach, marketing, or admissions. PM may be located in another state but must have a territory that includes; Virginia, Maryland, or Washington, DC
    - i. PM are encouraged to fully participate in all aspects of the DMV PLA meetings
    - ii. Allowed to make relevant announcements during meetings
      1. Announcements during meetings will be limited to the addition or removal or services to their respective organization and NOT to be used as a "marketing shepal"
    - iii. Display literature/materials during the meetings on the resource table
    - iv. Each PM will have the right to vote on topics/items raised to the larger group by the Leadership Team
    - v. Each PM can apply to have their affiliated program/organization recognized as a "Approved Organization"
      1. See "Approved Organization" for more information on this process
  - b. "Observing Members" (OM) are defined as: any person(s) working in the field of SUD treatment, mental health treatment, individual clinical practice, intervention practices, community advocates, government organizations, or other related services who do NOT hold a position as business development, outreach, marketing, or admissions.
    - i. Observing Members are highly encouraged to come and benefit from the education events and professional development available. Networking opportunities will be made available for Observing Members as well.
    - ii. OM are able to attend all DMV PLA meetings
      1. OM will not be able to vote on any topics/items raised to the larger group
    - iii. Are able to access social media pages and post appropriate content
    - iv. Are able to join mailing list
  - c. "Approved Organizations" (AO) are defined as: Organizations which meet the designated criteria put forth by the DMV PLA, as voted on by the Leadership Committee and its members. Approved Organizations will be recognized as affiliates who uphold the highest levels of business ethics, marketing practices, and transparent culture. AO must be located in the Washington, DC, Virginia, or Maryland states
    - i. Approved Organizations will have at least one (1) Participating Member involved in the DMV PLA



# DMV-PLA

D.C MARYLAND VIRGINIA  
PROFESSIONAL LIAISON'S ASSOCIATION

- ii. AO may have opportunities to have their affiliation recognized at DMV PLA events, on the webpage, in social media posts, or other sponsorship related opportunities
          - iii. **Additional membership benefits and criteria for entry are still UNDER DEVELOPMENT**
        - d. "Leadership Committee" (LC) members are defined as members who meet separately to discuss the mission, objectives, and culture of the DMV PLA. LC members hold the interests and mission of the DMV PLA above their own organizational interests.
          - i. The Leadership Committee consists of 5-10 Participating Members of the DMV PLA who have held their Participating Membership in good standing for 6 months
            - 1. In the future, the DMV PLA Leadership Committee may deem it necessary to recruit additional LC Members in order to continue advancing the mission and objectives of the DMV PLA
            - 2. In the future, the DMV PLA may, and reserves the right to, elect a Board of Directors and assign appropriate roles within the Board to continue advancing the mission of the DMV PLA
            - 3. In the future, the DMV PLA may, and reserves the right to, designate subcommittees and special boards to meet separately on specific topics
          - ii. To be considered to be a LC member you must have participated in the DMV PLA for 6 months as a "Participating Member"
            - 1. The larger DMV PLA group may submit nominations at various times to elect new Leadership Team members who have been recognized as holding the culture, mission, and objectives of the DMV PLA
          - iii. LC members will have weekly responsibilities of 1-3 hours
            - 1. Any Leadership Team member not fulfilling their weekly or assigned responsibilities will be asked to step down
- II. **ALL NEW PARTICPATING MEMBERS WILL BE CONSIDERED TO BE ON A PROBATIONARY PERIOD FOR A PERIOD OF 3 MONTHS UPON JOINING**
  - a. During the probation period, PM will not be able to participate fully in the above guidelines and may be restricted access to the facebook page, website, resource table, sponsorship opportunities, presenter opportunities, or meeting announcements
  - b. During the probationary period, the Leadership Team may decide to decline or restrict overall membership to the group
  - c. We highly encourage new PM to attend all DMV PLA events during their probationary period as to understand the value, mission, and direction of the group prior to having opportunities to vote on any items
  - d. Participating Members, in good standing, who are viewed by the larger group, or have had concerns raised, as detracting from the established culture and mission of the DMV PLA will placed on a probationary period until further determinations can be made regarding their membership
- III. **SOCIAL MEDIA - All members must adhere to the content guidelines set forth below for participating in meetings or on facebook**
  - a. Topics to be covered in meeting announcements or on facebook page can include; upcoming events, changing in program/facility, hiring needs, and relevant professional development articles which are congruent with this groups purpose
    - i. The announcements section of the meeting is NOT meant to be an overview of your program or a "plug" for your services, please limit this information to the resource table
  - b. All facebook posts will be approved prior by the Leadership Team and will NOT be approved when deemed inappropriate for the purpose of the page
  - c. All facebook posts will be relevant articles related to the mental health/SUD industry
  - d. Any PM or OM failing to follow announcement/facebook guidelines will be warned 2 times. If a third incident occurs, the PM/OM and its affiliated program will be put on a temporary probationary period for 3 months, where they will return to the privileges of a probationary member