

CAHU 2017-18 Strategic Plan			
<i>Approved by the Board of Directors August 15, 2017</i>			
	<u>Goal</u>	<u>Target Date to Accomplish Goal</u>	<u>Status</u>
President- Elect	Help establish committees to run more efficiently.		
David Fear, Jr.	Have local chapters see CAHU Board as all stars.		
	Help design single payer-in-a-box, identifying major spokespeople.		
	Review Bylaws and Policies and Procedures		
Immediate Past President	CAHU Awards.		
Rick Coburn	Nominating Committee with possible Bylaws Changes.		
	Chapter and Leadership Development, including the Academy.		
	Projects and assistance as requested by President Berger, Executive Board and Chapter Presidents.		
	Completing Fee project with Tri-Organization Committee.		
	Advising PAC.		
Vice President of Finance	Create budget.		
Juan Lopez	Balance budget based upon reality.		
	Work with President and Brad to get sponsors.		
	Update executive budget and fiscal strategies and report periodically.		
Vice President of Membership	Achieve 10% net growth, add 225 new members, achieve 85% retention.		
Maggie Stedt	Conduct contests by chapter size.		
	Follow Landmark for goals.		
	Explore developing new chapters: Monterey, South Bay LA.		
	Create report templates for chapters on activities to attain more membership.		
	Promote value.		
Vice President of Legislation	Work with legislative chairs on messaging.		
Jim Morrison	Expand training for legislative visits to legislators.		
	Continue to build on committee structure, Adopt-A-Leg, etc.		

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Vice President of PAC	Raise as much money as possible. Ask constantly.		
Cerrina Jensen	Aim for a higher percentage of members contributing.		
	Review PAC guidelines, and work with PAC legal advisors to put together an FAQ for operations.		
	Expand recognition of members at the higher levels of contribution.		
	Organize the PAC luncheon at Health Care Retreat.		
	Add PAC to membership form.		
Vice President of Communications	Revamp P & P for communications.		
Dawn McFarland	Aim for more frequent communications to members.		
	Quarterly Forum with features.		
	Sponsor links to home page.		
	Educate on Social media.		
	Linked – In company page.		
Vice President of Professional Development	Update data base outlines.		
Ryan Neace	Attach name of Board to CE classes if willing to present them.		
	Review website for possible upgrades.		
Vice President of Public Affairs	Review campaign proposal from Perry; review Perry media contacts.		
Bruce Benton	Balance volunteers and paid staff participation.		
	Continue Health Care Updates as required.		
	Continue Press Releases with Juli writing.		
	Restructure Single Payer Task Force – management, develop effective website, legislative think tank.		

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Vice President of Corporate Relations	Develop flexible sponsor packages including traditional and non-traditional vendors.		
Brad Davis	Contact list for each carrier.		
	Presale as much as possible.		
	Diagnose and analyze the profile of membership and use it for prospecting.		
	Work with each chapter to develop needs assessment.		
Vice President of Community Outreach	Develop contacts with others associations and governmental working groups.		
Pat Burns	CAHU Foundation – fund, including receipts from Certification Program.		
	Target larger brokerage houses.		
	Develop a permanent research center to drive membership.		
	Have an executive director dedicated to this section.		
	Secure grants for interns.		
	Healthcare research center for white papers – hire a writer.		
	Educate the public.		
	Engage the Diversity Task Force		
Medicare Ad Hoc Committee Chair	One monthly meeting for Medicare for each chapter.		
Craig Gussin	Create a road show with special sponsors.		