

**CAHU Strategic Plan 2016-2017**

<b>Board Role</b>	<b>Goals to be Accomplished by 6/30/17</b>	<b>Steps to Achieve Goals</b>	<b>Status</b>
Immediate Past President	Have 10 local chapters engaged with Diversity Task Force	Regular conference calls with Diversity Task Force members	In progress
	Create scorecard of CAHU "wins" and promote via social media	Obtain information from CAHU VPs, staff and committee chairs	In progress
President-Elect	Oversee Health Care Summit (HCS) 2017 Planning Committee	Regular conference calls with HCS Committee	Conference call 12/16
Treasurer	Prepare CAHU 2016-2017 Operating Budget for Board Approval	Work with CAHU Accounting Department to prepare draft, distribute for board for review/approval	Board approved FY16-17 7/16
	Manage CAHU Financials & Budget	Review monthly financial reports and distribute to Board	Current
VP Communications	Manage CAHU web site	New website unveiled; updates done as required	New website launched 9/16; updates are current
	Coordinate CAHU Communications Committee	Regular communications to chapter communications chairs	Current
	Provide communications training and support to local CAHU chapters	Prepare regular training items to chapter communication chairs	December Forum included Social Media Tips
	Manage communications to members	As needed prepare and/or review communications to members	Ongoing
VP Corporate Affairs	Increase web presence for sponsors	Obtain chapter sponsor information to assist in development programs	Ongoing
	Develop CAHU brand use guidelines	Review CAHU current Policy & Procedure and revise if needed	
VP Legislation	Increase participation CAHU's Adopt-A-Leg program	Monthly subcommittee conference calls	Ongoing
	Increase focus on agent issues	Survey to members January 2017	Completed
	Oversee Capitol Summit 2017 Planning Committee	Monthly subcommittee conference calls	Conference calls 11/16; 12/16; 1/17

VP Membership	Increase membership by 5%	Regular monthly conference calls with local membership/retention chairs	Conference calls 7/16; 8/16; 9/16; 10/16; 11/16;12/16; 1/17
	Retain 90% of membership	Regular monthly conference calls with local membership/retention chairs	Conference calls 7/16; 8/16; 9/16; 10/16; 11/16;12/16; 1/18
VP PAC	Increase PAC contributions by 50%	Regular monthly conference calls with local PAC chairs	Conference calls 7/16; 8/16; 9/16; 10/16; 11/16
	Educate PAC Chairs on importance of PAC	Regular monthly conference calls with local PAC chairs	Conference calls 7/16; 8/16; 9/16; 10/16; 11/17
	Develop new PAC fundraising events	Collect best practices from local PAC Chairs and distribute to CAHU PAC Committee	Ongoing
VP Professional Development	Implement new CAHU web site Professional Development section	Review current CAHU CE courses; collect and update information	To be completed 1/17
	Offer new technology and complaince CE courses	Collect information from other chapters on technology & compliance CE sessions of interest	In Progress
VP Public Affairs	Develop CAHU Public Affairs Committee	Regular conference calls with local Public Relations Chairs	Conference call 10/17
	Develop CAHU Talking Points	Develop as needed; work with CAHU leadership & staff	Ongoing
	Develop strategic communications to members	Work with CAHU leadership on preparing press releases and eBlasts	Ongoing
	Develop promotions to market the role of health insurance agents	Prepare media related to the role of the agent; board review; coordinate implementation	Draft to be reviewed by Board