

CALIFORNIA AGENTS AND HEALTH INSURANCE PROFESSIONALS

POLICY & PROCEDURES

POLICY TITLE:	Communications to Membership
CLASSIFICATION:	Communications
POLICY NUMBER:	7017
COORDINATOR:	VP Communications
MOTION:	Dede Kennedy-Simington
SECONDED:	June Taylor
DATE SUBMITTED (initial):	
DATE APPROVED:	January 17, 2017, February 21, 2023
AMENDED:	
SUNSET DATE:	2026

PURPOSE: To create significant member value by providing ongoing timely and relevant communications to the CAHIP membership.

POLICY: CAHIP will distribute news and information to the CAHIP membership on a routine basis, providing information on state and national issues, association events and industry related topics.

PROCEDURES: CAHIP will establish sitting Communications Committee members from the Executive Board responsible for content review and approval. Executive Board members shall be VP Communications (Chair), President, President-Elect, Immediate Past President, VP Legislation and VP Public Affairs. Formal approval of content will require a vote from 50% + 1 of committee members, within 48 hours of initial draft receipt.

President's Report

The CAHIP president will provide a monthly report with content of his/her choice. When created, it will be sent to the VP of Communications and VP of Legislation for comments, recommendations and approval. Once vetted and approved, CAHIP's Executive Director will publish the report.

Timeline Requirements: There will be no time requirements imposed on the CAHIP president. Once the president has submitted a draft to the VP of Communications and VP of Legislation they will have 48- hours to respond and approve.

CAHIP Events

The CAHIP Executive Director will create event related promotions and communications based on the associations commonly utilized templates and structure for distribution to the membership and website posting.

CAHIP News

CAHIP's newsletter will be distributed to the membership on a monthly basis and will include content submitted by CAHIP Executive Board members and partners.

Timeline Requirements: Executive Board Members are expected to contribute to the newsletter. Content from all CAHIP committee chairs will sent to the Executive Director. The Executive Director will assemble all content and send to the Communications Committee. The Executive Director will be responsible for notifying all contributors of their respective deadlines.

CAHIP Communications Committee will also publish, as needed (per President's discretion), a weekly update focused on legislative affairs. VP of Public Affairs and VP of Legislation are responsible for drafting the content and providing a copy for review and approval to the committee by Monday morning, for distribution by Executive Director no later than COB each Tuesday.

CAHIP VP of Communications shall also be responsible for ensuring that all applicable communications content is promptly distributed in appropriate format across our other channels, to include website, Facebook, LinkedIn, Twitter, and video streaming, and any additional methods of distribution that may be appropriate.

Content and Timing Approval Remedy

The VP of Communications, VP of Public Affairs and President will have final authority over any and all revision recommendations and content approvals.

FINANCIAL IMPACT: Not applicable