

CALIFORNIA ASSOCIATION OF HEALTH UNDERWRITERS POLICY & PROCEDURES

POLICY TITLE:	Communications to Membership
CLASSIFICATION:	Communications
POLICY NUMBER:	7017
COORDINATOR:	VP Communications
MOTION:	Bruce Benton
SECONDED:	
DATE SUBMITTED (initial):	January 17, 2017
DATE APPROVED:	
AMENDED:	
SUNSET DATE:	2020

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

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

PROCEDURES: CAHU 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 Blog

The CAHU president will write a monthly blog with content of his/her choice. When drafted, it will be sent to the communications committee for comments, recommendations and approval. Once vetted and approved, CAHU's Executive Director will post the blog.

Timeline Requirements: There will be no time requirements imposed on the CAHU president. Once the president has submitted a draft to the Communications Committee, the committee will have 48-hours to respond and approve. The Executive Director will then post within 48-hours of approval from president or designee will approve with cc: to president.

CAHU Events

The CAHU 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.

CAHU News

CAHU's monthly Forum will be distributed to the membership prior to the monthly Board meeting and will include content submitted by CAHU Executive Board members, per a published quarterly schedule.

Timeline Requirements: Articles from all CAHU committee chairs will be due by the 3rd Tuesday of the month (most often coinciding with the Board meeting) of the month preceding their assigned month for content and sent to the Executive Director. The Executive Director will assemble all articles and send to the Communications Committee no later than the 4th Tuesday of each month. The Communications Committee will have 72-hours to respond and approve. The Executive Director will be responsible for notifying all contributors of their respective deadlines.

CAHU 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.

CAHU 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, or lack thereof, by the Communication Committee with 2 of 3 in agreement.

FINANCIAL IMPACT: Not applicable