

STRATEGIC GOAL II

STRATEGIC GOAL	ANNUAL GOAL	TASKS AND OBJECTIVES	Assigned/Priority			Status IP = In Progress = Complete NS = Not Started C
			Governance Affairs Team (GAT)	Membership Affairs Team (MAT)	Public Affairs Team (PAT)	
II. Health Insurance professionals will view membership in CAHU as essential	A) Produce Member Only collateral	1) Produce a customizable consumer-facing PDF entitled "Why CAHU" by 9/15/2018		X		C
		2) Produce educational and promotional video content series by 3/15/2019		X		IP
		3) Create a CAHU designation for members only 1/1/2019		X		IP
		4) Create a Members Only section of the CAHU website by 4/1/2019		X		IP
		5) Introduce affinity programs for members only by 2/1/2019	X	X		NS
		6) Create co-branded collateral for use by agents in the field by 2/1/2019		X		IP
	B) Conduct annual membership campaigns	1) Conduct two statewide campaigns at the local levels which conclude by 10/31/2018 and 4/30/2019 respectively		X		IP
		2) Achieve a net new membership growth rate of 10% by 4/30/2019		X		IP
		3) Achieve a net membership retention rate of 85% by 4/30/2019		X		IP
	C) Produce exceptional state-wide events that attract members	1) Invest in quality speakers and presenters by 3/1/2019		X		IP
		2) Produce new and innovating networking opportunities at these events by 3/1/2019		X		IP
		3) Invest in event production by 5/1/2019	X			NS