



MAHU STRATEGIC PLANNING SESSION 2
August 16, 2016
12:40 PM – 3:30 PM
447 North Canal Road, Suite A, Lansing, 48917

President – Welcome back to MAHU Strategic Planning Session 2

Brainstorm Goals

Krista asks that everyone share their personal goals for the state and local board for the coming year. Discussion was held. The session discussed strategic plans for the following:

1. Grow membership / Maintain Membership
 - a. Membership Committee's goal is 905
 - b. Membership Committee would like to do contest
2. Legislative Advocacy
 - a. Continue working with lobbyist to pass CE carryover legislation
 - b. Continue working with lobbyist to monitor introduced legislation that is pertinent to MAHU
 - c. Continue working on the federal level with NAHU, encouraging membership participation at CapCon
3. Professional Development
 - a. Continue to offer CE opportunity to members
4. Awards
 - a. Work toward obtaining Landmark Award using the NAHU guidelines
 - b. Work with local chapters to obtain additional local chapter awards
5. Communicate value of NAHU to members/non-members
 - a. Work with communications on spotlighting membership value
 - b. Work with communication committee to promote NAHU membership value
6. Enhance HUPAC participation
 - a. Work on a local and state level to promote HUPAC to members and relate the importance of participation.

A motion was made by Val, seconded by Krista to adjourn the MAHU 2016/2017 Strategic Planning Session 2. Motion passed. The meeting was adjourned by 3:47 PM.