



**Strategic Planning 2017/2018  
Session 2  
Wednesday, August 2, 2017  
KRKM Offices, Lansing, Michigan**

Michelle Howard, President, called the MAHU 2017/2018 Strategic Planning Session 2 to order at 12:16 PM.

Michelle asked the board in the invite email to bring 2 new ideas to grow our membership in 2017/2018. Each member presented their idea(s) and discussion was held. A list of the objectives and goals agreed upon are listed below:

<b>What</b>	<b>Who</b>	<b>When</b>	<b>Goal</b>	<b>Notes</b>
<b>2 Hour Board Telethon - non members</b>	State Board		5 new members	Schedule during board meeting
<b>Target Medicare agents</b>	State & Local Board	2017	3 new members	
<b>Target Millennials</b>	Local Boards	2017/2018	5 new members	Happy Hours, Mixers, Fun Events
<b>Video Testimonials</b>	State Board Members	2017	Post website, email to non-members	Michelle create welcome for new members, Michelle create introduction for non-members, testimonial from "senior" member, create several "Ted Talks"
<b>Large Agency Non-Members</b>	State Board	2017/2018	3 new members	Identify large agencies and contact, board member "asks" if they are willing to become MAHU member and then promote to agency staff
<b>Carriers</b>	State Board	2017/2018	3 new members	Identify carriers and principal contact - ask if they are willing to promote MAHU to their contact list(s)
<b>Trophy</b>	State Board	2017/2018		Monthly pass "hot potato" trophy to local that has lowest % of member growth

<b>Lapsed membership list</b>	State Board	2017/2018		Each state board meeting go over lapse list and identify any connection board member may have with person - identify who will contact that member regarding upcoming lapse
<b>One question survey</b>	State Board	2017/2018		Create a 1 question survey for retention use if person determine they will not renew - Why?
<b>Sales Channel Recruitment</b>	State Board	2017/2018		

A motion to adjourn was made by Dominic, seconded by Troy to adjourn at 2:07 pm. Motion passed and the Strategic Planning Session 2 was adjourned.