



## MAHU Strategic Planning 2018-2019

Session 2

June 6, 2018

KRKM Offices

Attending: Robert Williams, Cathy Cooper, Dustin VanDuine, Scott Norman, Michelle Howard, E.J. Pearson, Erika Sklar, Tim Bruce, Troy Duimstra, Christine King, Karen Rial, Keith Wright, Marcy Lay

1:40 PM

Keith Wright welcomed everyone to the 2018/2019 Strategic Planning Session 2 and thanked everyone for their willingness to serve our industry for the coming year.

3 Building Blocks for 2018/2019 Introduction

Keith Wright provided the attendees with 3 Building Blocks to consider for the coming year:

### **1. ENHANCE & PROMOTE**

#### a. MEMBERSHIP

- i. State Convention/Expo/CE (Fall 2018)
- ii. Mid-Michigan Chapter Revival

#### b. LEGISLATIVE

- i. Role of the agent

#### c. STATE CONVENTION

1. Free to members & non-members
2. CE classes including DIFs Ethics
3. Exhibits
4. MAHU Mentors assigned to non-members
5. Luncheon Speaker – propose Tim Skubick “The Run-up to the November Election: Who’s on First?”
6. Sponsorships
7. Opportunity to open the state’s door to members across the state, along with inviting non-members to attend. There will be sponsors and exhibits, luncheon and a keynote speaker.

### **2. WORK WITH MID-MICHIGAN TOWARD LOCAL CHAPTER REVIVAL**

- i. Work with Suzy Alberts to review the necessary steps and information necessary to begin reforming the chapter.
- ii. Use our relationships in Lansing to meet with key NAHU members and discuss the potential of reforming a Mid-Michigan Chapter while obtaining commitments from individuals for serving
- iii. Utilize our fall event to invite members and non-members to attend

B. ROLE OF THE AGENT

- i. Create a letter of welcome along with a brief description of who MAHU is and what our role is for the healthcare industry.
- ii. Following the swearing in, distribute this information to all new legislators.
- iii. Schedule and complete a 2019 Legislative Day

**3. STRENGTHEN**

A. MEMBER INVOLVEMENT

- i. Events – State and Local
- ii. Legislatively
- iii. Local Board/State Board

B. LEGISLATION

- i. Pass 1332 Waiver Legislation

C. LOCAL AND STATE BOARD KNOWLEDGE AND INVOLVEMENT

- i. Board Training - August 2018
  1. Host a 2-hour training session for the following state and local chapter committees to include sessions on: Legislative/HUPAC, Membership/Retention, Communications, Professional Development, Awards

Discussion was held on all points and agreement was reached to move forward with the outlined events and documents.

Keith asked for volunteers to lead the **Chapter Revival** efforts, the Ad Hoc Committee will include: Keith Wright, Suzy Alberts, Jason, Scott Norman, EJ Pearson, Marcy Lay

Keith asked for volunteers to lead the **MAHU Convention**, the Ad Hoc Committee will include: Keith Wright, Christine King, Erika Sklar, Tim Bruce, Troy Duimstra, Kevin Mannor, Marcy Lay

A motion was made by Erika, seconded by Christine to adjourn Strategic Session 2. Motion passed.

Session 2 was adjourned at 4:19 PM.