



MAHU Strategic Planning Session 2
August 20, 2019
12:30 PM
KRKM Offices, Lansing

Attending: Erika, Marlayna, John, Greg, Brandon, Cathy, Scott, Crystal, Marcy, Tammy

Excused: Keith, EJ, Dustin, Matt

From Strategic Session 1 we identified the following 3 goals to expand and strategize:

Legislative
Membership
Chapter Support

The following document was made from using round table discussion by the board. This will be discussed at each board meeting and updates will be made throughout the year. Erika suggested we use this document as our dashboard for the coming year:

Goal 1	
Legislative	
	Strategies
Hold leg day while increasing participation	Communicate to members - newsletter every month members receive legislative update and if there is something hot we send this out immediately
Increase MAHU PAC and HUPAC contributions	Bridge this with membership value Commit to 3 - 2 minute videos that we can post on the website for viewing (communication is membership value)
Achieve our legislative goals	Local legislative chairs need to be more involved presenting information to their local chapters and helping to promote legislation, leg day and any other legislative project - have locals present at each local chapter meeting and give an update that includes a plug for HUPAC and MAHU PAC
	New members onboarding that will showcase things such as HUPAC what it is what they do and why you should participate
	Surprise billing, felon bill, CE carryover bill
	Work with coalition partners
	Hold regular local legislative chair meetings
	Redo Value Page for MAHU
	Have local leg chair support the annual legislative day by talking about the event in length including not being all alone in leg meetings, having talking points, going in "teams"

Goal 2	
Membership	
	Strategies
Value of Membership	Put together a "playbook" of how to welcome the member, who we are what we do and how we do it, make it consistent across the locals and state
Welcoming into association and giving them ways to participate	Find out agencies that may potentially fit into the new Agency Membership category
NAHU Agency Membership promotion	Reach out to locals to be sure they have a legislative update and Medicare membership meeting
5% net growth, 83% retention	Have locals spotlight "Value of Membership" in newsletter and or email
Hold a non-member legislative Update for recruit purposes (locals)	

Goal 3	
Chapter Support	
Strategies	
HUPAC and State updates to legislative chairs - ask that they use this information to produce member communication(s)	President will provide video that will go through finding things on the NAHU website and this link will be placed on the MAHU website
State needs to support each local (state committee chairs need to work monthly with local committee chairs on monthly basis)	Create an advertising package that may potentially start at state level and trickle down to local levels with newsletter and website
Build brand loyalty - everyone in agent community needs to know who MAHU/NAHU/Local is	Contact communication at the state board level
State reach out to locals and ask what they need assistance with such as non-dues revenue, communication, legislative	
Knowledge base for local chapter to know who to get in touch with when something is needed	Each Chair should do an inperson, phone, skype or go to meeting with all their local chairs by October 1st
What you can find on the NAHU website to our local chairs with suggestions	
Local Board Training for each committee as a webinar	

2:45 PM a motion to adjourn was made by Scott, seconded by Crystal. Motion passed.