

**Alaska Association of Health Underwriters Strategic Plan (2016-2021)
and Annual Operating Plan (2016-17)
January 2016**

Core Purpose

Advocate, Educate, Represent and Support AAHU Members

Core Values

Relationships | Protect Consumers | Demonstrated Ethics | Accountability

Long-Term Goal (2018)

By 2018 the Alaska Association of Health Underwriters will be consistently able to maintain its existing membership and continue to grow the membership each year.

Vivid Descriptions for Long-Term Goal:

- *At the core of meeting this long-term goal is membership, which translates to attracting new members and retaining existing members. This is dependent on an AAHU that has more – more members, in more parts of the state, who are more engaged.*
- *Ultimately, a solid membership will grow as a result of improving the perception of value in membership. In other words, AAHU membership has significant, tangible value, and is seen as a trusted professional resource. Joining AAHU must be a “no brainer” for those working in the field.*
- Sustain membership growth, retention
- Engagement of overall Alaska health care industry.
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**Short-Term Operating Goals (2016 – 2017)
(Implementation notes included on page 2)**

NOW Goals

- Communicate and share the message of, “What is NAHU/AAHU doing for you?”
- Develop and implement a comprehensive “Membership Engagement Plan that clearly articulates the tangible and intangible benefits of an AAHU membership.
- Membership committee needs to be filled.
 - Albert will volunteer to help with membership
- **Get the newsletter up and going again.**
- **Outgoing communication regarding AAHU board and committee opportunities**
- **Plan for Juneau day on the hill**
- **Coordinate and participate in a community event prior to the end of this AAHU year.**
- **Promote LPRT to membership**

Six – 12 Month Goals

- AAHU is fully utilizing a committee as a whole to build on improvements so far in the AAHU financial infrastructure.
- Complete a comprehensive annual policy review and update as appointed by the President.
 - Draft to be completed by the end of the 2015-16 AAHU fiscal year and be implemented in the 2016-17 fiscal year.

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- Provide opportunities to new members to attend NAHU functions regionally and nationally.
- Look at a new place for member meetings
- Develop social media presence
 - FB
 - Twitter
 - LinkedIn
 - Instagram?
- Executive director search
- New executive team (outgoing board training incoming board)

12 – 18 Months Goals

- Develop a **Communication and Outreach Plan** that coordinates with the Member Engagement Plan – it meets existing/potential members “where they are”.
- Map out Award Committee plan to meet and achieve annual NAHU certifications and awards.
- Juneau legislative reception
- Have an in person NAHU Certification course in Anchorage.
- Raise the bar of Expo – see how the 2016 two-day event goes.
- Website refresh
- Improved community involvement (outward facing)
- Building of Chapter involvement in community events – get the AAHU name out there.
- Forming a higher arching communications and media committee to include the following:
 - Membership communications (internal)
 - Media relations (external)
 - Social media
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Notes on Implementing Short-Term Goals

- *Support Membership Committee to develop and implement a comprehensive “Member Engagement Plan”*
 - Clearly articulate the benefits of an AAHU membership; what is the ROI – Return on Investment? What do members get in return for dues? Address conference attendance as a member benefit.
 - Commit to better engage existing members in board work through committees
 - Engage membership as a future recruitment tool for board
 - Outline regional and national conferences that Board and Committee members would be attending as AAHU representatives.

- *Formalize basic board development elements*
 - Annual board training in Basic Board Roles and Responsibilities training
 - Develop and approve Board Job Descriptions
 - Incorporate “Mentoring” for new board members

- *Develop a Marketing and Outreach Plan*
 - Meets potential and existing members “where they’re at...”
 - Makes the best use of social networking, Twitter, etc.

- *Develop a NAHU Award and Certification Plan*
 - Chapter award and certification criteria will serve as the road map as to how the Chapter will meet specific organizational requirements.