



## NJAHU Strategic Plan

As our NJAHU Board looks forward to 2017, our goals are to grow our membership and engage our current members to become more actively involved in the chapter. We believe that through this initiative our members will continue to see the value of their membership in NJAHU. We have outlined a strategy to accomplish these goals but are always open to new suggestions on ways to improve the chapter and give back to our members.

### ***Strategic Plan 2017***

1. Maintain Gold Certified Chapter of NAHU by meeting criteria outlined by the National Association of Health Underwriters.
2. Welcome new members to our chapter and encourage them to become more active in our chapter (This will be done through phone calls, emails and ambassadors at our meetings).
3. Add new social events to our conferences to allow time for networking amongst members.
4. Highlight a member each month in our NJAHU News so we can all learn more about each other and how we can work together in our business.
5. Continue holding our annual State of the State in Healthcare Symposium in the fall and Annual NJAHU Conference in the spring. Through sponsorships we will keep these conferences affordable to our members.
6. Continue to offer CE Classes at our annual events to add to the credits offered to help members meet their State mandate amount of hours.
7. Survey our members on what they are looking for from their state association and incorporate those suggestions into our planning.
8. Continue seeking press opportunities for our members so our community sees the value of NJAHU.
9. Continue to develop an annual membership drive to bring non-members to our meetings and encourage them to join the chapter.
10. Contact any lapsing members to make sure they continue their membership.
11. Engage our younger members through the creation of YAHU NJ
12. Continue our support for HIAPAC through development promotions and by generating excitement.
13. Send a delegation to All NAHU Conferences including Cap Conference, Regional Conference and National Conference.