

Strategic Planning Session Review

Tuesday, June 4, 2013

Webinar

In Attendance:

Executive Committee: Kevin Conrad, Matt Bodnar, Kathy Lee

CAHU:

GC:

NE:

NW: Debbie Boop

WR: Nancy Kuzenko, Chad Phillips

Jackie Symons, OAHU Administrator

Those in attendance reviewed the goals that were set at the recent Strategic Planning Meeting. The purpose of this meeting was to set up a timeline and to assign committees to be responsible for the goal and to report at board meetings during the 2013 2014 year.

GOAL #1

To be a member organization that provides the most current relevant training such as:

- New agent development program
- Agent developing fee based practice
- Leadership Mentoring development
- PPACA education/communication
- Using technology, including social media
- And other topics as needs arise

Matt Bodnar will contact Sam Fiorentino (OAHU CE Chair) as well as each local CE or program chair to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

GOAL #2

Continue to be the experts helping Ohioans with healthcare benefit choices: (Goal 2 and 6 are very similar)

- Legislative - Regulators
- Business Groups
- Other professional organizations
- Public
- Other Stakeholders
- Media

Matt Bodnar will contact John McGough (OAHU Government Affairs) as well as each local leg chair, Ken Statz (NAHU leg committee and past OAHU Leg chair) to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

GOAL #3

- **Developing a fiscal responsible budget by:**
- Consider administration efficiencies
- Consider membership fee changes
- Consider alternate membership strategies
- Evaluate AHU Resources

Matt Bodnar will contact Frank Novy (OAHU treasurer) as well as each local treasurer and local presidents to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

GOAL #4

- **Membership increase** by 10% of current (60 people) to 660 members by 1/1/16
- (620/640/660)
- Develop membership strategies with other professional organizations
- Develop new agent membership recruitment program
- Development current agent recruitment program
- Identify certified agents as target
- Develop resources for locals to recruit new members

Matt Bodnar will contact Ingrid Martin and Scott Bash (OAHU Membership and Retention Chairs) as well as each local Membership/Retention chairs to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

GOAL #5

OAHU will continue to develop and promote resources local chapters- Do this by identifying newly licensed agents and see if there is a way to contact them. We will see how much NAHU will charge OAHU to purchase additional HIU magazines to leave behind at agent testing locations.

This goal is vague and ties into membership . . . Matt Bodnar will contact Ingrid Martin and Scott Bash (OAHU Membership and Retention Chairs) as well as each local Membership/Retention chairs to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

GOAL #6

Continue to provide legislative activities in Ohio as appropriate (Goal 2 and 6 are very similar)

Matt Bodnar will contact John McGough (OAHU Government Affairs) as well as each local leg chair, Ken Statz (NAHU leg committee and past OAHU Leg chair) to ask if they would be willing to sit on this committee. Matt Bodnar and Kathy Lee will attend the meetings as well. Matt will ask the committee to meet prior to each board meeting and to present a report at the board meeting addressing the goals and what the committee has planned, recommendations, etc.

OAHU Executive Director Proposal

An email was received from a member that requested OAHU to consider hiring an Executive Director. This person would disseminate information to the locals and also act as a lobbyist. OAHU would need to replace the current lobbyist and utilize that money to use toward an ED position. There was much discussion on this topic and it was tabled for future discussion.

This topic will be put on the September Board Meeting Agenda.