

**TEXAS ASSOCIATION OF HEALTH UNDERWRITERS
STRATEGIC PLANNING MEETING**

July 21, 2016

Dallas Marriott Quorum, Dallas Texas

I. CALL TO ORDER.

President Cheryl Clark called the meeting to order at 2:32pm.

A. Roll Call.

Executive committee members present: Cheryl Clark, President; Mike Avery, President-Elect; Nicole Scott, First Vice President; Tonya Booth, Second Vice President; Toby Meason, Treasurer; Audra Sullivan, Secretary

TAHU board members/members present: Linda Behrens, Alicia Bowers, Cherrie Bradberry, Connie Carter, Bobby Clark, Nedra Clingan, John Debler, Crystal Hoffman, Julie Hulsey, Michael Ledgerwood, D'Ann Miller, Ed Oleksiak, Krista Palmer, Melissa Perryman, Clifton Stubbs, Jessica Watts

Staff Present: Kellie Merritt, Executive Director; Lee Manross, Lobbyist.

II. PRESIDENT'S OPENING REMARKS.

President Cheryl Clark welcomed everyone to the meeting and attendees did introductions.

III. "NAHU's WEBSITE – AN OVERVIEW" – Chapter Leadership PowerPoint

Cheryl Clark, presented a PowerPoint presentation including the NAHU website and Chapter Leadership. The presentation highlighted the various tools that are available for chapters.

TAHU WEBSITE – Cheryl Clark presented an overview of the website.

IV. "WORKING WITH THE MEDIA-A GUIDE FOR MEMBERS" – Chapter Leadership PowerPoint

Melissa Perryman, TAHU Media Chair, presented NAHU's Working with the Media PowerPoint presentation to the group. The presentation highlighted the media relations roles of the coordinator/media chair, spokesperson and journalist. She went over the various NAHU media relations tools available to members to assist in their media roles and when and how to use each tool. She asked members to continue to send success stories to keep the information fresh. She also talked heavily about the value of media relations and what it can do for us.

V. "AWARDS LEADERSHIP TRAINING". NAHU Core Curriculum/Committee Training PowerPoint

Krista Palmer, TAHU Awards Chair, presented the NAHU Core Curriculum/Committee Training PowerPoint presentation. A summary of

procedures for gathering and storing award documentation was included. She stressed the importance of gathering information on a timely basis. She reviewed the various awards and recommended that chapters submit for as many awards as possible.

VI. “MEMBERSHIP-CORE COMPETENCIES” – NAHU Core Curriculum/Committee Training

Alicia Bowers, TAHU Membership Chair & Linda Behrens, TAHU Retention Chair, presented a PowerPoint presentation to describe tools available through NAHU. Alicia encouraged everyone to participate in the monthly conference calls. Retention reports will be sent out on a monthly basis and should be returned in a timely manner. Alicia reviewed the documentation that will be needed for the various NAHU and TAHU awards.

VII. GOALS BY AREA.

The strategic plan was reviewed for each area and with each chairperson to determine where we stand and the areas needing improvement. Refer to grid for details, which is attached to these minutes. The discussion began with setting overall goals and then each area will feed into those goals. The overall goals are as follows:

- Increase awareness of TAHUPAC/HUPAC
- Improved Communication in all aspects of the association
- Increase in Membership
- Increased participation in awards

Some of the major areas and goals discussed included the following. Other areas were also discussed and a complete plan was developed.

Membership goals included maintaining a positive growth each quarter and maintaining the retention rate at or above 85%. Retention will take a large focus this year and engagement of all the chapters is critical.

Awards – there has to be an increased participation in award submissions and a renewed interest in gathering information throughout the year. It behooves the chapters to stay on task following awards guidelines.

Professional development will work to improve professional development activities for members. Audit SGS designation course to determine members who need to renew and increase designation holders by 10%. Investigate webinar capabilities for CE presentations.

Media relations will continue to keep the membership informed on association activities with articles to enhance knowledge and member development. Actively engage members through NAHU resources.

Legislation will continue to keep membership informed on all association, state and federal legislative activities. Increase member participation in TAHUPAC and HUPAC.

Of course, all of the goals are only achievable with the continued effort and engagement of the chapter presidents and their board members. Everyone agreed that communication is an area needing improvement and many goals tie into that overall goal.

VIII. Budget Discussion.

Executive Committee Members, Committee Chairs and Committee Members used breakout groups to discuss budgets needed to accomplish their goals. The budget was discussed as a group and will be voted upon at the meeting scheduled for July 22nd.

IX. ADJOURNMENT.

Meeting was adjourned at 5:45pm.