



2009—2010 Strategic Plan

VCAHU Vision	Officer	OBJECTIVES	Timeline
<p>Every Californian will have access to private sector solutions for health, financial, and retirement security, and the services of insurance professionals.</p>	<p>President</p> <p>President-Elect</p> <p>Immediate Past President</p> <p>Secretary</p> <p>Treasurer</p> <p>Awards</p> <p>Communications</p> <p>Education/Program</p> <p>HUPAC</p> <p>Legislative</p> <p>Media</p> <p>Membership</p>	<ul style="list-style-type: none"> • Communicate the value of membership at each meeting. Assist board members in meeting the recruitment component of the Triple Crown Award. Manage the chapter according to the budget. • Assist President when needed. Plan and execute a profitable sales symposium, one that brings value to membership and promotes VCAHU as an organization. Recruit Board for my year. • Remain member of the board and perform other duties as assigned by the president and board members. Serve as chairperson of the corporation's nominations committee. Defer the awards committee to the Awards Chair. • Attend each meeting and take the minutes. Get sign off of each month's minutes. • Provide a balanced budget. Work with committee chairs to obtain event-related financial updates. Obtain credit/debit card access for payment at membership meetings. • Apply for greater variety of awards (e.g. NAHU media relations and education awards, and CAHU website, newsletter and chapter of the year). Consider candidates for NAHU distinguished service and emerging leader awards. Maintain and submit NAHU Silver Seal certification and Pacesetter Award binder. • Make the following website enhancements: 1) Archive meeting history and related documents (e.g. speaker's PowerPoints). 2) Break out by event and add captions for post event photos on website. 3) add links for LPRT and coverageforall.org. 4) conduct a website demo/overview for membership. • Timely scheduling of speakers. Making sure programs are meaningful. • Educate members regarding where money goes and purpose. Encourage contributions through promotional video and audio clips. • Represent our chapter by educating legislators about health care reform. Attend conferences that center around legislation. Adopt legislators. • Create press kit and press list for local media. Develop press release announcing 2009/2010 BOD. Identify state & national events local BOD members are attending and create press releases for each event. Create monthly membership meeting announcements and post on-line at Ventura County Star, Your News. Develop "Health Coverage Finder" on-line database Press Release. Host "Health Insurance Awareness Week" pending BOD approval. Develop Media Outreaches as needed. Coordinate local and national efforts with NAHU Media Lead, Kelly Loussedes. <p>Make cost of bringing guests to meetings more affordable. Credit cost of lunch to member who brings a guest and joins at that meeting. Call guests who have attended. Create a member profile section in the newsletter. Call on members who have lapsed. Introduce all guests at the membership meetings.</p>	
<p>VCAHU Mission</p> <p>Our mission is to provide local support to health underwriters as your local benefits specialists and to represent the mission of the California Association of Underwriters (CAHU) and National Association of Health Underwriters (NAHU).</p>			
<p>CAHU Mission</p> <p>CAHU will improve its member's ability to meet the health, financial and retirement security needs of all Californians through education, advocacy, legislation and professional development.</p>			