

**Goals**

**Strategies**

<b>Grow Membership &amp; Retain</b>	<p>Work with locals to develop an 85% retention rate</p> <p>Work with locals to develop a 10% membership growth</p> <p>State membership contest</p> <p>Implement the state board will recruit 2 new members</p>
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<b>Legislative Advocacy</b>	<p>CE Rollover Credit Legislation</p> <p>1332 Innovation Waiver - 2018 Effective (write &amp; get bill passed as long as it is under scope of ACA)</p> <p>Communicate monthly to members</p> <p>Annual Legislative Day,</p> <p>Annual DFIS Meeting</p> <p>Sponsor 1 person to attend CapCon</p>
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<b>Professional Development</b>	<p>Distribute on a monthly basis programs available on NAHU</p> <p>Host NAHU Professional Development Day</p> <p>Assist local chapters the tools for professional development</p> <p>Explore &amp; evaluate delivery methods of professional development</p> <p>Reach out to individual &amp; Medicare market</p>
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<b>HUPAC</b>	<p>Increase HUPAC to 18%</p> <p>Local Chairs give state new member names</p> <p>Train Local Chair(s) effectiveness &amp; communicate successes</p> <p><b>MAHU</b> Develop a monthly contribution program &amp; education program</p>
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<b>Awards</b>	<p>Monthly call with local award chairs</p> <p>All locals have their certification</p> <p>State Board Landmark, Presidential, DSA, Emerging Leader, Website</p> <p>Evaluate local chapter for award submission</p>
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<b>Communicate Value of NAHU</b>	<p>Leverage social media platforms to communicate</p> <p>Local President's share information from monthly state board meeting with their local chapters</p> <p>Change format &amp; content of newsletter</p> <p>State / Executive board to visit each local chapter through the year</p> <p>Distribute NAHU Annual Report with membership</p>
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