

# **2022-2023 FAHU Strategic Plan**

## Our Mission

Our mission is to protect the consumer's future. To accomplish our mission, we will strengthen the insurance marketplace by advocating effective legislation, ethical leadership and professional standards, and by educating our members and the consumers they serve.

## Our Vision

Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.

## Theme - T.I.A.R.A.

- Team
- Inclusive
- Active
- Restore & refresh
- Accountability

## State Board meetings

### Goal: Encourage participation

1. We will continue to hold all meetings in Orlando -central location for everyone to come together in person, so we can build on each other's energy.
2. We hold a President's Round Table night before the board meetings.
3. All board members are expected to attend meetings in person – no Zoom options.

## Membership

### Goal: To increase membership by 10%.

1. We will effectively communicate the value of membership to both our current and future members.
2. To develop and share a list of what NAHU has successfully accomplished in Washington.
3. Bring more value to membership by increasing education.
4. Need to engage younger members through social media platforms. Increase our presence.
5. Engage new members. Encourage new member engagement by offering a discount for symposium registration. New Member Mixer/Orientation in conjunction with Symposium each year. I would like to implement and do this on Tuesday evening at Symposium.

## **State Projects**

### **Goal: To show support of our local Chapters**

1. Angela will visit all Chapters to encourage engagement and show state support. We will also offer support to any struggling chapters.
2. Encourage leadership and engagement as we can.
3. Chapter Leadership team to work with each local Chapter to become Silver certified.
4. Work with each Chapter in 2023 to update to the new name by end of 2023.

## **Symposium/Summit 2023**

### **Goal: To hold a successful State Event that brings education to members and provides revenue for the state.**

1. Keep the Benefits and Medicare events together
2. Rework the management and committee structures to encourage coordination and cohesiveness but keep the Event Chair as one person.
3. Symposium Chair will be Morgan Campbell.