2011-2012 TAHU Strategic Plan

Mission Statement:
The mission of the Texas Association of Health Underwriters is to inform and protect the consumer by enhancing the professional growth of its members.

Vision Statement:
To protect the future of consumer healthcare financing through education and advocacy while maintaining the highest standards of Ethics and Integrity.

Chair	Goal		Due Date	Completed	NOTES
Membership	Hold a membership blitz	2nd Qtr	10/28/11		
	DQ Blitz	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Maintain positive growth	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Attend Region VI Membership Training Workshops	1st Q	08/5-6/11		
	Maintain retention rate at 80%	By 4th Qtr	4/26/12		
	Follow award criteria - keep up throughout the year	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
Chapter Support					
		1st Q			
		2nd Q			
		3rd Q			
		4th Q			
Technology					
		1st Q			
		2nd Q			
		3rd Q			
		4th Q			
Marketing	Set up committee for advertisers	1st Q	7/22/11		
	Development of sales approach to potential sponsors	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		

	Update sponsorship database	2nd Q	10/28/11		
	Publish membership directory	3rd Q	2/3/12		
Awards					
	Communicate award criteria and timeline with chapters	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Hold awards meeting at Region VI Meeting	1st Q	08/5-6/11		
	Development of Electronic Award Submissions	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Apply for NAHU awards (Landmark, Pres Citation, DSA, Osler, Spirit of Freedom, Lege, Others as Necessary)	3rd Q	3/31/12		
Education	All Chapters to submit timely reports	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Get list of external providers and post on the website	2nd Q	10/28/11		
	Publish an article regarding the Counselor's License	2nd Q	10/28/11		
	Development of CE regarding the Counselor's License	4th Q	4/26/12		
Media	Engage with 10 of the 14 chapter media chairs	2nd Q	10/28/11		
	Publish two letters to the editor	3rd Q	4/26/12		
	Publish one op-ed	3rd Q	4/26/12		
	Email to the chapter presidents each month	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Continue to fill media holes and do interviews, etc.	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		

	Refresh contact list of experts	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Increase media awareness regarding CHIP	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
Newsletter	Have less non-articles (Enews can be outlet for this)	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Keep magazine at 32 pages per contract	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Establish a photography budget	1st Q	7/22/11		
	Make it more of a magazine; Improve artistry	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
	Receive articles and pictures from at least 10 of 14 chapters	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
TAHU Enews	Enews (1 per month) (Use it for the non-articles)	1st Q	7/22/11		
		2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		
Convention	Thanks and save the date email	1st Q	7/22/11		
	Set the committee members	1st Q	7/22/11		
	Marketing piece to each chapter "The Power of One Together"	2nd Q	10/28/11		
Legislation	Distribute Bimonthly Postcards from the Ledge	1st Q	7/22/11		
	Postcards from the Ledge (Bimonthly)	2nd Q	10/28/11		
		3rd Q	2/3/12		
		4th Q	4/26/12		

TAHUPAC Website Functional	1st Q	7/22/11		
Have a Day at the Capitol focused on Teaching to Lobby and creating accountability/reporting.	3rd Q	2/3/12		
Positive Growth in TAHUPAC and HUPAC contributors each month	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Hold Monthly Legislative Teleconferences	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Regular TAHUPAC education/participatory programs at the local level.	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Identify global positions and obtain board approval	2nd Q	10/28/11		
Follow award criteria - keep up throughout the year	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Chapter Presidents				
Increase member attendance at monthly meetings	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Conduct membership survey	2nd Q	10/28/11		
Plan your year of programs in advance and distribute to membership	1st Q	7/22/11		
Use Pacesetter award criteria to set chapter goals	1st Q	7/22/11		
Increase resources available to members	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Increase # of sponsors	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		

	4th Q	4/26/12		
Hold New Membership Meetings	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Increase participation with coalition partners	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Industry Relations				
Build the 2011-12 Committee; identify objectives; follow up with carriers from prior years.	1st Q	7/22/11		
Work with the Education Chair regarding the Counselor's License	3rd Q	2/3/12		
Hold first meeting with coalition partners	2nd Q	10/28/11		
Deliver CE to the local chapters	4th Q	4/26/12		
Public Outreach				
Reach out to the chapters for chair representation	1st Q	7/22/11		
Hold Event with the Community	2nd Q	10/28/11		
Publish articles for the TAHU News	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		
Create LTC awareness	1st Q	7/22/11		
	2nd Q	10/28/11		
	3rd Q	2/3/12		
	4th Q	4/26/12		