

New Mission Statement:

Through education and Advocacy CT AHU is committed to the professional development of its members to meet the health and welfare insurance needs of their clients.

GOAL: Increase membership to 250 within 1 year.

GOAL: Hold 8-10 meetings in a calendar year.

GOAL: Increase our presence to members, non-members and Legislative Regulators within 1 year.

Roundtable Items for consideration during strategic planning session

Membership recruitment (3)

Programs

Advocacy (5)

Branding (2)

Member Engagement (2)

Media (2)

Charity/Volunteer

Education

Advocacy

The committee in general felt this was the most important aspect of our organization. However, it was felt we do an excellent job of advocating – therefore no specific strategic goals were discussed.

- CT AHU Should be the voice of agents at the state and federal regulatory levels
- Communicate via mail not email. Also speak at each meeting
- Highlight NAHU Achievements in all Newsletters

- Media Contacts – Key Contacts – Who are the Member Key Contacts – and who are the Media contacts?
- Branding – Existing Members desire to recruit
- Encourage membership to attend Cap Conference
- Get members involved

Membership Recruitment/Retention Engagement

- Social Engagement
- Golf outing with fund raiser
- Toy drive (along with Anthem meeting?)
- Wine tasting CE
- Bidding on secret wine bottles

Branding

- Paper Newsletters
- Paper Legislative Updates
- Create vcard with instructions (how to put CT AHU Logo on email with instructions)
- Social Media
 - Hire a consultant?
 - Twitter – Tweet at all meetings
 - LinkedIn
 - Facebook
- New Website
- Purchase remnant ad space