“It’s All About You”

SAAHU Strategic Planning

UnitedHealthcare Office

June 14th, 2019, 11:00 a.m. – 1:00 p.m.

Attendees: Carla Adams, Fred Cartier, Angela Theesfeld, Gabrielle Gelo, Nedra Clingan, Amanda Lorber, Laura Schrutka, Heather Garcia, Allison DePaoli, Jake Schement, Kathy Ferguson, Angela Theesfeld, JC Rios, Jessica Robertson

Call Meeting to order (11 a.m.)

Fred Cartier

1. Introductions: SAAHU Board
   a. Who you are, who you work for, what do you do
   b. Share one thing we would be surprised to learn about you
      i. Each board member introduced themselves, title, job title, and something surprising about themselves

2. President Welcome: Fred Cartier
   a) Theme – “It’s All About You”
      a. Fred explains his idea behind the theme – It’s all about you. It’s all about you as the member. It’s all about you as the sponsor. It’s all about you in the value you bring. It’s all about us. Keep things simple with the respect of time. Get back to the basics of membership on how we acknowledge and build on networking. Everything is about the members and driving the value of it.
      b. Sponsorship model: if making changes to model, draw value to sponsors. Someone who gives us money, what are we doing for them by giving them the best position, exposure, and access to our association as opposed to requesting money with no delivery.
      c. Vanguard Council: attempt to be innovative and do things differently than in the past leveraged by drawing higher value to larger agencies, create excitement within our business. Angela mentioned reaching out to local colleges/students and introducing internship opportunities.

3. Strategic Goals for 2019-2020 Board Year
   i. Committee Assignments
      a. -3 Goals you hope to achieve in your position during the next 12 months
      b. -Areas you may need help with to accomplish your goals
      c. -1 thing you can do in your role to help increase member/ship involvement
      a. Membership: Gabrielle Gelo
         1. Goals: keep people involved, when people attend events that they feel like they have a purpose for being there, continue acknowledging anniversaries, welcome 3 month new members and actively engage them, reach out to new members, let them know we need them and find out what great ideas they may have. Display loop presentation at monthly meetings (Kelly Bendele) which will include legislative updates, anniversary members in an effort to be constantly reiterating the value of SAAHU and the presence of its members. Create a list of perspective new members and utilize new member website
(Amanda Lorber) to track where they are in engaging. Create a small list of “tasks” for new members to take part in, to mention a few: passing out certificates, nametags, monitor CEs at luncheons, do a better job of acknowledging new members at different events. Budget additional $28/month to invite a perspective member for lunch at no cost to them. In terms of retention, Kelly will continue working the lapse list and hope that ongoing recognition will help with retention. Main focus: engage members from the start. Heather mentioned reserving a seat at each table for a board member in an effort to split up the board and engage their table to ensure that everyone gets to meet and know each other. Nedra mentioned an association would have the name of each department chair listed on each table with their perspective board member in an effort to encourage people to sit at the table they may have an interest in...media, professional development, etc. Future interest discussing organized table facilitation topics and ideas via email. Heather mentioned getting in front of the day of the event by posting pre-meeting note about music trivia starting 5-10 minutes prior to time of meeting and awarding the winning table with an amazon gift card or the like. Additional ideas requested and welcomed via email.

b. Vanguard Council: Jake Schement
   1. Introduced the purpose of Vanguard council being to drive sponsorship, membership engagement, and to reach a different demographic. Goal: committee to have a member from each brokerage agency on it to aggregate a good response and invite from their perspective circles. Ideas: movie in the park, food trucks, grilling, bowling tournament, community service events: back to school, Christmas Angel tree, casino nights, Rodeo / Raffle event. Discussed having a kickoff meeting to introduce Vanguard Council to members including info in the slideshow loop prior to monthly meetings as well as website.
   2. Internship program: Carla volunteered to initiate and spearhead program. September – October having an event that pairs with Highschool football.

c. Star Chapter (Website): Amanda Lorber
   1. Website’s ability to track how many people visit the website, where they are clicking, identify members vs. non-members. Discussed moving off of event bright to Star Chapter to facilitate luncheons and future events with an anticipated date prior to 07/01/2019. Once site is live, it will send out an email to each member to register and obtain username and password which will streamline event registrations. Encouraged email ideas to promote membership, introduce biographies, and additional exposure options.
   2. Social media sharing tools, encouraged members to be active utilizing social media in an effort to drive traffic back to website and create as much exposure as possible. LinkedIn posts 2x/week to include monthly meeting details and relevant industry details. Facebook admins also facilitate social presence.
   3. Calendar – build out for year
   4. Surveys – requesting CE topics of interest

d. Media: Allison DePaoli
   1. Editorial Calendar – list of reporters responsible for insurance

e. Professional Development: Nedra Clingan
   1. Luncheons booked through Sept.
2. **Goals:** end of year hosting mayor, E&O claims topic by an attorney, short term duration plans, self-funding, reference-based pricing, Medicare baselines. Mentioned having table facilitators request topics of interest

f. **Sponsorship: (excluding Symposium)**
   1. **Goals:** expanding and structuring a tiered formatted sponsorship model similar to San Diego chapter, finding a chair (advised should be a broker) to spearhead the committee, focus on next 60 days to roll out calendar year sponsorship opportunities

4. **Budget Review** – requested to be emailed

5. **Symposium** – Kathy will be leading as president elect along with JC and anyone who has interest
   a. Discussed re-formatting a reduced cost to members and including it as an all-inclusive membership cost and supplemented with more people, marketing to non-members, early-bird advertising, agency memberships at a pre-purchased price, RSVP vendor list, pre-paid CEs

I. **Adjourn (1:30 p.m.)**