



2018 Strategic Plan

2/7/18

Member/Board & Event meeting schedule for 2018:

- **Member meetings:** March 14 (Ethics CE), April 11 (Products Fair), May 15 (meeting with Merdiancare CE), July 17 (Mud Hens with Legislative Update), June 21 (NAHU Live –venue tbd), September (Fall products rollout date tbd).
- **Board Meetings:** January 11, March 8, May 10, July 12, Sept 13, Nov 8, Dec 13 (only if budget not approved).
- **Products Fair:** April 11 at St. Lukes Hospital in Maumee
- **Membership social:** We will plan a pure social event within the next 12 months. Perhaps brand this as a “Think Tank”?

Membership Goals: To Recruit 10 new members in 2018. To retain 90% of membership as of 1/1/18.

Elections: Our slate to be presented at the April 11 Products Fair – effective 7/1/18):

- Immediate Past President: Ben Otley
- President: Vicki Donovan-Lyle
- President Elect: Beth Pool
- Vice-President: Sherri Rutter (rotates up the chairs)
- Treasurer: Kim Kinnaird (1 year term)
- Secretary: Ellen Fendley (1 year term)
- Trustee (2 year terms): Kelsey Surface, Karen Irwin (expires June 30, 2020)
- Trustee (1 year of Sherri Rutter’s term remaining): Wendy Schmidt (expires June 30, 2019)
- Continuing Trustee: Denny Recker (expires June 30, 2019)

Awards: We need to recruit / appoint an awards chair separate from our President. The past two years at least, awards have defaulted to the President. Our chapter should work with J & M to identify which awards we are eligible for and between the two of us, apply for awards.

Ken Hall Scholarship: Our goal is to raise \$1000 annually for this scholarship. We will be having a simple fundraiser at our upcoming products fair and continue to promote this scholarship on our website and in member communications / announcements. We award 1 or 2 Ken Hall scholarships annually depending upon fundraising. The scholarship covers registration, travel, ½ of a hotel room and a per diem meal allotment.

Budget: Our 2018 budget (attached) was adopted at our November 2017 board meeting. We have quite a bit of cash on hand and so we approved a slight deficit budget this year.

Medicare/Medicaid Focus: Per the OAHU strategic plan, we are adding some Medicare/Medicaid topics to our member meeting offering (May 15 member meeting with Merdiancare). We believe there is member recruitment opportunity if we can add value to agents engaged in the Medicare market. In addition, we ordered a supply of the NAHU Medicare brochure to provide members at meetings.

BBB Ethics Collaboration: We are in the process of developing a BBB Ethics CE that is specific to the employee benefits industry. We are actually collaborating on the script/scenarios and are offering members to be actors in the modules.

Value Proposition: We need a clear understanding of what our value proposition is and how we provide more value to get members engaged. Our goal is to create a clear value proposition by 12/31/18 and a communication plan to engage members.

Ideas include:

- BBB Ethics collaboration (see above)
- Professional Development – RHU, REBC, (etc.) Designation programs possibly a discount off of designation programs.
- Medicare/Medicaid Focus (see above)
- Ken Hall Scholarship
- Advocacy with legislators (Day at the Statehouse/Cap Con)
- Level Funding / MEWA Education
- Promote Agency List Billing Discount
- Compliance Corner Blog
- 4 hours of CE by being an active member in NWOAHU.
- Legislative / Candidate Forum
 - US Senate: Sherrod Brown (D) and Rob Portman (R)
 - US House:
 - 4 Jim Jordan (R), 5 Robert Latta (R), 7 Bob Gibbs (R), 8 Warren Davidson (R), 9 Marcy Kaptur (D)
 - State Representatives:
 - 03 Therresa Gavarone (R), 04 Robert Cupp (R), 44 Mike Ashford (D), 45 Teresa Fedor (D), 46 Michael Sheehy (D), 47 Derek Merrin (R), 57 Dick Stein (R), 81 James Hoops (R), 82 Craig Riedel (R), 83 Robert Sprague (R), 84 Keith Faber (R), 87 Riodan McCain (R), 88 Bill Reinke (R), 89 Steven Arndt (R)
 - State Senate:
 - 01 Rob McColley (R), 02 Randy Gardner (R), 11 Edna Brown (D), 12 Matt Huffman (R), 13 Gayle Manning (R), 26 Dave Burke (R)
 - Candidates running for office – possible Candidate Forum