

OCAHU 2017-18 Strategic Plan			
<i>Approved by the Board of Directors August 8, 2017</i>			
	<b>Goal</b>	<b>Target Date to Accomplish Goal</b>	<b>Status</b>
<b>President- Elect</b>	Help establish committees to run more efficiently.		
<b>Ryan Dorigan</b>	Assist with Platinum Chapter Status		
	Chair the Business Development Summit		
<b>Immediate Past President</b>			
<b>Maggie Stedt</b>	Review and update Bylaws and Policies and Procedures		
	Chapter and Leadership Development		
	Projects and assistance as requested by President Lopez, Executive Board and Chapter Presidents.		
<b>Vice President of Finance</b>	Create budget.		
<b>Barbara Salvi</b>	Balance budget based upon reality.		
	Work with Finance, Corporate Sponsorship and Gail our Executive Director to grow OCAHU		
	Update executive budget and fiscal strategies and report periodically.		
	Approve and sign expenses for payment processing.		
<b>Vice President of Membership</b>	Achieve membership growth to 400, add 125 new members, achieve 85% retention.		
<b>Tracy Hansen</b>	Target will be Member Retention in 2017/2018		
	Follow PaceSetter for goals.		
	New Member Orientation before a chapter meeting on a quarterly basis		
	Create a Member spotlight in the "COIN"		
	Create a Mentor Program		
<b>Vice President of Legislation</b>	Work with the CAHU leg chair to execute on Statewide Strategies and messaging.		
<b>Rob Semrow</b>	Expand training and promote "Adopt-A-Leg" and increase local in district meetings		
	Continue to build on committee structure, Adopt-A-Leg, etc.		
	Focus on AB562, host 2 to 3 Townhall Meeting in Orange County		
	Attend a Legislator's PAC event		
	Contribute Leg articles to the "Coin"		
	<b>Goal</b>	<b>Target Date to Accomplish Goal</b>	<b>Status</b>
<b>Vice President of PAC</b>	Raise as much money as possible. Ask constantly.		
<b>Joe Partise</b>	Aim for a higher percentage of members contributing.		
	100% BOD Contribution		
	Expand recognition of members at the higher levels of contribution.		
	Establish phone tree to call members to give to PAC		
	Chair the Angle Baseball Event and 2 additional events focused on PAC		
	Report OCAHU PAC results at our OCAHU BOD meetings		
<b>Vice President of Communications &amp; Public Affairs</b>	Provide Quality Featured articles		
<b>Dorothy Cociu</b>	New Member focused Column		

	Existing Member profiles		
	Meet the New Board Page with pictures		
	Sell more ads and coordinate with Sponsorship Chair		
	Add committee members (Proof reader and writer)		
	Media Relations: More members using Social Media		
	More Pictures for our website and Video content from our sponsors		
<b>Vice President of Professional Development</b>	CE Day offer 5 CE's		
<b>MaryAnn Turtanich</b>	Offer CE's at all of our Chapter Meetings		
	Help Organize the BDS Speakers		
	Host a Ethics course for OC members		
	Advertises "Health Insurance Awareness Week"		
	Help with Consumer Education Day		
	Host a NAHU Certification Program		
Golf Ad Hoc Committee Chair	Chair the Golf Committee		
Juan Lopez	Raise \$30k for Cystic Fibrosis		
	Sell all sponsorships		
	Sell 144 golfers		
	<b>Goal</b>	<b>Target Date to</b>	<b>Status</b>
		<b>Accomplish Goal</b>	
<b>Vice President of Corporate Relations</b>	Develop flexible sponsor packages including traditional and non-traditional vendors.		
<b>David Ethington</b>	Contact list for each carrier.		
	Presale sponsors as much as possible.		
	Sell Ads for the "Coin"		
	Retain and grow sponsors		
<b>Vice President of Community Service</b>	Chair the Women in Business Committee (raise \$50K)		
<b>Pat Stifler</b>	Apply for Pacesetter Award and guide the Chapter using PS criteria		
	Apply for Platinum Chapter Status		
	Help plan a NAHU Certification Program		
	Apply for the Flood Award		
	Apply for Media and Website Awards		
	Apply for Distinguished Service and Presidential Awards		
	Help with Golf Tournament and help raise \$30K		
	Find New Venue		
<b>Medicare Ad Hoc Committee Chair</b>	Chair the Medicare Summit Committee for 2017/2018 (Goal \$20K per chapter)		
<b>Maggie Stedt</b>	Create new Medicare Summit Template and rates and help with special sponsors.		