



2022-2023

LAAHU Strategic Plan

Executive

- Have the entire Board achieve NAHU Triple Crown.
- Attain NAHU Pacesetter for 2023.
- Prepare for leadership transition.
- Monitor Budget and Financials.

Membership

- Increase membership by 2%.
- Hold new member orientation meetings at least once per quarter.
- Work on increasing member retention with member contact.
- Develop value information to share at each meeting.
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Education

- Create a strong committee to create value of education courses.
- Offer at least 6 CE courses.
- Promote NAHU REBC.

Communications

- Increase LAAHU exposure by using social media platforms to engage newly licensed agents and Bay Area Communities.
- Inspire and motivate the younger generation of health insurance agents using communications platforms.
- Create an active communications committee.

PAC

- Manage adopt a Legislator. Schedule meetings with our local Legislators.
- Hold meetings at both local and National meeting.
- Develop a packet for outreach.
- Increase PAC donations also NAHU HUPAC donations.