



## **2020-2021 Strategic Plan 7-7-2020** **Sacramento Association of Health Underwriters (SAHU)**

The SAHU Board of Directors recognizes that membership growth, financial health and professional development are the foundation of a strong organization.

### Attending:

Sam Siders; Josh Keller; Rosamaria Marrujo; Michele Meder; Connie Correia; Carmen Perea; Celeste Covey; Conner Deck; Bryan Coppin; Michael Saab; Brian Christy; Lissette Rosenberg

Staff: Helen Ornellas; Jeannie Bruins

Sam opened the meeting and introductions were made. The agenda was reviewed and an ice breaker was presented, your SAHU Board Job, Day Job and, one thing we don't know about you!

Josh reviewed the term and stated he felt it was a good year. Josh spoke about the changes made and quickly the SAHU Board to make changes during COVID – 19. Then thanked the board members for their work.

- Virtual SAHU Business Expo
- Pacesetters Award 6<sup>th</sup> year in a row.
- Gold Certified
- New Web-Site

Sam thanked Jeannie Bruins for her 20 plus years of service. A gift certificate was presented with immense gratitude by the SAHU Board & Past Presidents for \$600.00.



**Vision and Goals - Reference the attached SAHU Strategic Planning Retreat 2020 – 2021 Power Point for the following: See attached PP.**

- **The Vision: Be a valued source of legislative advocacy, networking, and professional development in our industry.**
- **Challenges:**
  - **Outdated look and feel:** Logo to be updated; Web-Site to be launched by 8-1-2020; letterhead, marketing material and social media to be updated with current logo, look and feel. Sam & Rosamaria.
  - **Need more exposure:** Larger reach on social media, Facebook, LinkedIn, Twitter etc. Market further than our current SAHU Membership. Sam, Lissette and Rosamaria.
  - **Virtual present and future:** Build out our SAHU Virtual meeting platform, market outside of our general areas and membership. Meetings virtual until January with 1 in-person event in December, Chili Cook Off. In 2021- Meetings virtual with one meeting per quarter in a mixer format.
- **Goals 2020-2021 and beyond:**
  - **More new members 200 members - due July 1<sup>st</sup> 2021**
    - **Each BOD brings in 2 new members – due 6/30/2021**
    - **Social Media Exposure – 2 posts per month – due each month**
    - **Membership blitz – due 2/28/21**
    - **Market Account Managers and other service staff for conversion to full membership later.**
  - **Virtual Meetings**
    - **Calendar review**
    - **Plan for 2021 and beyond – due 10/1/2020**
      - **In-person + virtual (two-in-one) meetings – due Jan 2021**
    - **Advertising – due monthly**
      - **Each BOD promotes on social media**
      - **E-blasts**



- **SAHU Refresh**
  - **New logo – due 8/1/20**
  - **New website – due 8/1/20**
  - **New e-blasts – due 8/1/20**
  - **Member Survey on our changes – Due 2/1/21**
- **More Exposure**
  - **Social Media**
    - **Each BOD post monthly about SAHU**
    - **SAHU posts twice per month**
    - **SAHU Survey**
  - **Partner promotions – due monthly for events**
    - **Email template – due 10/1/20**
  - **E-blast Refresh**
    - **New timeframe**
    - **New look – due 8/1/20**
  - **Website Refresh – due 8/1/20**
    - **Post SAHU Member Meetings & Events for Free/ Fee Based**
    - **Social Media push from web-site**
- **SAHU Board of Directors Goals**
  - **Individual chair goals due next board meeting**
    - **What do you want to accomplish during your term?**
    - **Please include due date**
- **SAHU Board of Directors Positions and Responsibilities**
  - **Review job descriptions**
  - **Committees**
  - **Meet with previous Chairperson**
  - **CAHU Calls**
  - **Monthly Board Meetings**
  - **Monthly Board Reports**



- **2020-2021 Budget Review – Jeannie Bruins and Carmen Perea**
  - Need to review is there is going to be 2 SAHU Expo's and SAHU Golf Tournaments in one budget year?
  - Everything else was good.

**SAHU Board Meeting – Called to order – 11:55AM**

- **YTD P&L Review – Carmen Perea and Jeannie Bruins**
  - Motion to Accept the P&L – Josh- Moved – Connie 2<sup>nd</sup>- Passed
- **2020-2021 Budget – Approved**
  - Motion – Michael Saab- Moved Michele Meder 2<sup>nd</sup>- Passed
- **Reviewed the 2020-2021 Calendar**
- **Email motion to purchase flowers for Jeannie Bruins up to \$100. Michele Meder Moved – Carmen Perea 2<sup>nd</sup> – Passed**

**Meeting adjourned – 12:22 PM**

**SAHU Executive Director – Helen Ornellas**