



## **IEAHU Strategic Plan 2021-2022**

### **1. Grow Chapter's Membership**

- a. Increase broker membership.
- b. Highlight the value of membership.
- c. Commission a Membership Team.
- d. Provide professional development to improve industry knowledge and skills.

### **2. Engage chapter members in Legislation and PAC**

- a. Commission a Legislation Team.
- b. Increase member participation in Adopt-A-Leg program.
- c. Develop a chapter Leg/PAC Day to include local legislators. "Adopt-A-Leg Day"
- d. Increase members PAC donations.

### **3. Strengthen our chapter's Community Involvement**

- a. Commission a Community Outreach Team to foster relations and develop partnerships within Inland Empire community at large.
- b. Strengthen Carrier, GA and Impact Partner relationships.
- c. Create public awareness and increase communication for service projects that our chapter is doing within the IE community.
- d. Develop a communication strategy to engage membership, partners, and the public to include press releases, newsletters, and social media posts.

### **4. Develop a Chapter Marketing Strategy**

**IEAHU Mission Statement:** To promote and support the community of health insurance professionals, to educate themselves and the public and influence Legislation to promote quality health care.

**IEAHU Vision Statement 2021-2022:** To provide insurance professionals with tools, resources, and services to succeed in serving the Inland Empire community.