

## Minnesota Association of Health Underwriters 2023-2024 Strategic Plan

In 2023-2024 year, we have several initiatives to accomplish. The leadership team is focused on achieving the following goals during this term:

- Formally updating the name and branding from MAHU to NABIP MN aka National Association of Benefits and Insurance Professionals Minnesota.
- Continue to grow and retain our members.
  - Add to our Minority Membership.
  - Expand and enhance our new member onboarding and experience.
- Increase contributions and awareness to the National and State Political Action Committees.
- Maintain and execute fantastic social events.
- Increase volunteer participation for committees and events.
- Manage the association in alignment with the Landmark Award (chapter success measurement) guidelines.
- Continue to execute and grow fantastic annual events.
  - Medicare Summit
  - Employee Benefit Conference