



NABIP

NABIP Utah Strategic Plan 2023-2024

Presidents Goals:

- Increase Membership. (10%) – 2 members per month
- Create a more robust atmosphere of Camaraderie.
 1. Greeter at each event
 2. Member Appreciation Event
 3. Carrier Day
 4. Add employer education into symposium or separate event
- Host a Charity Event – Toys for Tots in Dec / Food Drive in April or May
- Move Towards Quarterly Fun Events
- Win the Landmark, Website Awards and Increase Chapter Certification to Platinum.

Presidents Chairs

NABIP UT PAC

- Grow the PAC \$9600 now to \$15000 per year or - \$750 per month
- Grow NABIP Pac - \$5900 to \$10000 or \$350 per month
- Publish list of PAC donations – Monthly – donors and recipients

Legislation

- Take Position on Legislative issues / Propose Alternatives – Publish once per quarter via email blast and social media.
- Transparent Activities – Monthly submission in newsletter
- PR Opportunities – one per quarter

- Virtual /Live Legislative Town Hall – January 2024
- Update list of Legislative Achievements – Prior to start of session

Secretary

Media Relations

- Increase our presence – See Social Media
- Advertising with Tribune – Once per quarter
- Increase social media feed, LinkedIn, TikTok, Instagram – twice per month

Membership & Retention

- 2 new members per month
- Create potential membership list – Monthly email
- Years of membership recognition at monthly meetings

Treasurers Chairs

Professional Development

- Promote events on social media – for every CE Event
- Every other month in person for CE – 2x per quarter
- Participation across the board on CE Classes –
- 2 CE classes per month in slower months – March, May, July, August

Public Service

-

Parking Lot

- Virtual Chapter
- Increase attendance at day at the capitol
- Increase attendance at CAPCON
- Review mission statement
- Review Vision Statement
- Update Bylaws

- Update P&P's
- Hire a PR firm
- Spin off NABIP Mobile App
- Generate CE Presenters
- Convert PAC donations to digital.