

**NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS
POLICY & PROCEDURE**

POLICY TITLE:	Membership Council Structure
CLASSIFICATION:	Membership
POLICY NUMBER:	06-01-MB
DEPARTMENT COORDINATOR:	Membership
MOTION:	Lisa Hughes
DATE APPROVED:	
DATE AMENDED:	May 18, 2015
SUNSET DATE:	2018

PURPOSE: To create, develop and communicate effective tools that will assist state and local chapters for recruiting and retaining members. These tools will enhance the membership experience as value added benefits. The Membership Council will work together with all other national committees to develop sound strategies to show the value of NAHU's membership and grow the association.

POLICY: The Membership Council provides membership advice to NAHU's Board of Trustees and promotes communication of membership issues among NAHU's members and chapters. The Council will meet regularly by phone and in person at the National Convention. The Membership Council in its structure and operation shall conform to the NAHU bylaws.

PROCEDURES:

- I. Membership Council Team: This team will be comprised of the following individuals:
 - a. Membership Council Chair
 - b. Membership Council Vice Chair
 - c. Membership Council Manager
 - d. BOT Liaison for Membership Council
 - e. NAHU President
 - f. Executive Vice President
 - g. Staff Liaison
 - h. Regional Membership Council Chairs
 - i. Appointed Working Group Members
 - j. Appointed At Large Membership Council Members

- II. Membership Council Chair: This individual, appointed by the President of NAHU, will serve as Executive Officer of the Council, will represent the Council on the Board of Trustees and other NAHU bodies. The chair will direct the policymaking efforts of the Council and will serve as Chair of the Membership Management Team to establish goals and directions for the Council. The chair will work directly with the Regional Membership Council Chairs regarding state and local issues within their respective regions. The Chair will work closely with all NAHU committee chairs in conjunction with the Joint National Committee structure.

- III. Membership Council Vice Chair: This individual, appointed by the President of NAHU on the recommendation of the President-elect will work with the Regional Membership Council Chairs on membership growth and retention, other projects as assigned by the chair and will serve on the Membership Management Team.
- IV. Membership Council Manager: This individual, appointed by the Membership Council Chair, will help the Membership Council Chair and Vice Chair develop strategies to add and retain members, assist the Regional Membership Council Chairs on communicating and implementing membership strategies to state and local chapters and work with all NAHU committees on projects that will enhance the membership experience.
- V. Membership Council shall coordinate and monitor national and state and local chapter recruitment and retention activity, recommending appropriate action to the BOT, and monitoring ongoing projects being coordinated between Council members and staff. They shall develop membership initiatives for the Association and recommend adoption of such initiatives to the BOT. They will review and analyze existing and prospective member benefits and programs with specific recommendations when needed and will develop and implement a membership contest that includes rewards for retention and recruitment.
- VI. Regional Membership Council Chairs: These individuals, one from each region of NAHU may be appointed as described in this policy and procedure, and will be responsible for:
 - a. Participating in Membership Council meetings.
 - b. Soliciting opinions, comments and suggestions from the states or locals in their region regarding proposed and existing policy.
 - c. Assist states and locals in need with requests for membership guidance.
 - d. Facilitate communications between the Membership Council, state and local Membership Chairs, and RVPs to ensure that NAHU policies and actions are effectively communicated and disseminated to members, and report their states' and locals' issues to the Membership Council.
 - e. Telephone calls to state and local membership chairs and/or presidents to discuss membership developments in each local and state and nationally. The call frequency will be determined by the National Membership Chair.
 - f. Update RVPs on membership activity in their regions.
- VII. Appointed Working Group Members:
 - a. Working group members will be appointed by the National Membership Chair and subject to approval from the NAHU president.
 - b. The purpose of the working group is to generate ideas and to develop membership strategies, tools and resources that are essential to the growth of NAHU membership. The group will be led by the Working Group Leader, who will be appointed by the National Membership Chair.
- VIII. Appointed at Large Membership Council Members:
 - a. At Large Membership Council Members will be appointed by the National Membership Chair and subject to approval from the NAHU president.

- b. The Appointed at Large Membership Council Members will focus on projects and tasks as needed by the MMT, the membership council and will be directed by the National Membership Chair and/or Vice Chair.
- IX. Board Liaison: The President of NAHU shall appoint a member of the Board of Trustees to serve as a member of the Membership Council in order to facilitate communication between the Council and the Board of Trustees.
- X. Staff Liaison: The Executive Vice President will assign the Vice President of Member & Corporate Relations as liaison to work with the Membership Council on an ongoing basis. This individual will facilitate the activities of the Council.
- XII. Membership Management Team: This team will be comprised of the following individuals:
- a. Membership Council Chair
 - b. Membership Council Vice Chair
 - c. Membership Council Manager
 - d. BOT Liaison
 - e. NAHU President
 - f. Executive Vice President
 - g. Staff Liaison

This group will serve to coordinate actions of the Membership Council and the BoT. This group shall also serve as the emergency membership action team, acting for the Membership Council in situations where it is impractical to convene the entire Council. Any matters shall be reviewed by the whole Membership Council whenever possible, prior to presenting to the BoT. This group, in its structure and procedures, will act in accordance to the NAHU bylaws.

- XIII. Appointment and Service of Regional Membership Council Chairs. The National Membership Council Chair, the RVPs and other appropriate officers, at least 30 days prior to the National Convention, will appoint the Regional Membership Council Chairs. The incoming Council Chair and RVP will choose a person(s) who they feel will be able to perform all the duties of the position and make a recommendation no later than 60 days prior to the National Convention. Only active members of NAHU in good standing may serve as Regional Council Chairs. The appointed Regional Council Chairs will be notified of their selection by the National Membership Council Chair. The Membership Council Chair shall make recommendations to the incoming President-Elect concerning the appointment of the Membership Council Vice Chair.
- XIV. Limit on Council Service: Service on any council or committee will be limited to four years. Service for one year as Vice Chair and one year as Chair or any service as a liaison from the Board of Trustees shall not count towards this limit. Service on any one committee or council shall not count toward the limit on membership on any other committee. 120 days before the change of Board terms, staff will provide to the Council Vice Chair a list of all council members and the length of their service on the Council.

Individuals who have served on the Council for four years as noted above shall not be reappointed.

- XV. **Council Participation and Voting:** While all individuals, including non-members, staff and other invited parties assigned or appointed to the council, may actively participate in meetings, teleconferences and electronic discussions, only active NAHU members in good standing serving as Chair, Vice Chair, Council Manager or Regional Membership Council Chairs shall be authorized to vote on decisions made by the council. The Council chair will actively solicit the views and input of all council members and all members may participate in polls of the council and “straw votes”, provided that these votes are non-binding and are taken to determine the prevailing opinion of the council as a whole.
- XVI. **Notification of Scheduled Meetings and Teleconferences:** Council members will be notified no later than one (1) week prior to the actual meeting or teleconference date by e-mail or verbal communication. This notification will be initiated from the national office by the council Chair.
- XVII. **Minutes:** All committees shall take and maintain minutes as described in Chapter 21 of the Standard Code of Parliamentary Procedures. The staff liaison shall distribute these minutes to the BoT and Membership Council and minutes shall be posted on the Board web site or distributed by mail or email to the Chapters

FINANCIAL IMPACT: None