

**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
SECONDED:	Scott Leavitt
DATE SUBMITTED (INITIAL):	May 4, 2006
DATE APPROVED:	June 12, 2006
SUNSET DATE:	2012

PURPOSE: The Membership Council supports and strengthens NAHU's mission by increasing membership through recruitment and retention efforts. It also plays an advisory role in assisting Regional Vice Presidents with the development of new chapters and partnerships. Finally, it helps to develop projects and programs judged of value to state and local chapters.

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. BOT Liaison for Membership Council
 - d. NAHU President
 - e. Executive Vice President
 - f. Staff Liaison
 - g. Regional Membership Chairs
 - h. Regional Retention Chairs

- 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 Chairs regarding state and local issues within their respective regions

- III. Membership Council Vice Chair: This individual, appointed by the President of NAHU on the recommendation of the President-elect, will serve as the Retention Officer of the Council and will serve on the Membership Management Team. The Vice Chair will coordinate the retention efforts of the council. The Vice Chair will work directly with the

Regional Retention Chairs regarding state issues within their respective regions and on other projects as assigned by the Chair.

- IV. Membership Council shall co-ordinate 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
- V. Regional Membership Chairs: These individuals, one from each region of NAHU, will 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. Hold monthly teleconferences with state membership and retention chairs to discuss membership developments in each local and state and nationally.
 - f. Update RVPs on membership activity in their regions.
- VI. Regional Retention Chairs: These individuals, one from each region of NAHU, will be appointed as described in this policy and procedure, and will work with their states specifically regarding the retention of current members. They will also be responsible for:
 - a. Participating in Membership Council meetings
 - b. Soliciting opinions, comments and suggestions from the locals and states in their region regarding proposed and existing policy
 - c. Assist locals and states in need with requests for membership retention guidance.
 - d. Facilitate communications between the Membership Council, state and local Retention Chairs, and the RVPs to ensure that NAHU policies and actions are effectively communicated and disseminated to members, and report their local and state issues to the Membership Council.
 - e. Participate in monthly teleconferences with state membership & retention chairs to discuss membership developments in each local and state and nationally.
 - f. Update RVPs on retention activity in their regions.
- VII. 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.

- VIII. Staff Liaison: The Executive Vice President will assign the Vice President of Membership as liaison from the staff to work with the Membership Council on an ongoing basis. This individual will facilitate the activities of the Council.
- IX. The Membership Council will also have as non-voting, advisory members one representative of each of NAHU's Advisory Groups. These individuals will provide input on relevant membership initiatives and take problems or questions back to their Advisory Group for discussion and action and recommendations back to the Membership Council.
- X. Membership Management Team: This team will be comprised of the following individuals:
- a. Membership Council Chair
 - b. Membership Council Vice Chair
 - c. BOT Liaison
 - d. NAHU President
 - e. Executive Vice President
 - f. 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.

- XI. Appointment and Service of Regional Membership and Retention Chairs: The President of NAHU, with the advice of the Membership Council Chair, the RVPs and other appropriate officers, at least 30 days prior to the National Convention, will appoint the Regional 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 decision of the President will be communicated to the RVP, Council Chair and to the appointed Regional Chair in writing. The Membership Council Chair shall make recommendations to the incoming President-Elect concerning the appointment of the Membership Council Vice Chair.
- XII. Limit on Council Service: Service on any council or committee will be limited to four years. Service for one year as Vice Chairman 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 President-elect, RVPs' and Council Vice Chairs 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.

- XIII. **Committee 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, or Regional Membership or Retention Chair 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.
- XIV. **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.
- XV. **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