

Senior Level Engagement Task Force

Purpose:

The purpose of the Senior Level Engagement Task Force is to identify and develop specific opportunities to engage senior-level professionals within the Association, both through professional development opportunities as well as Association involvement.

Relevant Strategic Plan Objectives:

- Critical Issue 2: Networking
 - Goal 2.2: MACUHO will foster opportunities for professional growth and development through interactive membership.
 - Objective 2.2.1: Engage each level of professional within MACUHO
- Critical Issue 3: Outreach
 - Goal 3.1: MACUHO will maximize efforts to recruit and retain new organization members.
 - Objective 3.1.2: Utilize currently active mid-level professionals and CHOs to engage new professionals within the region
 - Goal 3.3: MACUHO will maximize efforts to recruit and retain members.
- Critical Issue 4: Research
 - Goal 4.3: MACUHO will initiate research to create increased membership and/or participation through data driven decisions.
 - Objective 4.3.1: Explore CHO involvement.

Specific Objectives:

- Utilize current assessment data and trends, as well as the information from previous task forces to determine current needs of senior-level professionals
- If necessary, conduct additional survey to gather information
- Review initiatives and efforts of other regions as it pertains to senior-level professional offerings
- Make recommendations to the Association for how to move forward, including if and whether MACUHO is uniquely positioned to support this population

Timeline:

January-November 2017

- January 2017—Committee convenes
- June 2017—Task Force update at Summer Summit
- September 2017—Report to Exec Board for Review
- November 2017—Final Report and discussions at business meeting/Conference