



2023-2024 NABIP Florida Strategic Plan

Our Mission

Our mission is to protect the consumer's future. To accomplish our mission, we will strengthen the insurance marketplace by advocating effective legislation, ethical leadership and professional standards, and by educating our members and the consumers they serve.

Our Vision

Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.

Theme – G.S.D.

- Get
- Stuff
- Done

State Board meetings

Goal: Encourage participation

1. We will continue to hold all meetings in Orlando -central location for everyone to come together in person, so we can build on each other's energy.
2. We will continue to hold a President's Round Table night before the board meetings.
3. All board members are expected to attend meetings in person – no Zoom options.

Membership

Goal: To increase membership by 10%.

1. We will effectively communicate the value of membership to both our current and future members.
2. Need to engage younger members through social media platforms. Increase our presence.
3. Engage new members. Encourage new member engagement by offering a discount for symposium registration. New Member Mixer/Orientation in conjunction with Symposium each year.
4. Membership Campaign
 - i. 1st campaign – 8/1-10/31; growth goal is 10%
 1. Add in how many LinkedIn members on local chapter page
 2. Winner - \$250 to local chapter for growth; \$250 to local chapter for LinkedIn growth (can be different chapters)
 3. Press release with winner(s)

State Projects

Goal: To show support of our local Chapters

1. Angela will visit all Chapters to encourage engagement and show state support.
2. Look into a possible Virtual Chapter option for areas with no true local option
3. Chapter Leadership team to work with each local Chapter to become Silver or Gold Certified
4. Chapter Leadership team to work with State Chapter to earn Blue Ribbon of Excellence
5. Work with/Mentor struggling Chapters with membership engagement, leadership, membership
6. Awards Chair and Membership chair to offer monthly calls to local chapter for support
7. Professional Development Opportunities
 - Increase CE classes/new classes added

Symposium/Summit 2024

Goal: To hold a successful State Event that brings education to members and provides revenue for the state.

1. Keep the Benefits and Medicare events together
2. Rework the management and committee structures to encourage coordination and cohesiveness but keep the Event Chair as one person.
3. Symposium Chair will be Morgan Campbell.
4. Add a Legislative piece to show additional value