

**HFMA Regional Executive Council
November 17-18, 2019**

At the Regional Executive Council meeting held in November 2019, the REC evaluated the 2019-20 Dashboard, Chapter Success Plan and DCMS Award levels. The REC developed new metrics for the 2020-21-chapter year to track individual chapter, region and association performance. The Dashboard, Chapter Success Plan and DCMS Award levels will include elements in Individual Membership Growth, Value and Engagement. The council aligned the above to help chapters focus on key elements driving success.

The REC discussed everything from a perspective of the Association, Region and Chapter level.

Dashboard:

Dashboard 2020-21		
<i>Membership</i>	<i>Value</i>	<i>Engagement</i>
Individual Growth 3% Target	Education Quality - 65%	Online Education
Individual Growth 5% Stretch	Net Promoter Score = 50 average	Live Events
Enterprise Members	Semi Annual Survey Oct/April	Certification
Individual Members		Networking
All Access Student Members		Online Access
		Online Communities
		Volunteerism/Founders
*Individual Membership goal is calculated by the June 1, 2020 start count		
**After June 1, 2020 any member converted from Individual Member to Enterprise Member will be eliminated from the start count		

Membership Growth

The council agreed that Individual Membership Growth chapter target goal of 3% and stretch goal of 5%. This goal is calculated by the June 1, 2020 start count for the Association. After June 1, 2020 any member converted from Individual Membership to Enterprise Membership will be adjusted from the start count. This goal will be achieved with Chapter, Region and Association collaboration.

Value to the Member

Net Promoter Score from the Membership Satisfaction Survey – traditionally the survey has been sent in the Fall each year. The target for Net Promoter Score is 50 and the survey will be sent out semi-annually to provide a pulse of the membership more than once a year.

Education Quality

The council set the Education Quality target at 65%. All events registration and survey completed in Cvent will be eligible for a chapter’s top three events regardless of other association/chapter involvement.

Engagement

The council determined in order to understand the involvement of each member, we need to continue to capture data for how members were engaged in some way with HFMA. This could include networking, live events, online education, certification, volunteerism, accessing Online communities and information. The information will be captured at the chapter, region and association level.

Chapter Success Plans

Chapter Success Plan 2020-21		
<i>Membership</i>	<i>Value</i>	<i>Engagement</i>
Individual Growth	Net Promoter Score	Certification - all levels
Individual Retention	Education Quality	Succession Planning
Innovation	Enterprise Communication	Networking
	Innovation	Collaboration
		Passion
		Innovation
Due Date for Chapter Success Plans - June 1, 2020		
Quarterly Updates		
4 required elements and 1 must be Individual Membership Growth		

The Chapter Success Plan is designed to help chapters focus on key areas for improvement and sustaining excellence at each individual chapter performance level. The Plan will include Chapter Status, Goals and Objectives, Method to Accomplish, Target Dates, Completion % and an area to provide a status update. The menu options align with the Dashboard. The chapter will identify four metrics to include one in Individual Membership Growth.

The RE, RE2 and RE3 will support and encourage the chapters to understand and support the Enterprise client goals. The Association has committed to regular communication with the chapters, regional executive team and Enterprise Client. This is strongly recommended to be included in the CSP.

DCMS Awards for 2020-21:

Award of Excellence Individual Membership Growth:

Individual Membership Growth of 5%

Award of Excellence Value:

Education Quality to achieve a score of 70% or 10 percentage point increase

Award of Excellence Engagement:

The council determined that more data is needed to set award level.

Success Award:

The council created a new award to support positive outcomes from the Chapter Success Plan. Each chapter and region can submit one application to include supporting documentation, for the following five categories:

- Best Membership Growth
- Best Value
- Best Engagement
- Innovation
- Passion

The top 5 will be selected in each category, the top finalists for each chapter and/or region will submit a video 90 seconds or less to be played at the Annual Conference Volunteer Recognition Gala. The winners will be announced LIVE.

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