

**HFMA Eastern Michigan Chapter
Membership / Member Involvement Committee
2017 Report**

Chairpersons: Aaron Moore Chair, Hayley Koetje Co Chair

Activities 2017:

1. Committee Meetings
 - a. Chair and Co-Chair met to discuss strategy as needed
2. Recruitment and Retention
 - a. Focused on the effects of Enterprise
3. Student Membership
 - a. Presentation at EMU two times. Data shows more interest at the graduate level.
 - b. Attended Wright State University accounting event, had booth
4. Mail Chimp
 - a. Set up account with separate hfma email
5. Applied for Yerger

2018-2019 Goals:

1. Committee Development of 4 Members, potential replacement for Chair
2. The continuation of the college student membership initiative
 - a. Plan Events at Top Of Semester Wayne State and EMU
 - b. Reserve Rooms for social events at that time
 - c. Execute presentation and invitations to events
 - d. Send Invitations immediately after presentation
 - e. Gather members for social event
 - f. Execute Social Event
3. Coordinate launch of Certification at WSU, Offer to EMU
4. Set Up Mail Chimp with email roster for thank you emails, new member recognition, and renewal reminders.
5. Target letters sent to physician practices for distribution with follow up calls to coincide with national's plan. **GOAL (15 PHYSICIAN MEMBERSHIPS)**
 - a. Contact HR for email distribution regulations. HFHS, Beaumont, DMC, and Trinity.
6. Focus on HFMA Enterprise Report
7. Phone campaign to focus on retention of members not renewed. Assess Goal minus Enterprise.
8. All new members get welcome letter and concierge call.
9. New Member Social Event

Future Meetings:

Budget:

Requesting \$600 for 2 student events 1 New Member Event