

## Chapter Volunteer Initiative E-mail Communication to Chapter Leaders

(January 12, 2015)

As we discussed during the 2014 Fall Presidents Meetings, as HFMA faces the challenge of continuing to sustain the high levels of performance delivered by chapters, an initiative is being undertaken to examine the current chapter infrastructure. This includes assessing the current state, looking at trends in volunteerism, membership and the profession, and seeking alternatives that would reduce the administrative burden on chapter volunteers. Some of the alternatives under consideration would accommodate the increasing demands on a volunteer's time by both job and family as well as new generational attitudes regarding why, how and with whom we associate.

HFMA retained Mariner Management, an outside consultant who specializes in non-profit and chapter work, to help the association engage chapter leaders, members and staff in a strategic process to meet the challenge. As part of this process, Mariner Management working with HFMA staff, conducted interviews with key volunteer leaders, the immediate past RE, current RE and RE elect of each region, and conducted an electronic survey of all chapter presidents and president-elects. A task force of stakeholders was convened, including representatives from each region and staff, to review the output from the interviews and surveys, examine all parts of the system and identify ways to continue serving our members and the industry at the local level.

The Task Force considered critical societal and association trends as well as trends in the healthcare financial management profession. They then developed a proposal and presented the principles of the proposal to the Regional Executive Council (REC) and HFMA Board of Directors at their November 2014 meetings. Both the REC and HFMA Board embraced the principles of the proposal and empowered the Task Force to develop a structure to support further exploration of the tenets and elements of the recommendations contained in the proposal.

The work of the Chapter Volunteer Initiative Task Force presented a vision and framework for a "New Local HFMA" that would offer a variety of programs to help members learn, share, connect and act. While traditional in many respects, the programs will reflect a primary emphasis on quality and incorporate 21<sup>st</sup> century technology. HFMA has outlined a structure to manage, investigate, pilot and then, ultimately, make recommendations to the Regional Executive Council and the Board of Directors on the elements of the proposal.

### Supporting Volunteer Structure

A Steering Committee appointed by the National Board will be formed to oversee the Chapter Volunteer Initiatives. A number of Ad Hoc Task Forces, one for each of the elements of the recommendation will also be formed with each task force having their own make-up, charges and recommended competencies.

The Steering Committee will report to both the REC and HFMA Board of Directors and will be comprised of a Chair, one representative from each region, the Chair and Vice Chair of the Regional Executive Council, plus HFMA's Vice President, Chapter Relations & HR and Director, Chapter Relations in ex-officio roles. The potential length of the assignment is three to four years, but could be in two 2-year terms, with a rotation. Members of the Steering Committee will be appointed by the HFMA Chair in early 2015. The first Steering Committee Meeting is March

20, 2015 in Chicago. Once the recommendations are prioritized by the Steering Committee, a general call for volunteers for Ad Hoc Task Force members will be published in April 2015.

Ad Hoc Task Forces will be comprised of a Chair plus three to five other members who have demonstrated interest and competence in the Task Force's area of concentration. The anticipated length of the assignment is 6 – 9 months of task force work plus 1-2 months post-pilot, to draft and make recommendations to the Steering Committee.

HFMA National will continue to send periodic updates to chapter leaders as more information becomes available. If you have a question or comment, please contact your Regional Executive for additional information.

Regards,  
Joe

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