

## HFMA Regional Executive Council November 6-7, 2021

The Regional Executive Council updated the DCMS year to follow the HFMA fiscal year of June 1-May 31 and also mandated that chapters meet the requirements within the DCMS policy to be eligible for awards for that Chapter year.

### Dashboard

<i>Membership</i>	<i>Engagement</i>
Individual Growth 3% Target	Online Education
Individual Growth 5% Stretch	Live Events
Enterprise Members	Certification
Individual Members	Networking
All Access Student Members	
**After June 1, 2022 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, 2022 start count for the Association. After June 1, 2022 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.

### 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, and certification. The information will be captured at the chapter and association level.

Networking Events: The Council set Networking events to four events to include live or digital. Networking Event to be included in education event or standalone, both have to be entered as an event in Cvent (registration is not required).

### Chapter Success Plans

The Chapter Success Plan is designed to help chapters focus on key areas for improvement and sustaining excellence at each individual chapter performance level. Choose three goals for your chapter to pursue in the 2022-23 chapter year surrounding the following three categories: Value, Engagement, and Innovation. You should create one goal in each of the three categories. Complete a narrative around each goal, explaining why the goal was chosen and how it will be measured. You will be asked to provide verbal updates on these goals during Regional calls throughout the year.

These categories align with the three categories to choose from when submitting applications for the 2022-23 Success Awards.

### Success Award

This award supports positive outcomes from the Chapter Success Plan. Each chapter and region can submit one application to include supporting documentation, for the following categories:

- Value
- Engagement
- Innovation