Board of Directors

- Quarterly review & accountability of Collaborative Applied Systems/ASCnet Operational Objectives
- Increase focus and definition of education content provided by ASCnet and by Applied Systems
- Enhance the relationship with Applied Systems to create ongoing, bi-directional communication to be a strategic partner who is "at the table" in discussion and sharing of their product plans
- Increase collaboration with Applied Systems to connect with new members and prospects

Member Relations Committee

- Work with Applied Systems to share member/client data to improve membership service and acquisition*
- Create effective "on boarding" process for new Applied Systems customers*
- Restructure and reenergize the Mentor/Mentee program
- Implement new member to member and staff to member, targeted outreach program to all members
- Collaborate with Communications & Marketing Committee to develop messaging of ASCnet value for delivery through ASCnet and Applied Systems

Chapters Committee

- Build franchise value of chapter
- Implementation and ongoing development of managed chapters
- Expand marketing of chapter meetings to members and non-members*
- Collaboration with Applied Systems on chapter membership recruitment*
- Chapter leadership development – working with LEAD
- Identify and utilize resources available to chapters from both ASCnet and Applied Systems *
- Restructure Committee to increase participation and communication to all chapter officers

Communications and Marketing Committee

- Implement monitors for the Community
- Enhance ASCnet News content offering by increasing blogs and independent article postings
- Collaboration with Member Relations Committee and Applied Systems in developing membership and system campaigns*
- Continue to enhance Socious offerings
- Continued development and implementation of a consistent social media strategy

Product Advisory Committee

- Review committee to determine agency/brokerage demographics, role in agency/brokerage, and whether their skills are more strategic or tactical when working with and in the Applied System
- Identify committee members as potential sprint reviewers as well as client sponsors for "sandbox" (beta) testing*
- Work in concert with Applied Systems as a valued participant in their product development commensurate their strategic goals and client satisfaction*
- Create Canadian Team with focus on unique Canadian product issues

*Collaborative Initiatives with Applied Systems

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Operational Plan for 2013

Industry Solutions Committee

- Partnering for Efficient Workflows - meet personally with Carriers to encourage expanded offerings and understanding of ASCnet Priorities
- Collaborate with Applied Systems to increase Interface awareness and implementation and drive thought leadership to all industry audiences*
- Promote Commercial Download to increase carrier offerings and agent utilization*
- Work within industry groups to improve password experience
- Support member initiatives to effectively implement social networking and mobile technology
- Provide member support via ASCnet.org, ASCnet Forums, and Ask the Expert sessions
- Create Canadian Team with focus on unique Canadian industry/standards issues
- Work with LEAD to cultivate ASCnet leadership
- Revamp Pathways to Success TENCon presentations*

Education Committee

- Develop Epic curriculum for delivery through ASCnet Chapters
- Create programming targeting new Applied Systems customers to assist Member Relations with "on boarding" process
- Continue to collaborate with Applied Systems on education program development and delivery for all Applied Systems products*
- Presenter development – work to identify and develop more ASCnet user members as presenters*
- Develop with Applied Systems month-end and year-end accounting sessions*
- Restructure the Education Committee to ensure the following: maximum number of agency members, staggered term limits, active participation, and an equal distribution of membership based on size of agency and type of system

LEAD Committee

- Improve the volunteer database to track and maintain potential volunteer leaders
- Address the leadership development needs with training and information that will best prepare the volunteers to grow and succeed
- Communicate effectively with all stakeholders to enhance the members' awareness and knowledge of LEAD
- Conduct member-at-large election for position on LEAD Committee to be available effective January 1, 2014
- Slate Board directors and officers for the positions that will be available for terms effective January 1, 2014
- Develop metrics to assess our effectiveness

*Collaborative Initiatives with Applied Systems

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Applied Systems Client Network