

**MIAA STRATEGIC PLAN**  
**FOR**  
**FISCAL YEARS 2017-2019**  
Adopted by the MIAA Board of Directors June 14, 2017

**MIAA Mission:**

To support, promote and represent the common business interest of independent insurance agents and their firms, consistent with the best interest of the insurance-buying public.

**STRATEGIC GOALS/AREAS**

➤ **Education**

**Statement of Direction** – Become the preferred provider of educational offerings for Maine insurance agents and brokers.

**Success Factors** – All methods of achieving relevant, continuing education can be obtained through the Association and participation continues to grow.

➤ **Technology**

**Statement of Direction** – Become the technology resource for its members.

**Success Factors** – Continued participation with the IIABA Agents Council on Technology and continued staff training on, and the purchase of, the latest technology tools.

➤ **Workforce Development**

**Statement of Direction** - Attract young talent into the insurance industry.

**Success Factors** – Increased number of Project InVEST Schools in Maine and continued close relationships with colleges that offer insurance courses. Continued outreach to Maine High Schools regarding careers in insurance and continued Internships with graduates.

➤ **Branding & Advocacy**

**Statement of Direction** - Make membership in the MIAA essential for business success.

**Success Factors** – Increased consumer advertising of the Trusted Choice Brand in Maine and promotion of trustedchoice.com. Continue serving as the unified voice for independent insurance agents and brokers in Maine. Established relationships with Governmental Officials and State Bureau's.

➤ **Communication**

**Statement of Direction** - Improve the MIAA's value proposition to its members.

**Success Factors** – Increased member usage of association services through agency visits and the use of social media.

➤ **Non-Dues Revenue**

**Statement of Direction** – Decrease reliance on membership dues revenue.

**Success Factors** – Increased usage of MIAA sponsored insurance and non-insurance products.