



Strategic Planning 2026

Re-Engaging Our Members

May 1, 2026

Visit Our Website
www.mahima.org

MaHiMA

MAHIMA Affiliate
Massachusetts Health Information
Management Association

Agenda

Welcome

9:00 – 9:05 AM

Overview of Process

9:05 – 9:15 AM

Reflection Exercise

9:15 – 9:40 AM

Breakout Groups

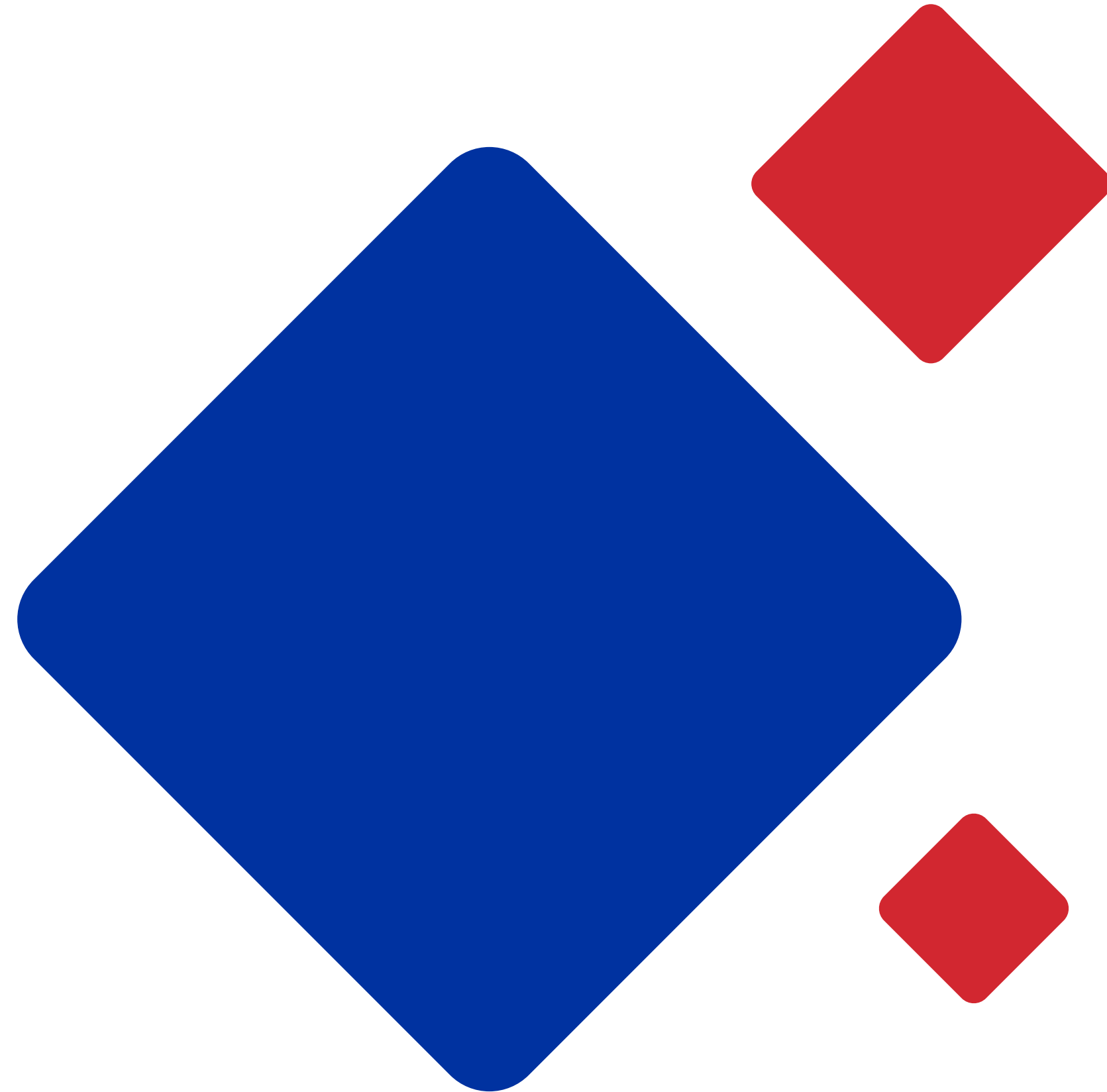
9:40 – 10:20 AM

Report Outs

10:20 – 10:45 AM

Wrap Up

10:45 – 11:00 AM



Strategic Planning 2026

- 1 Purpose: focus our limited time, energy and resources on what matters most to members.
- 2 Action: Move from insight to execution.
- 3 Urgency: Membership engagement is changing - rapidly

Strategic planning helps us prioritize what will have the greatest impact – so MaHIMA can thrive in the future.

The Strategic Planning Process



Reflect



Discuss



Decide



Commit

2025 – 2026 Strategic Plan

Area of Focus	Objective	Goals
Expand education offerings to meet the needs of students, new graduates, new professionals, and current members.	Engage MaHIMA members, students, and academic partners to determine education needs.	<ul style="list-style-type: none"> • Expand current education offerings to meet the needs of our members. • Support career and professional development through education offerings. • Offer hybrid opportunities for in person events for accessibility.
Encourage members to volunteer on MaHIMA Boards and to run for elected positions.	Collaboration is the foundation of developing strategic partnerships and imperative it be grounded in respect for each partner’s contribution while being focused on specific outcomes.	<ul style="list-style-type: none"> • Survey our members for an understanding of how we can support them and encourage them to volunteer. • Develop path of succession for MAHIMA leadership positions • Increase the volunteerism for all committees and positions for the association.
Expand our communication efforts to reach and inform students, new graduates, new professionals, and current	Engage MaHIMA members through various communication platforms.	<ul style="list-style-type: none"> • Designate member(s) of the Communications committee for communication tasks e.g. social media posts, newsletter, etc. • Encourage use of social media and increase followers of MaHIMA. • Highlight our members across platforms, e.g. new grads, newly credentialed, retirement, membership milestones (25, 50 years) • Share MaHIMA Committee meetings and events broadly.

Member Experience Exercise

Take a few minutes to think about the statements below, then enter your answers anonymously:

<https://forms.office.com/r/9FNe10BzE1>

1

One reason members don't volunteer...

2

One reason a member might choose not to engage beyond paying dues...

3

One thing MaHIMA does well that we should not lose is...



0 response submitted

One reason members don't volunteer...

Scan the QR or use
link to join



<https://forms.office.com/r/9FNe10BzE1>

 Copy link



Waiting for response...

Responses will be displayed in a list

Wordcloud

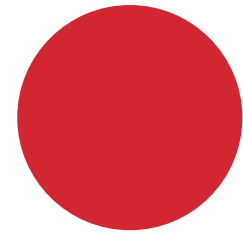
All responses



1 of 3



Identifying Themes



What are we seeing?

Themes

1. Theme 1
2. Theme 2

Breakout Groups

Group 1: Increase Volunteering

Leader: Amy Bittle

Questions

1. Which barrier is the easiest to fix in the next 12 months?
2. What does a low-risk “first step” volunteer role look like?
3. What should MaHIMA stop doing that discourages volunteering?
4. What is one change we could pilot this year?

Deliverable

One recommendation to redesign or pilot a volunteer on-ramp. What is the first step?

Group 2: Increase Engagement

Leader: Karen Bogard

Questions

1. Are there expectation gaps? What are they?
2. What would make MaHIMA feel more relevant in the next 60 days?
3. Where does engagement drop off? And why?
4. What is one have we want members to adopt regularly?

Deliverable

One recommendation focused on retention and participation, not volume. What is the first step?

Report Out

Group 1: Increase Volunteering

Leader: Amy Bittle

Deliverable

One recommendation to redesign or pilot a volunteer on-ramp. What is the first step?

Report Out

Recommendation:

Why it matters for member engagement:

What is the first step?

Group 2: Increase Engagement

Leader: Karen Bogard

Deliverable

One recommendation focused on retention and participation, not volume. What is the first step?

Report Out

Recommendation:

Why it matters for member engagement:

What is the first step?

Thank You!

Your time and input today will shape the future of MaHIMA.
www.mahima.org

