

AUGIE

Associations & User Groups Information Exchange

Guiding Principles

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INTRODUCTION

AUGIE is a non-incorporated group of nonprofit agent and broker organizations sharing information on digitization to advance the independent distribution channel.

We created this AUGIE Guiding Principles to provide you with a general overview of AUGIE.

Participation in AUGIE is voluntary. Anyone who is involved in the independent agent distribution channel is welcome to be a member.

AUGIE MISSION

AUGIE's mission is to bring together industry leaders and participants to create an overall focus on insurance industry efforts that assist independent agents and brokers in providing their clients with excellent service and the digital experience they expect.

AUGIE brings together agents/brokers, carriers, solution providers, agent user groups, agent associations and others to share ideas, anticipate market needs and influence change.

WHY AUGIE IS AN ASSET TO THE INDUSTRY

AUGIE is the only community that unites all agents and brokers, vendors, carriers, agent/broker user groups, agent/broker associations and other interested parties to work together as industry role models.

AUGIE provides a non-partisan network for sharing information and provides networking opportunities to assist the independent agency distribution channel.

AUGIE is driving the vision and providing the industry with collateral. AUGIE Brings the insurance industry together to encourage efficient workflows, and ensure that independent agents thrive in the digital age.

AUGIE provides a focus for the agent/broker user groups and associations for their members.

CORE VALUES

AUGIE is comprised of individuals who collaborate and focus on the business reasons to utilize technology and other efficiencies to enhance industry workflows, and provide the insurance client with the service they expect. Therefore, AUGIE strives to:

- Understand, serve, and anticipate market needs;
- Influence change, provide best practices; and
- Encourage maximum participation and collaboration of all relevant parties, i.e. industry associations, generations and ethnic groups.

VISION OF EXCELLENCE

AUGIE strives to be a valued community of the insurance industry known for engaging agency leaders, their partners and for providing guidance on technology, related workflows and business best practices.

AUGIE endeavors to communicate a single unified voice on behalf of the independent agents and brokers.

AUGIE LEADERSHIP

AUGIE is led by the AUGIE Chair, AUGIE vice Chair, Executive Council that is comprised of selected Leaders representing the national agent and broker associations and agency management system user groups.

Chair and Vice Chair

Role:

The AUGIE Chair and Vice Chair provide the strategic direction of AUGIE, are engaged and dedicated to the AUGIE mission. They will:

- Develop an agenda with input from the Executive Council, Advisory Council, Task Groups and Task Group Chairs.
- Ensure that the agenda is distributed to all AUGIE participants prior to the meeting;
- Ensure that supporting material or pre-reads are provided if applicable.
- Lead meetings and conference calls
- Develop an annual strategic plan
- Develop an annual operating budget
- Solicit funding

Term:

The individuals volunteering for chair and vice chair will serve at minimum a one-year term, which may be extended at the discretion of the AUGIE Executive Council .

Executive Council

Role:

AUGIE Executive Council consists of individuals from each of the National Associations and User Groups. Each group may have up to two representatives on the Leaders Council.

Term:

All others will serve their term as designated by their association or user group.

Commitment to the Role of the Executive Council

Each individual commits to attend 1 face to face AUGIE meeting and 4 out of the 6 AUGIE Executive Council calls. If an individual does not meet these requirements, their association or user group will be contacted with the request for another representative.

DIRECTOR

The Director attends Executive Committee meetings, provides support for the Executive Committee, Task Groups and related affiliations. This is a non-voting role on the Executive Council.

Role:

The Director supports of the Chair, Vice Chair and Executive Council, Task group project management and WebEx support, notes and communications, manages the budget, speaks or writes on behalf of AUGIE at industry events and on Social networks.

Term:

The term of the Director is determined by Partner Agreement signed by the Chair of AUGIE.

Brand and Communications Advisor

The Brand and Communications Advisor attends Executive Committee meetings, strategizes and communicates. This is a non-voting role on the Executive Council.

Role:

As described in the Partner Agreement.

Term:

This role is contracted every two years.

Adding AUGIE Executive Members

- An agency management system User Group or National association desiring to become a member of the AUGIE Executive Council will have participated in AUGIE calls, events and the Ambassador program for no less than one year. At that point they may submit its request to join in writing to the AUGIE chair, including the name(s) and position(s) of its proposed AUGIE Representative(s); and
- The AUGIE Executive Council will discuss the addition of the agency management system User Group or National Association to determine if they would be an asset to AUGIE.

AUGIE Executive Council voting

Each National Association or National User Group will have one vote on an issue that is coming up for vote, regardless of the number of attendees from the National Association or National User Group participating on the Executive Council or Advisory Council.

The National Association or National User Group will identify its “voter” at the beginning of any voting meeting.

SUPPORTING ASSOCIATIONS

There are a number of industry associations who actively support AUGIE, yet do not meet the criteria of the Executive Council. These associations will be recognized as Supporting Associations and listed by association name on the <https://augiegroupp.org/about-us/> page.

Role:

These associations agree to provide a representative to participate in AUGIE and to share information about AUGIE to their members.

Term:

Their recognition of the supporting association is at the discretion of the AUGIE Executive Council.

AUGIE LIAISONS

Individuals appointed by the Executive Council to participate on AUGIE’s behalf in other organizations.

Role:

They provide input on AUGIE's behalf to the organization.

Term:

The term of the AUGIE Liaison is two years and may be extended by the Executive Council.

AUGIE MEMBERS

Any individual participating in the independent agency and broker distribution channel, who is joining us on calls, attending meetings, participating in task groups, or is an Ambassador is considered a member of AUGIE.

Role:

- AUGIE Members seek input from their peers, clients and other industry participants;
- They share the information provided by AUGIE with peers, clients and other industry participants;
- They assist the AUGIE Executive Council with the overall strategy and tasks.

Term:

The individuals who are members of AUGIE may do so for the duration of their involvement in the independent agent channel.

Membership fees:

There is no fee to join AUGIE.

Expenses:

AUGIE members cover their personal expenses associated with participation in AUGIE.

AUGIE TASK GROUPS AND WORK PRODUCT

AUGIE Task Groups will be convened after the AUGIE Executive Council determines that issues require more focused research, discussion or activity.

The AUGIE Executive Council will appoint, provide the charter for, and define the topic and final work product to be addressed by each AUGIE Task Group. The scope of the topic must be clear, the timeline reasonable, and the volunteers available. AUGIE Task Group participation will be open to any interested party.

An AUGIE Task Group must have a Chair.

Term:

AUGIE Executive Council will define the term of an AUGIE Task Group.

Meetings:

AUGIE Task Groups should meet in person or by conference call as often as required to accomplish the task.

Work product:

AUGIE work product will be approved by the Executive Council prior to distribution and communication by the AUGIE Advisory Group, AUGIE Volunteers and communication channels.

AUGIE TASK GROUP CHAIRS

AUGIE Task Group Chairs are industry volunteers who agree to facilitate an AUGIE Task Group in accordance with this Guiding Principles. An AUGIE Task Group Chair will, at the sole option of the AUGIE Executive Council, either be appointed by the AUGIE Executive Council or selected by a majority of the participants in that Task Group with the approval of the AUGIE Leaders. There may be co-chairs for each Task Group.

Role:

AUGIE Task Group Chairs will help facilitate group discussion, assist the Task Group in bringing the task to completion and work with the AUGIE Executive Council and Leaders as requested.

Term:

The term of the AUGIE Task Group Chair should be concurrent with the term of the AUGIE Task Group.

Meetings:

AUGIE Task Group Chairs should physically or virtually participate in each AUGIE meeting when the task is on the AUGIE meeting agenda.

AUGIE MEETINGS

The purpose of an AUGIE Meeting is to provide the industry with a forum to exchange information, as well as agents, brokers, other distribution channels, insurers, vendors and associations, on ideas that fall within the scope of the AUGIE mission.

AUGIE has Face-to-Face meetings and Monthly Conference Calls – These meetings will focus on the current year's priorities and other timely agenda items.

AUGIE PRIORITIES

The annual priorities will be determined by a vote of participants of AUGIE.

Positioning Statements

Documents will be developed for each priority that AUGIE will work on in a given year that

- Captures primary value to agent/broker and ultimate client
- Guides AUGIE's decisions through the year
- Provides information for the Ambassadors to market and all AUGIE participants to share with key decision makers

All the associations and user groups leading AUGIE will support these positioning statements.

AUGIE COMMUNICATIONS

AUGIE will utilize all of the available communications channels to disseminate its messages.

Constant Contact

AUGIE uses Constant Contact to maintain its volunteer lists and to communications to the volunteers.

Facebook

A group will be set up for work product drafts. Completed documentation will be published on the applicable website page(s).

Website

<https://augiegroupp.org/>

AUGIE has secured the following website domains

- augiegroupp.biz
- augiegroupp.com
- augiegroupp.info
- augiegroupp.mobi
- augiegroupp.net

Community

AUGIE on LinkedIn will be utilized

Social Media

Twitter will be utilized

IDR

The Insurance Digital Revolution is an industry communications channel. Its content and success is dependent on work product that comes from AUGIE.

AUGIE will provide Liaison support and work product to ensure the success of the IDR's mission, to accelerate adoption of digital technologies that enable independent insurance agents to improve customer satisfaction, grow business and increase profitability.

AUGIE PROCESS

The AUGIE Executive Council governs all activity, tasks and communications.

ANDY FOGARTY INDUSTRY ACHIEVEMENT AWARD

The Andy Fogarty Industry Achievement Award, established in 2017 in honor of Andy Fogarty, a 40+-year participant of the Independent Agent distribution channel who worked at Ohio Casualty, was the ACORD chair of the Board, an ACORD Board member and Industry Advocate who continues to support the industry long after his official retirement.

This award will be handed out annually at the second face-to-face meeting of the year.

Anyone may submit a candidate or organization who could be the recipient of the award with criteria on why the award should be awarded.

The Chair and Vice Chair will review the submissions and decide on the winner. If no decision is made, the EC will be brought in to discuss the potential award winners.

INDIVIDUAL AWARD(S)

The AUGIE Executive Council may recognize individuals who have served the industry and AUGIE throughout the years, or have stepped up on a project to lead it to completion.

The individuals selected for this award are done so by the AUGIE Executive Committee.

FUNDING

AUGIE will solicit funding through sponsorships to cover its expenses. Expenses may include management of meetings, agendas, websites, social media, projects, inquiries, finances, events documentation and all the administrative tasks needed to support the mission.

A Director will be secured to handle the management and budget each year. Funding for these services may be donated or sponsored.

CODE OF CONDUCT

As participants in AUGIE, volunteers agree to abide by the following Code of Conduct:

AUGIE CODE OF CONDUCT

Treat everyone fairly and respectfully.

Respect the rights of privacy for all participants.

Comply with antitrust and other applicable laws.

Conduct all communications within the generally accepted framework of professionalism, courtesy, and civility.