



# GENERAL REFERENCE DOCUMENT

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## **WELCOME**

We welcome you to participate in the ACORD User Groups Information Exchange (AUGIE)!

AUGIE is a community within ACORD led by agents and brokers. AUGIE's success comes from the people who dedicate their time to ensure that ACORD provides value to the industry through data that is shared on the forms and the utilization of data standards, reference architecture and other ACORD assets.

We created this AUGIE General Reference Document to provide you with a general overview of AUGIE.

Participation is voluntary and there is no fee to join.

You can access specific information about ACORD and the Standards Program from the Standards Program General Guidelines & Procedures available on the ACORD Website at [www.acord.org](http://www.acord.org).

## **AUGIE MISSION**

AUGIE strives to safeguard the strong future of the independent agents and brokers. Its mission is:

- To be a united central hub for all agents and brokers who want to be leaders in the collaborative industry effort to work on sharing data transmitted through technology and to build upon the ACORD Forms, Data Standards, Reference Architecture and Tools;
- To lead an effort to collectively work and collaborate to provide and secure information that needs to be exchanged, thus amplifying the voice of independent agencies and brokers;
- To work with and engage volunteers who know the business and will provide input into the ACORD standards development process;
- To encourage the prompt implementation of ACORD Forms and Standards through advocacy and communications throughout the industry; and
- To lead a networking and information-sharing forum for agents, carriers, solution providers, associations and other interested parties.

## **WHY AUGIE IS AN ASSET TO THE INDUSTRY**

AUGIE is the only community that unites all agents and brokers to work together as industry role models.

AUGIE is driving the vision that all Independent agencies and brokers have the ability to secure tools that enable the efficient sharing of data with their industry partners. Thus eliminating manual processes allowing them to redirect their employees use of time to fulfill their business's vision versus handling redundant inefficient tasks.

AUGIE influences people to provide feedback and advocate for efficient workflows. The efficiency is built into industry tools that utilized the ACORD Forms, Data Standards, Reference Architecture and Tools.

### **CORE VALUES**

AUGIE is comprised of industry volunteers who focus on the business reasons to utilize technological and other efficiencies to enhance industry workflows. These efficiencies free up people's time to be leaders and relationship builders. Therefore, AUGIE should:

- Understand, serve, and anticipate market needs; 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 and their partners and for providing guidance on ACORD Standards based technology and related workflows.

AUGIE endeavors to be a single unified voice of the independent agents and brokers.

### **VOLUNTEER PARTICIPATION**

AUGIE participants are industry volunteers and must abide by the ACORD Antitrust/Competition Law Policy posted on the ACORD Website at [www.acord.org](http://www.acord.org).

AUGIE volunteers must cover all expenses associated with participation in any AUGIE meeting.

## **AUGIE EXECUTIVE COUNCIL**

The AUGIE Executive Council is comprised of five AUGIE Leaders representing varying perspectives.

### Role:

- provide the strategic direction of AUGIE and
- ensure the relevance of AUGIE

### Term:

The individuals volunteering for this role will serve a three-year term.

## **AUGIE LEADERS**

ACORD staff, ACORD Board members, User Group Presidents, Past Presidents, Incoming Presidents or their designees, and agent/broker leaders of the agent/broker associations or groups comprise the group of AUGIE Leaders. These individuals agree to meet the following criteria:

- The User Groups and agent/broker led associations/groups agree to actively participate in a minimum of 2 AUGIE Face to Face meetings each calendar year, and have representation on each monthly AUGIE Leader call;
- The AUGIE Leaders agree to utilize and share the information provided by AUGIE with their membership;
- The User Groups and agent led groups agree to name an individual to fulfill the role of “Rotational Chair” (the facilitator of a physical AUGIE meeting) once every two years; and the monthly host once a year; and
- The User Group and agent led group will also promote, communicate about and participate on AUGIE “Task Groups” (as described below).

### Role:

- The AUGIE Leaders will seek input from participants, their memberships, and to develop, maintain, and monitor its annual priorities;
- The AUGIE Leaders will coordinate the overall review of tasks and submissions to AUGIE and establish agendas in accordance with this General Reference Document; and
- The AUGIE Leaders will convene in person a minimum of three times a year and by conference call on a monthly basis.

### Term:

The individuals on the AUGIE Leaders will serve a minimum three-year term. At beginning of each year, the Rotational Chairs and Monthly Hosts will be appointed for each meeting occurring during that year. Any AUGIE Leader may substitute for the Rotational Chair in the event of the Rotational Chair's absence.

### Adding AUGIE Leaders:

- A User Group or agent led association or group desiring to become a member of the AUGIE Leaders will submit its request to join in writing to the ACORD staff leading AUGIE, including the name(s) and position(s) of its proposed AUGIE Leader Representative(s); and
- The AUGIE Leaders will discuss the addition of the User Group or agent led association or group and determine if they would be an asset to the AUGIE Leaders.

### **AUGIE LEADERS VOTING**

Each User Group or agent led association or group will have one vote at an AUGIE Leader meeting regardless of the number of attendees of the User Group or agent led association or group at that meeting.

Each User Group or agent led association or group will identify its "voter" at the beginning of any voting meeting.

### **AUGIE LIAISON TO ACORD COMMITTEES OR WORKING GROUPS**

The AUGIE Leaders may appoint a liaison to ACORD Domain Steering Committees (DSC). The AUGIE liaisons participate in DSC deliberations in a nonvoting capacity. AUGIE liaisons to the DSC should be User Group Presidents or Past Presidents who have been or are currently involved in AUGIE.

AUGIE Participants on working groups may be anyone with industry expertise who would provide value to that working group.

### **AUGIE AMBASSADORS**

"Ambassadors" are individuals who have agreed to exchange information with their constituents, social networks or during presentations to help bring the ACORD and AUGIE message out to the masses. AUGIE and the Ambassadors work throughout the regions of the country to ensure greater participation and awareness in ACORD and AUGIE.

"Ambassadors" believe that independent agents and brokers are a vital component of the insurance distribution channel. That engaged, educated, efficient agent's and broker's employees using data within their systems that is being shared efficiently utilizing ACORD standard format(s), will ensure a strong future for the independent agent and brokers.

“Ambassadors” are good communicators and leaders.

They are trusted because they live up to what they say.

They continuously share information to keep everyone in the loop.

They communicate the “Why’s” behind the “What’s”.

They can enthusiastically explain why having good data will help in the servicing of the client, relationship with the underwriter, resolution of a claim, and overall vision of the independent agent and broker distribution channel.

They succeed in fulfilling their vision to strive for satisfied clients!

### **AUGIE TASK GROUPS**

AUGIE Task Groups will be convened after AUGIE meetings to address issues that require more focused research, discussion or activity.

The AUGIE Leaders will appoint, provide the charter for, and define the topic to be addressed by each AUGIE Task Group. The scope of the topic must be clear, the timeline reasonable, and the volunteers available. Task Groups should complement ACORD committees and working groups. The AUGIE Leaders will review Task Group charters to avoid duplication with ACORD. It must determine if the task is best channeled through the ACORD Standards Program process rather than creating an AUGIE Task Group.

- AUGIE Task Group participation will be open to any interested party.
- An AUGIE Task Group must have a Chair.

#### Term:

AUGIE leaders 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.

## AUGIE TASK GROUP CHAIRS

AUGIE Task Group Chairs are industry volunteers who agree to facilitate an AUGIE Task Group in accordance with this General Reference Document. An AUGIE Task Group Chair will, at the sole option of the AUGIE Leaders, either be appointed by the AUGIE Leaders 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 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 and work with ACORD, as well as agents, brokers, other distribution channels, insurers, vendors and associations, on ideas that fall within the scope of the AUGIE mission.

The types of meetings that may be scheduled are the following:

- Open AUGIE Face to Face and Monthly Conference Calls – These meetings will focus on the current year’s priorities and other timely agenda items.
- AUGIE Leader Only Conference Calls or meetings – These meetings will be limited to the individuals who are part of the AUGIE Leaders.
- ACORD Senior Management and AUGIE Leaders meetings – ACORD will host one leadership meeting per year with the AUGIE Leaders to discuss issues, practices, and short and long-term goals.

The AUGIE Leaders will ensure:

- That each AUGIE meeting includes an agenda that will be distributed to all AUGIE participants prior to the meeting;
- That supporting material or pre-reads are posted on the AUGIE Community; and
- Will ask meeting participants and guests to register for meetings and will provide nametags for all attendees at Face-to-Face meetings.



## **AUGIE A COMMUNITY OF ACORD**

ACORD uses communities to bring together individuals with a common interest. Individuals will need to secure a user name and password to sign-in and access the community.

AUGIE is a community of ACORD and operates with the understanding that all activities of AUGIE including, but not limited to, its deliberations and actions with respect to ACORD and the ACORD Standards will be conducted in a manner that complies with the letter and spirit of applicable antitrust laws. Additionally, the AUGIE community will comply with the ACORD's Standards Program General Guidelines & Procedures (available on the ACORD Website [www.acord.org](http://www.acord.org)) including, without limitation, its provisions on antitrust compliance, conflicts of interest and copyright assignment (i.e., protection of ACORD's intellectual property).

## **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.