

MWRPHA Strategic Plan 2008
Action Plan – Updated 01.19.08

Focal Area	Leaders	Goals	Action Plans
Membership	Tia Younger & Ana Maria Puente	Goal #1: <i>Increase membership by 30% [approximately 50 members] by 10/31/08</i>	<ol style="list-style-type: none"> 1. Review and evaluate regular, student, and organizational memberships: fees, membership packages, benefits 2. Recruit local health organizations (organizational memberships) 3. Recruit at local career fairs, schools of public health/health professionals. 4. Recruit via APHA membership list (local), SOPHE membership 5. Recruit expired members
		Goal #2: <i>Demonstrate an increase in member satisfaction, as measured by membership survey, by 10/31/08</i>	<ol style="list-style-type: none"> 1. Develop and implement a quarterly membership-wide survey to better understand the desires and expectations of membership, and measure member satisfaction 2. Implement one or more member suggestion quarterly, between 1/1/08 and 1/1/09 3. Send welcome/ welcome back emails upon registration/ renewals 4. Forward new members to appropriate committee chairs based upon expertise and interest, upon registration 5. Develop a system to maintain member communication 6. Spotlight on members in MWRPHA newsletters: <ul style="list-style-type: none"> ▪ request members to submit stories of their work, awards, achievements; ▪ a “member corner” highlighting member questions/ concerns/ suggestions
		Goal #3: <i>Increase member participation in MWRPHA committees and events by 20% 12/31/08.</i>	<ol style="list-style-type: none"> 1. Establish a baseline of committee and event participation from 2007 2. Send out monthly Get Involved announcement each month to advertise ways for members to get involved in committees 3. Develop an online calendar and advertise GC meetings 4. Implement periodic membership meetings/networking events 5. Recruit involvement on the membership committee

Programs & Committees	Caroline Sparks	Goal #1:	1. Recruit members to implement an internal communications committee for MWPHA (newsletter/Web site)
		<i>Reform communications activities into internal and external committees by March 31, 2008.</i>	2. Recruit members to implement an external communications committee for media communications
			3. Develop goals and objectives for each committee
			Goal #2:
		<i>Identify goals and objectives for each public health outreach committee and subcommittee by March 31, 2008.</i>	1.1 Adopt goals and objectives for the disparities committee
			1.2 Involve grad students in identifying goals and objectives for the CVS condom access subcommittee
			1.3. Involve grad students in identifying goals and objectives for the Drug TX con Demand subcommittee
2. Identify goals and objectives for the nutrition committee (DC MEAL Act)			
3. Identify a chair and goals/objectives for the professional development committee			

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Governance & Leadership	Ann Horton	Goal #1:	1. Contact APHA for contact information
		<i>Obtain governance/legal training for GC by the end of the first quarter of the year.</i>	2. Schedule governance presentation during regular GC meeting
			3. Attempt to obtain funding for presentation, or pro bono services
			4. Ensure as close to 100% attendance as possible at GC meeting, provide conference call option
			Goal #2:
		<i>Ensure 100% compliance with bylaws by end of first quarter of the year.</i>	1. Convene an ad hoc team to review bylaws for compliance issues
			2. Bring issues to GC in February GC meeting
			3. Develop a plan to resolve discrepancies between bylaws and operations
			4. Implement 100% of compliance plan by end of first quarter
		Goal #3:	1. Conduct outreach via listserv and newsletter
		<i>Recruit one new GC member with leadership interest and potential</i>	2. Talk with potential candidates to evaluate interest and possible contribution to GC
			3. Ensure that all new GC members are fully aware of the GC member agreement and are willing to serve as a committee chair or officer