

SCPHA STRATEGIC PLAN

March 2, 2001

Revised Mission Statement

The mission of the Association shall be to promote personal, community and environmental health; to provide a forum for matters pertaining to public health and for scientific and professional development of the membership; and to exercise leadership in influencing public policy development and action.

Revised Vision Statement

The Association strives to improve the health, environment and quality of life for the people of South Carolina.

Strategic Plan for Priority Issues

Strategies

Strategy 1 *Policy Advocacy*

The Association will identify priority public health issues, establish positions on these issues, and advocate for change.

Comments and Considerations for the Action Plan

The process for identifying priority issues should:

- Ask the members for their input
- Ask our partners and the community for input
- Examine state data and national objectives.

The process for establishing positions on the issues should:

- Involve the Legislative Committee, President-Elect and Governing Council in developing a platform

The Association should promote advocacy:

- By linking with existing resources for tracking legislation
- Communicating with members and constituents, and providing periodic updates
- Considering direct advocacy by Executive Director or hired lobbyist for specific priority legislation.

Strategy 2 *Membership*

The Association will actively recruit and retain a diverse membership.

Comments and Considerations for the Action Plan

Recruiting activities could include:

- Recruiting at meetings and conferences in partnership with other organizations, with an exhibit
- Recruiting at agency orientation programs
- Setting up displays with membership information and brochures in lobbies at agencies, colleges and other locations
- Using mailing lists from partner organizations
- Hosting events for a broad range of college campuses and departments, including USC regional campuses and historically black universities
- Evaluating which recruiting methods are most successful
- Looking at non-traditional recruiting methods and locations for reaching a diverse population of potential members

Membership retention efforts could include:

- Asking members what benefits they want, through a survey and forums at meetings
- Expanding possibilities for Continuing Education Credits at section meetings
- Providing membership pins and recognition

Strategy 3 *Communication*

The Association will improve communication with members, with partners and with communities.

Comments and Considerations for the Action Plan

Communication with members could be improved by:

- Making effective use of mailings. Over 700 people receive mailings, so this is a relatively costly way to communicate
- Developing the capacity to communicate through email listerv and web site. Two-way communications needs to be facilitated
- Communicating summaries of governing council and section meetings and other information electronically on a frequent basis
- Including more issue content in newsletters
- Developing other publications such as issue papers
- Encouraging all members to send in articles for the newsletter

- Reviewing the role of the publications committee
- Including more human interest articles, about past award recipients or scholarship recipients, for example
- Establishing an on-line information forum for members to discuss issues and get responses
- Asking members what communications are most needed and useful

Communication with partners could be improved by:

- Including articles and information from other sources, such as publicity about upcoming meetings, job opportunities, or press releases

Communication with communities could be improved by:

- Developing a planned strategy for promoting public awareness of public health week, using media opportunities, press releases and other methods

Strategy 4 *Leadership*

The Association will promote leadership development

Comments and Consideration for the Action Plan

Leadership development should be promoted by:

- Providing thorough orientation for new governing council members. A comprehensive orientation packet and plan for transitions should be used to prepare new council members for their roles.
- Mentoring by continuing council members
- Having co-chairs for committees to facilitate transitions
- Putting Association manuals and procedures on the web page so that they can be easily accessed by members
- Providing an orientation session that includes leadership training
- Providing opportunities for new members and students to have thorough orientation to the Association and the leadership development opportunities it offers.

Strategy 5 *Partnerships*

The Association will develop effective partnerships with other organizations that share mutual goals.

Comments and Consideration for the Action Plan

- Need to identify our partners, and look for other partners such as Councils on Aging.
- Need to plan for partnerships. We need to be able to bring money to the table for things like event sponsorship, exhibits at conferences, advertising in programs.
- Should consider having some joint conferences and meetings with partners.
- Have served as a financial intermediary for some organizations
- Need to look at network possibilities, especially for events like public health month. We need consistent partners.
- Type of partnership and purpose for it is very important. Funding is a big issue.
- We should explore mutual goals with other organizations
- A planned organizational strategy for identifying potential partners and for developing and sustaining partnerships should be taken.
- There may be opportunities to offer dual memberships with partner organizations, or enter other formal collaborative arrangements through memoranda of agreement.

Strategy 6 *Changing of SCPHA's Status to 501-c3 and Funding*

The Association will develop a funding plan that reflects its new nonprofit status.

Comments and Consideration for the Action Plan

- The new status as a 501-c3 will permit new funding streams such as grants. We need to be prepared to seed funds from new sources to carry out our plans.

Strategy 7 *Image*

The Association will promote a broader vision of the organization and public awareness of personal, community and environmental health.

Comments and Consideration for the Action Plan

- The association needs to work on image to become an effective health and environmental advocacy group.
- Need to educate members to think and speak as members of the whole SCPHA, not just as section members.
- People not in DHEC perceive SCPHA as a DHEC organization. There has been some movement toward more inclusion and broader vision of the organization, but this still needs work.
- SCPHA should be perceived as a non-profit organization, more independent from state agencies, less state employee oriented

- How can we market to the public? Public health month is the main effort. We need an active effort to market who we are, what we do and why people should support us.