

SHA STRATEGIC PLAN

MISSION: To serve as a regional advocate for Public Health and for the development and growth of its leadership.

VISION: SHA is the regional organization recognized by other national groups as representing the southeast and southwest quadrants providing a credible, united voice for the health of the public.

GOALS:

- Increase affiliate states by two states by 2015
- Establish SHA as the recognized conduit (leader) for education and dissemination of information by national and regional organizations
- Establish a viable network among the affiliate states to serve as a resource to our members
- Increase the level of membership by 10% each year until 2015
- Define SHA's capability to provide assistance for programs, educational opportunity, funding sources and other issues of concern
- Establish a sustainable funding base
- Establish funding mechanism to hire Executive Director by 2015

ACTIONS:

By 2015, increase affiliate states by two (Virginia, Mississippi, Louisiana, Texas)

Contact affiliate leadership reference interest in SHA

- Offer to present to their Board
- Invite state representative to attend annual meetings, Governing Council meetings, receive newsletters
- Consider discount in first year affiliate state membership dues
- Offer complimentary membership to President and Executive Director
- Assign member of Governing Council as a mentor to the potential state affiliating

National and regional organizations will recognize SHA as a conduit for education and dissemination of information

- Continue to support member states educational efforts through provision of speakers, technical assistant and support
- Continue to support health policies/issues through letters, personal contacts, resolutions
- Establish a viable network to serve as a resource to our members
- Solicit feedback through customer survey from affiliate states and individual members to determine how SHA can best serve our members
- Publish articles of interest and forward to Affiliate Representative to publish in state newsletter
- Promote certain individual SHA members as subject experts/resources for other public health workers

By 2015, increase the current level of membership by 10% each year

- Establish Every Member Get a Member campaign
- Assessment of the values, interests and expectations by Membership Committee of current and potential members (individual, agency and others) as it relates to developing appropriate incentives for membership
- Establish time line and implementation of the proposal
- Establish membership baseline so that renewals and new members can be tracked
- Focus individual member recruitment efforts for new affiliate states

Define SHA's capability to provide assistance for programs, educational opportunities, funding sources and other issues of concern

- Inventory key issues and needs as defined by affiliate states
- Establish SHA committee to identify support areas or marketing issues for SHA to affiliate states
- Report back to the Governing Council by this committee on development of process
- Develop effective communication--may include Governing Council mid-year meeting being moved to affiliate state
- Establish pages on social networking sites, such as Facebook, to promote SHA

Sustained funding base

- Establish a committee for the purpose of developing a long-range growth plan based on principles and economic sustainability
- Increase membership
- Memorial gifts, bequests
- Corporate Sponsors
- Grants

SHA STRATEGIC PLAN

MISSION: To serve as a regional advocate for Public Health and for the development and growth of its leadership.

VISION: SHA is the regional organization recognized by other national groups as representing the southeast and southwest quadrants providing a credible, united voice for the health of the public.

GOALS:

- Increase affiliate states by two states by 2010
- Establish SHA as the recognized conduit (leader) for education and dissemination of information by national and regional organizations
- Establish a viable network among the affiliate states to serve as a resource to our members
- Double the current level of membership by 2010
- Define SHA's capability to provide assistance for programs, educational opportunity, funding sources and other issues of concern
- Establish a sustainable funding base
- Establish funding mechanism to hire Executive Director by 2010

ACTIONS:

By 2010, increase affiliate states by two (Virginia, Mississippi)

Contact affiliate leadership reference interest in SHA

- Offer to present to their Board
- Invite state representative to attend annual meetings, Governing Council meetings, receive newsletters
- Consider discount in first year affiliate state membership dues
- Offer complimentary membership to President and Executive Director
- Assign member of Governing Council as a mentor to the potential state affiliating

National and regional organizations will recognize SHA as a conduit for education and dissemination of information

- Continue to support member states educational efforts through provision of speakers, technical assistant and support
- Establish links on the website to all member states and issues unique to SHA states
- Continue to support health policies/issues through letters, personal contacts, resolutions
- Establish a viable network to serve as a resource to our members
- Solicit feedback through customer survey from affiliate states and individual members to determine how SHA can best serve our members
- Publish articles of interest and forward to Affiliate Representative to publish in state newsletter
- Promote certain individual SHA members as subject experts/resources for other public health workers

By 2010 double the current level of membership

- Establish Every Member Get a Member campaign

- Assessment of the values, interests and expectations by Membership Committee of current and potential members (individual, agency and others) as it relates to developing appropriate incentives for membership
- Establish time line and implementation of the proposal
- Establish membership baseline so that renewals and new members can be tracked
- Focus individual member recruitment efforts for new affiliate states

Define SHA's capability to provide assistance for programs, educational opportunities, funding sources and other issues of concern

- Inventory key issues and needs as defined by affiliate states
- Establish SHA committee to identify support areas or marketing issues for SHA to affiliate states
- Report back to the Governing Council by this committee on development of process
- Develop effective communication--may include Governing Council mid-year meeting being moved to affiliate state

Sustained funding base

- Establish a committee for the purpose of developing a long-range growth plan based on principles and economic sustainability
- Increase membership
- Memorial gifts, bequests
- Corporate Sponsors
- Grants

(Revised and approved September 4, 2007)