



2017 - 2019

## MPHA STRATEGIC PLAN

**VISION:** *MPHA is a growing and effective resource, empowering our members and engaging our partners and decision-makers to achieve a healthier Michigan.*

**MISSION:** *To enhance the ability of the association and its members to advocate for, promote and protect the health of the community and environment.*

<b>GOAL 1: Focus on public health issue – opioid addiction and substance abuse</b>			
<b>OBJECTIVE 1: Increase MPHA involvement with opioid addiction and substance abuse issues in Michigan by June 30<sup>th</sup>, 2019</b>			
<b>ACTIVITIES</b>	<b>DELIVERABLE</b>	<b>LEAD PERSON</b>	<b>DUE DATE</b>
1. Identify and offer/promote to members at least (1) webinar each year. At least (1) must be hosted by a Michigan partner or organization.	2 webinars shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
2. Identify and share with members at least (1) funding opportunity each year.	2 funding opportunities shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
3. Identify and share with members at least (1) event each year. At least (1) must be hosted in Michigan.	2 events shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019

<b>GOAL 2: Focus on public health issue – health equity</b>			
<b>OBJECTIVE 2: Increase MPHA involvement with health equity issues in Michigan by June 30<sup>th</sup>, 2019</b>			
<b>ACTIVITIES</b>	<b>DELIVERABLE</b>	<b>LEAD PERSON</b>	<b>DUE DATE</b>
1. Identify and offer/promote to members at least (1) webinar each year. At least (1) must be hosted by a Michigan partner or organization.	2 webinars shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
2. Identify and share with members at least (1) funding opportunity each year.	2 funding opportunities shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
3. Identify and share with members at least (1) event each year. At least (1) must be hosted in Michigan.	2 events shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019

<b>GOAL 3: Focus on public health issue – mental health</b>			
<b>OBJECTIVE 3: Increase MPHA involvement with mental health issues in Michigan by June 30<sup>th</sup>, 2019</b>			
ACTIVITIES	DELIVERABLE	LEAD PERSON	DUE DATE
1. Identify and offer/promote to members at least (1) webinar each year. At least (1) must be hosted by a Michigan partner or organization.	2 webinars shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
2. Identify and share with members at least (1) funding opportunity each year.	2 funding opportunities shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
3. Identify and share with members at least (1) event each year. At least (1) must be hosted in Michigan.	2 events shared via news blast	Board of Directors	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019

<b>GOAL 4: Increase membership</b>			
<b>OBJECTIVE 4: Increase membership by 50 NEW individuals by June 30<sup>th</sup>, 2019</b>			
SHORT – TERM ACTIVITIES	DELIVERABLE	LEAD PERSON	DUE DATE
1. Develop an infographic/flyer to use for recruitment which will include benefits, jobs, professional opportunities	Develop (1) infographic	Lorena Disha	March 15 <sup>th</sup> , 2018
2. Host a table and advertise MPHA at a certification training	Sign up at least (2) new members	Laura Dewberry	March 30 <sup>th</sup> , 2018
3. Host a table at MICHWA	Sign up at least (2) new members	Laura Dewberry	July 30 <sup>th</sup> , 2018
INTERMEDIATE – TERM ACTIVITIES	DELIVERABLE	LEAD PERSON	DUE DATE

1. Get a list of APHA members, cross-reference with members we don't have and contact them	Sign up at least (5) new members	Hope Rollins	September 30 <sup>th</sup> , 2018
2. Advertise MPHA membership and benefits on retirement groups sites	Sign up at least (2) postings At least (5) new members	Diane Revitte	September 30 <sup>th</sup> , 2018
3. Develop a guerilla marketing strategy to disseminate infographic by posting it in common areas at workplaces	Post the infographic in at least (5) workplaces	Board of Directors All members	September 30 <sup>th</sup> , 2018
<b>LONG – TERM ACTIVITIES</b>	<b>DELIVERABLE</b>	<b>LEAD PERSON</b>	<b>DUE DATE</b>
1. Attend conferences and meetings of other non-profits, and organizations to recruit members	Sign up at least (35) new members	Board of Directors Section Chairs	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019

<b>GOAL 5: Offer current members benefits and incentives to stay and be active</b>			
<b>OBJECTIVE 5: Develop a consistent schedule to share with MPHA members benefits and incentives by June 30<sup>th</sup>, 2019</b>			
<b>ACTIVITIES</b>	<b>DELIVERABLE</b>	<b>LEAD PERSON</b>	<b>DUE DATE</b>
1. Continue offering the MJPH and promote submission of articles by members	Publish at least 1 issue a year	Greg Cline	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
2. Offer mentorship opportunities to the student section or MPH students who are members at large	Host at least 3 mentees a year	Melissa Meitz	June 30 <sup>th</sup> , 2018 June 30 <sup>th</sup> , 2019
3. Share networking opportunities with all members	Share bi-weekly via news blast	Lorena Disha	June 30 <sup>th</sup> , 2019
4. Share advertised job opportunities with all members	Share bi-weekly via news blast	Lorena Disha	June 30 <sup>th</sup> , 2019

5. Share the news blast bi-weekly	News blast disseminated bi-weekly	Maggie (or other GVSU MPH intern)	June 30 <sup>th</sup> , 2019
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<b>GOAL 6: Update website</b>			
<b>OBJECTIVE 6: Update website content by February 28<sup>th</sup>, 2018</b>			
<b>ACTIVITIES</b>	<b>DELIVERABLE</b>	<b>LEAD PERSON</b>	<b>DUE DATE</b>
1. All Section Chairs will get access to website to make changes/updates	Section chairs will have access to the website	Hope Rollins	January 15 <sup>th</sup> , 2018
2. Lorena will assign website sections to be updated to each person who has access	Lorena will send out a document with a list and due dates	Lorena Disha	December 31 <sup>st</sup> , 2017
3. All individuals who have access will make changes to the sections of the website they're assigned to	Website will be updated	All individuals who have access	February 28 <sup>th</sup> , 2018