



Minnesota Public Health Association

Strategic Plan for 2009-2011

MISSION

The mission of the Minnesota Public Health Association (MPHA) is to create a healthier Minnesota through effective public health practice and engaged citizens.

VISION

Our vision is to be an active, independent voice for public health in Minnesota.

ABOUT MPHA

MPHA is an all volunteer organization that represents a broad public health spectrum:

- Public, private, community organizations;
- Professionals at different stages of their careers: entry through retirement;
- Multiple disciplines and topics, such as environmental health, public health nursing, community health education, and public health administration.

CORE VALUES

Our core values are:

- To inspire effective public health leadership by offering opportunities for enhancing learning, skills, and practice;
- To advocate for public health policy that is grounded in science-based evidence and social justice principles; and
- To effectively impact public health in Minnesota.

GOAL 1: Membership and Member Services

Determine what member benefits current MPHA members desire from the organization and what potential members expect from their membership. Recruit and nurture new members to MPHA from a diverse array of Minnesota public health sectors.

Strategic Directions:

- Conduct a needs assessment of member benefits of current members on an annual basis.
- Conduct a one-time needs assessment of former MPHA members and other public health stakeholder groups to assess what they wish for from their memberships or what they would hope to gain from their MPHA membership.
- Review current member benefits on an annual basis and consider how those core benefits can be improved. Identify and create new member benefits as appropriate.
- Determine the MPHA member experience. Understand exactly what an MPHA member wishes to get out of their membership. Deliver those core MPHA services to the best of the organization's ability.

**GOAL 2:
Governance and
Management**

- Assure an accurate, up-to-date membership database with administrative user-friendly features, to be certain of members' membership status and give accurate member demographic information.
- Bi-annually, develop and revisit a business plan specific to member recruitment that includes goals to reach public health workers and advocates from rural Minnesota and minority communities.
- Create special interest groups (SIGs) for MPHA membership, to generate social networks within the organization.
- Increase membership from Greater Minnesota.

Milestones:

- Membership targets:
 - 300 members by end of 2009
 - 400 members by end of 2010
 - 500 members by end of 2011
- Integrate new member benefits as needed.

Establish an effective, responsive, and accountable governance and management structure that supports the mission of MPHA.

Strategic Directions:

- Continually review and update the MPHA Operations Manual.
- Continually maintain and update the MPHA website.
- Establish policies and procedures that support the mission and vision of MPHA.
- Build and maintain the financial management system.
- Provide new and existing directors board training and leadership development.
- Review and update processes for developing resolutions and supporting legislation.
- Grow MPHA revenue through diversified funding.

Milestones:

- Increase revenue by 20% by 2011 through diversified funding.

**GOAL 3:
Public Outreach
and Partnerships**

Reach out to the general public and organizations interested in health in order to better explain and support public health and to increase the visibility and influence of MPHA and our members.

**GOAL 4:
Public Health
Policy and
Advocacy**

Strategic Directions:

- Expand and strengthen partnerships with allied health agencies and organizations (e.g. LPHA, SPH, MDH, health plans, MMA, MNA and others) to discern how we can work more cooperatively with them (e.g. advocacy, membership growth) and perhaps be a catalyst for more collaboration.
- Develop a proposal for a community coalition for improving the public's health.
- Develop a speaker's bureau that would be available to do presentations for various civic organizations and the media (e.g. The Public Health Journal).
- Discover and implement new ways to connect with the media.

Advocate for public health policy that is grounded in science-based evidence and social justice principles.

Strategic Directions:

- Establish an annual public health policy agenda and action plan using criteria to guide the decision-making (e.g., resolutions, policy positions).
- Continue to refine and grow our advocacy function.
- Participate in the APHA Get Ready campaign and collaborate with the Minnesota Department of Health on activities.
- Develop a member-based action alert network for timely mobilization and advocacy.
- Develop on-going methods for educating MPHA members on public health issues and public health awareness (e.g., public health journal; public policy forums; skill training.)
- Advocate on public policy positions, using scientific or evidence-based methods (e.g., Day on the Hill; meeting with legislators; letter writing; testifying; commenting on APHA resolutions).