



Minnesota Public Health Association

APPROVED BY THE MPHA GOVERNING COUNCIL
ON DECEMBER 2, 2004

MISSION

MPHA engages and develops its members to mobilize the community to protect the public's health.

VISION

An active, credible and independent voice for public health in Minnesota.

GOALS for 2004 - 2007

Public Health Leadership

Inspiring effective public health leadership by offering multiple opportunities for enhancing learning, skills, and practice.

Public Health Policy and Advocacy

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

Structure and Operations

Sustaining effective, responsive and accountable governing and operating structures.

Goals for 2004-2007

Goal 1: Public Health Leadership

Inspiring effective public health leadership by offering multiple opportunities for enhancing learning, skills, and practice

Current Situation

- All volunteer organization
- Represent broad public health spectrum:
 - Public, private, community organizations
 - Professionals at different stages of their careers: entry-retired
 - Multiple disciplines and topics: environmental health to public health nursing to health education to administration etc.

Core Activities

- Elect officers and Governing Council from a slate of candidates via mail and electronic media (Article VI, Section 1).
- Recognize public health accomplishments through presentation of five awards (Article XV, Sections 1 & 2).

Strategic Directions

- Support leaders of the organization, focusing on their needs and priorities (e.g., succession planning for the Governing Council and Committees; persons of color).
- Create or enhance leadership opportunities (e.g., Emerging Leaders Network, fellowship programs, training sessions, retreats).
- Support mentoring opportunities at all levels (e.g., U. of M. program; student to student; Governing Council members).

**Goal 2:
Public Health
Policy and
Advocacy**

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

Current Situation:

- Have experience testifying before the MN legislative body.
- Have long standing partnerships with other organizations.
- Offer a series of policy forums.
- Policy and Advocacy Committee has proposed their priorities for the next legislative session.

Core Activities: None.

Strategic Directions:

- Establish and implement an annual public health policy agenda and action plan using criteria to guide the decision-making (e.g., resolutions, policy positions).
- Develop a member-based action alert network for targeted and timely mobilization and advocacy.
- Enhance on-going methods for educating MPHA members on public health issues (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).

**Goal 3:
Structure and
Operations**

Sustaining an effective, responsive and accountable governing and operating structures

Current Situation:

- Have a Governing Council that is engaged; received an orientation; and is working on short-term goals.
- Exploring ways to improve infrastructure, e.g., staffing, accounting practices, tax status etc.
- Have a web page that is being revamped.
- Have an electronic newsletter.

Core Activities:

- Hold at least six meetings of the Governing Council, which are open to the membership (Article X, Section 4).
- Prepare quarterly reports for distribution to membership (Article XIII, Section 3).
- Be represented on the APHA Governing Council (Article VIII, Section 1).
- Hold an annual business meeting to conduct the association business (Article IX, Section 1).
- Establish annual policy priorities as directed by the membership at the annual business meeting adopting the budget (Article X, Section 10).
- Report the policy actions of the Governing Council between annual meetings (Article X, Section 3).

**Goal 3:
Structure and
Operations
(continued)**

Strategic Directions:

Governance:

- Strengthen the governance practices and structures (e.g., annual orientation and retreat for Governing Council; Carver Governance Model; annual work-plans and reporting; evaluation; accepted accounting practices; appropriate tax status).
- Establish a central repository for all records.
- Explore options and funding for a virtual electronic office and/or staffing.
- Secure required funding and resources to support the association.
- Improve the accountability of committee chairs (e.g., annual work-plans; membership recruitment and retention; record keeping and communication).

Membership:

- Recruit new members to MPHA (e.g., Duluth annual meeting; fall student networking event).
- Develop a systematic approach to welcome and introduce new members to the organization (e.g., membership packets; more face time with members; annual conference; orientations).
- Retain members through on-going methods to engage their participation and understanding of MPHA roles and activities (e.g., newsletters; annual conference; social opportunities; forums etc.).
- Celebrate the 100-year anniversary of MPHA in 2007.

Communications:

- Develop promotion materials (e.g., fact sheets, visuals, updated webpage).
- Approach the public media on public health topics that are priority for MPHA.