



# STRATEGIC PLAN 2016-2020

## 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

Since 1907, MPHA has been an all-volunteer organization that represents a broad public health spectrum:

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

## CORE VALUES

- 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
- To effectively impact public health in Minnesota

## GOAL 1: Membership and Member Services

*Use member input to support members and to develop activities that attract and retain members. Recruit, formally welcome and nurture new members to MPHA from a diverse array of Minnesota Public Health sectors.*

- Determine the MPHA experience by conducting an annual needs assessment of member benefits to understand MPHA members wishes and deliver those core benefits as appropriate
- Review current member benefits on an annual basis and consider how those core benefits can be improved.
- Maintain an up-to-date membership database
- Develop a bi-annual business plan specific to member recruitment
- Actively recruit all public health students, new public health professionals, community health workers and advocates from minority communities to better reflect Minnesota's public health workforce
- Establish a Welcome Committee for new members and support mentorships for new public health professionals.

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## **GOAL 2: Governance and Management**

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

- Maintain a current MPHA Operations Manual
- Establish policies and procedures that support the mission, vision, and goals of MPHA
- Establish a Financial Development Committee to build and maintain MPHA financial support to include growth of revenue through diversified funding
- Provide new and existing board members training and leadership development
- Review and update processes for developing resolutions, supporting legislation, and responding to requests from other organizations
- Engage a person as an Administrative Assistant to provide infrastructure support to MPHA committees and leadership

## **GOAL 3: Public Outreach and Partnerships**

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

- Expand and strengthen partnerships with allied health agencies and organizations to be a catalyst for more collaboration on issues including social justice, health equity and public health funding
- Discover and implement new ways to connect with members and the public through use of social media
- Explore developing a community engagement advisory committee and/or public relations firm to increase effectiveness of MPHA outreach

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

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

- Establish an annual public health policy agenda and action plan using criteria to guide the decision-making
- Collaborate with the Minnesota Department of Health, APHA, and related organizations on public policy activities
- Educate MPHA members on public health issues and increase public health awareness
- Provide advocacy training for members on public health policy issues, elections, and education of elected officials

**[www.mpha.net](http://www.mpha.net)**