



# STRATEGIC PLAN 2020 - 2024

## 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

Established in 1907, MPHA is an all-volunteer organization representing a broad spectrum of community and health professionals on behalf of the public. It is an organization where **public health workers from multiple disciplines and sectors come together around shared values and goals**. We engage and develop our members to mobilize the community to protect and improve the public's health.

## 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

Strategic Portfolio: **Align Capacity and Infrastructure**

1. Nurture and support leaders to ensure MPHA diversity, strength and longevity.
  - Provide new and existing board members training and leadership development
  - New board member orientation
  - Increase engagement in MPHA committees
2. Provide administrative support for committees, leadership and infrastructure.
  - Update the current operations manual to include:
    - Guidelines for the use of the MPHA brand
    - Membership requirement on committees
    - Financial standards and expectations
    - Board and staff evaluation
  - Develop a funding plan for longevity and preservation

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## Strategic Portfolio: **Strengthen Public Health Practice**

1. Recruit and nurture new members to connect with partners working in public health
  - Develop a definition of MPHA membership that provides value to broader stakeholders such as government, private sector and non-profit organizations
  - Improve outreach processes:
    - Connect with more students at the post-secondary programs
    - Expand outreach to ensure members reflect the diverse populations of Minnesota
  - Increase promotion of discounted membership to people who see cost as a barrier
2. Strategically align professional development with established partners to grow with our ever-changing landscape
  - Leverage the organizational connections of MPHA committees to provide members with opportunities for professional development
  - Explore opportunities for MPHA members to provide professional support through partnership with other organizations

## Strategic Portfolio: **Build a Public Health Movement**

1. Implement an advocacy plan that advances health equity through legislation and policy in MN
  - Review Current Policy Resolutions to ensure they reflect the science and values of MPHA and take health equity into account
  - Identify new resolutions that reflect the science and values of MPHA and take health equity into account
  - Develop and promote an annual legislative agenda and supporting activities
2. Strengthen and expand strategic partnerships with organizations and citizens to build a public health movement
  - Develop a partnership with the Local Public Health Association to increase networking between members and to increase joint activities
  - Identify organizational partners to help MPHA incorporate the health equity lens into current and emerging activities
3. Build a Communications Plan to engage current and prospective members
  - Support a regular newsletter to keep members up to date about MPHA activities
  - Increase capacity of all committees to do communications by providing access to MPHA social media accounts and training on how to effectively use them
  - Work with organizational partners to streamline communications about professional development opportunities and provide legislative updates

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