

# Strategic Planning Committee of the Executive Board Report to the Governing Council

**APHA Annual Meeting, October 29, 2024**

David Reyes, DNP, MPH, RN, PHNA-BC

Chair, Strategic Plan Committee





# APHA Strategic Plan...How We Got Here



# Mission-Driven Strategic Planning Process



American Public Health Association

# Strategic Plan

To achieve optimal, equitable health and well-being for all, APHA will:



Build Workforce Capacity and Effectiveness



Champion Public Health



Advance Equitable Public Health Practices and Outcomes



Improve Member Engagement and Satisfaction



Execute Operational Excellence



# Overview of Strategic Priorities

1

## **Build Workforce Capacity and Effectiveness**

Build a vital, versatile, empowered workforce with the skills and capacity to meet current and emerging public health needs.

2

## **Champion Public Health**

Increase recognition of public health as critical to healthy, vibrant, equitable people and communities among policymakers, the public and other key players across all sectors.

3

## **Advance Equitable Public Health Practices and Outcomes**

Advance initiatives on behalf of members and the communities they serve to address and reduce the adverse effects of the social and structural determinants/drivers of health, including systemic racism and all forms of intersectional discrimination, and to drive improvement in equitable and effective public health practices and outcomes.

4

## **Improve Member Engagement and Satisfaction**

Expand membership recruitment and improve retention by increasing the percentage of members who report being very engaged and very satisfied with their APHA membership.

5

## **Execute Operational Excellence**

Optimize organizational staffing, infrastructure, governance and funding models to maximize member support and mission impact.

# Brighter Strategies Team



Liz Scott, PhD  
President/CEO  
Project Lead



Ann Romosz, PhD  
Senior Consultant  
Team Facilitation  
& Coaching

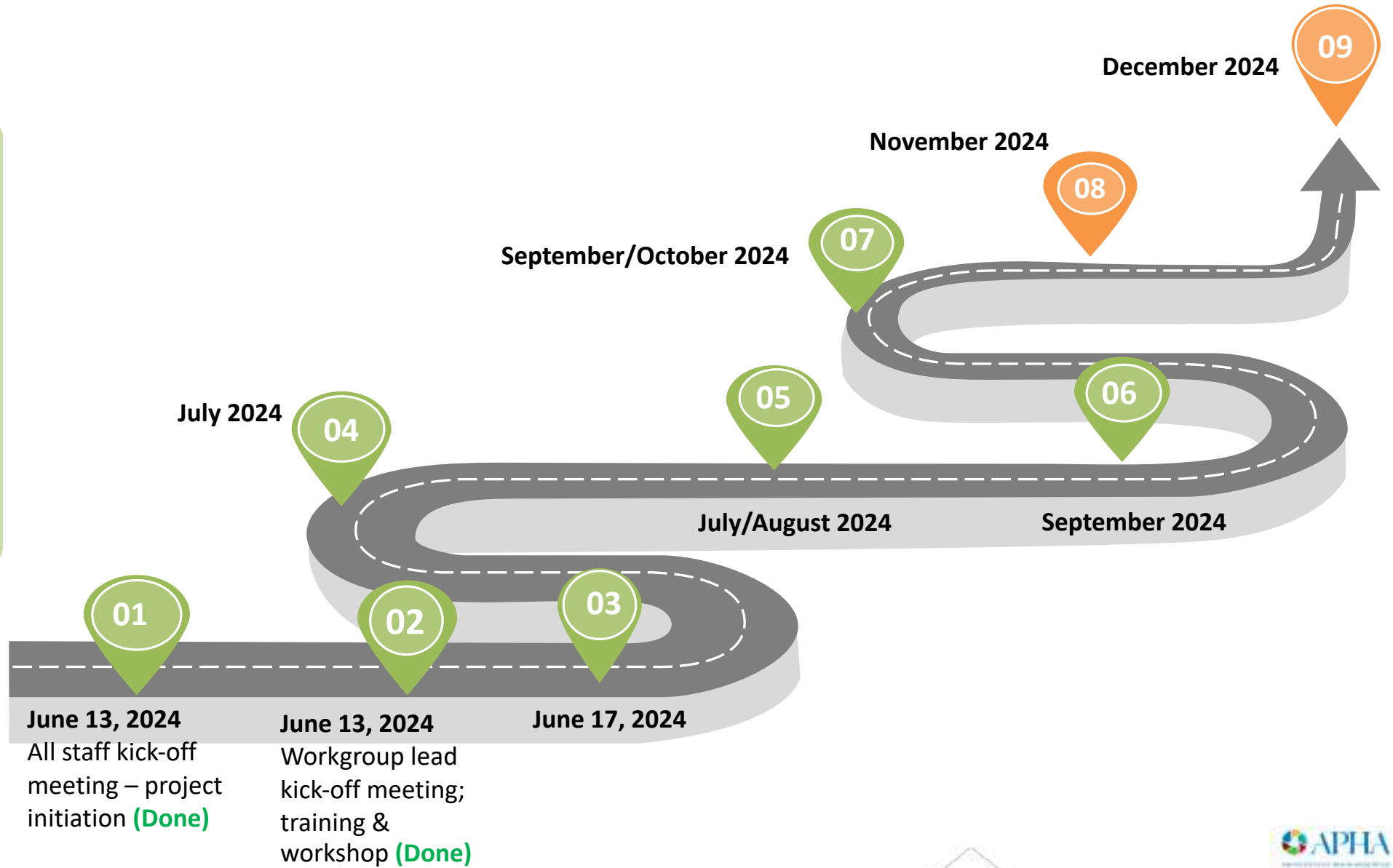


Liyo Masvidal  
Senior Associate  
Analytical &  
Project Support



Purpose:

- Initiate APHA's strategic plan.
- Set workgroups up for progress and success.
- Get change management and coaching support.

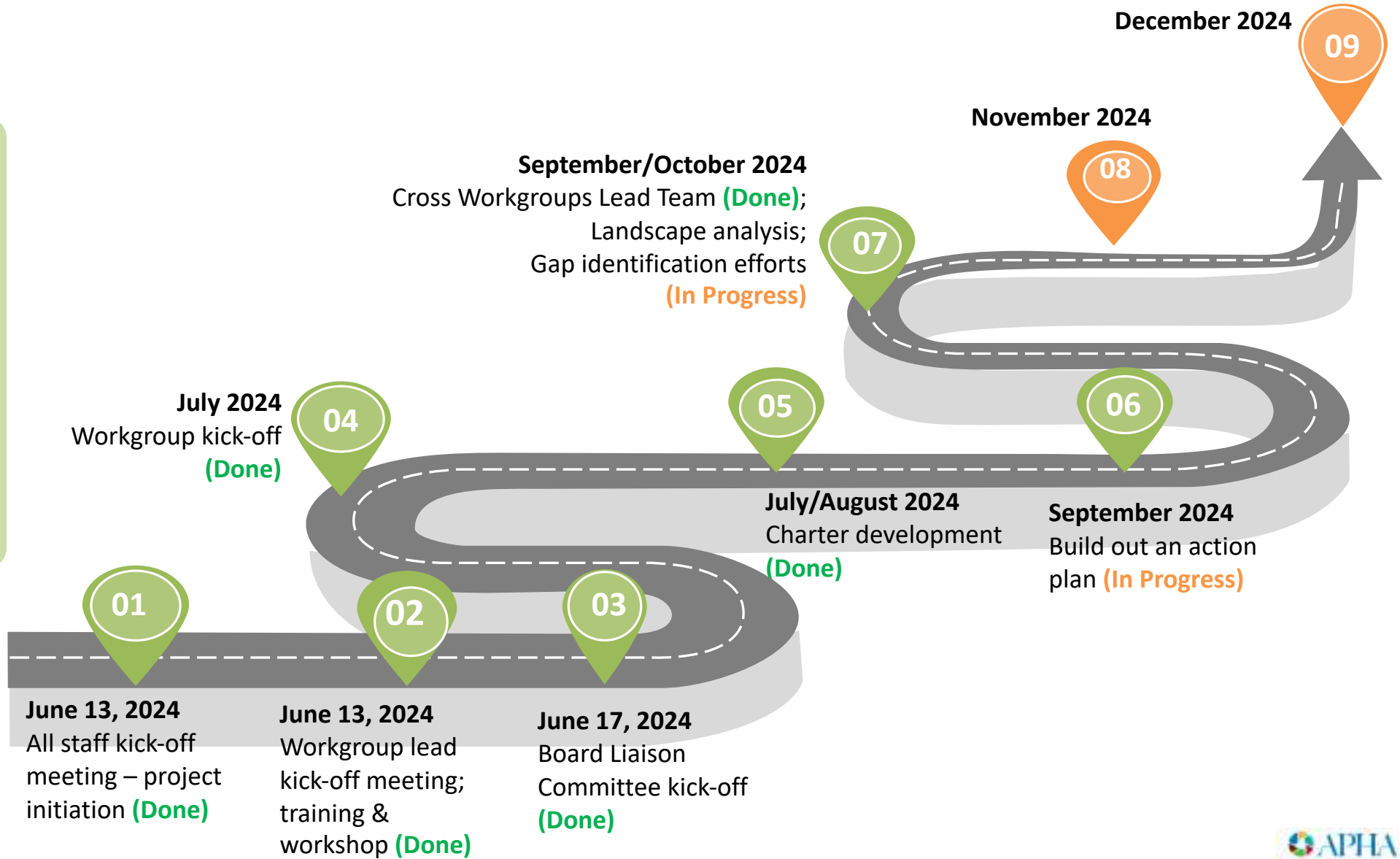




# Strategic Plan Implementation Progress

Purpose:

- Initiate APHA's strategic plan.
- Set workgroups up for progress and success.
- Get change management and coaching support.



# Workgroup 1: Build Workforce Capacity & Effectiveness

*TEAM LEAD: YEATOE MCINTOSH; SENIOR STAFF LIASION: MIGHT FINE*

1. Reviewed public health workforce data, including the Public Health Workforce Interests and Needs Survey (PH WINS)
2. Identified opportunities to gather data for their lead metrics
3. Started assessing APHA initiatives related to building workforce capacity and effectiveness
4. Proposed centralizing data collection and creating an internal dashboard for key metrics



# Workgroup 2: Championing Public Health

*TEAM LEAD: DON HOPPERT; SENIOR STAFF LIASION: SUSAN POLAN*

1. Identified various ways APHA currently champions public health across departments
2. Focused on advocacy efforts, including direct lobbying, comment submissions, and legal activities
3. Began developing simple metrics to measure impact, while acknowledging challenges in quantifying effectiveness
4. Brainstormed potential new initiatives to fill identified gaps



## Workgroup 3:

# Advancing Equitable Public Health Practices & Outcomes

*TEAM LEAD: LAWRENCE HAYNES; SENIOR STAFF LIASION: TIA TAYLOR*

1. Established a baseline definition of equity for the group
2. Identified initiatives across APHA departments related to equity
3. Developing metrics to measure equity in various APHA activities and member engagement
4. Working on aligning equity metrics with lead metrics for the workgroup





# Workgroup 4:

## Improving Member Engagement & Satisfaction

*TEAM LEAD: DEMOND MCWILLIAMS; SENIOR STAFF LIASION: BRAIN SELZER*

1. Reviewed previous APHA Your Way initiatives and outcomes
2. Created a comprehensive list of current membership benefits
3. Evaluating the usefulness and impact of each membership benefit
4. Developing a membership-centric survey, with potential to include questions from other workgroups



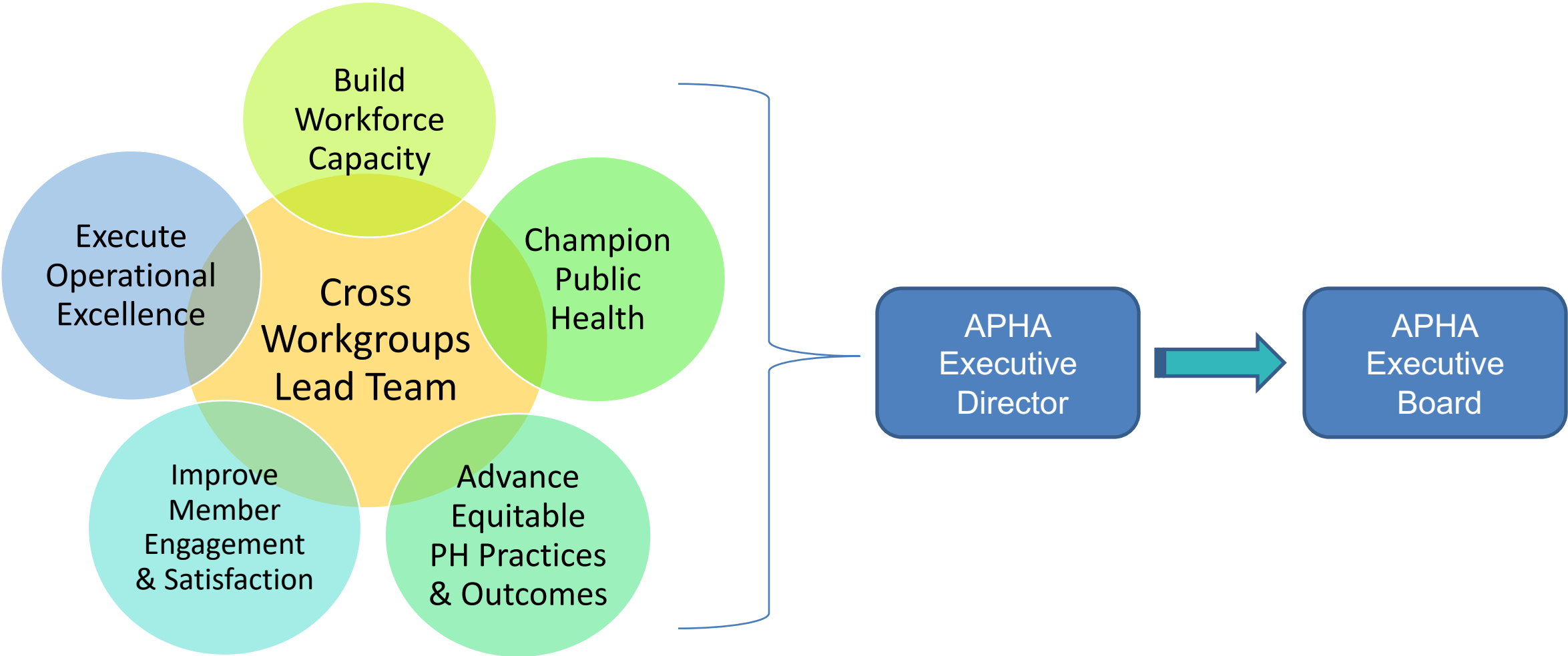
# Workgroup 5: Organizational Excellence

*TEAM LEAD: VINA HULAMM; SENIOR STAFF LIASION: JAMES CARBO*

- Defined baseline understanding of organizational excellence
- Identified critical departments for organizational success (HR, Finance, IT)
- Started a spreadsheet to track current initiatives by department
- Working on defining success metrics for each initiative and identifying data gaps



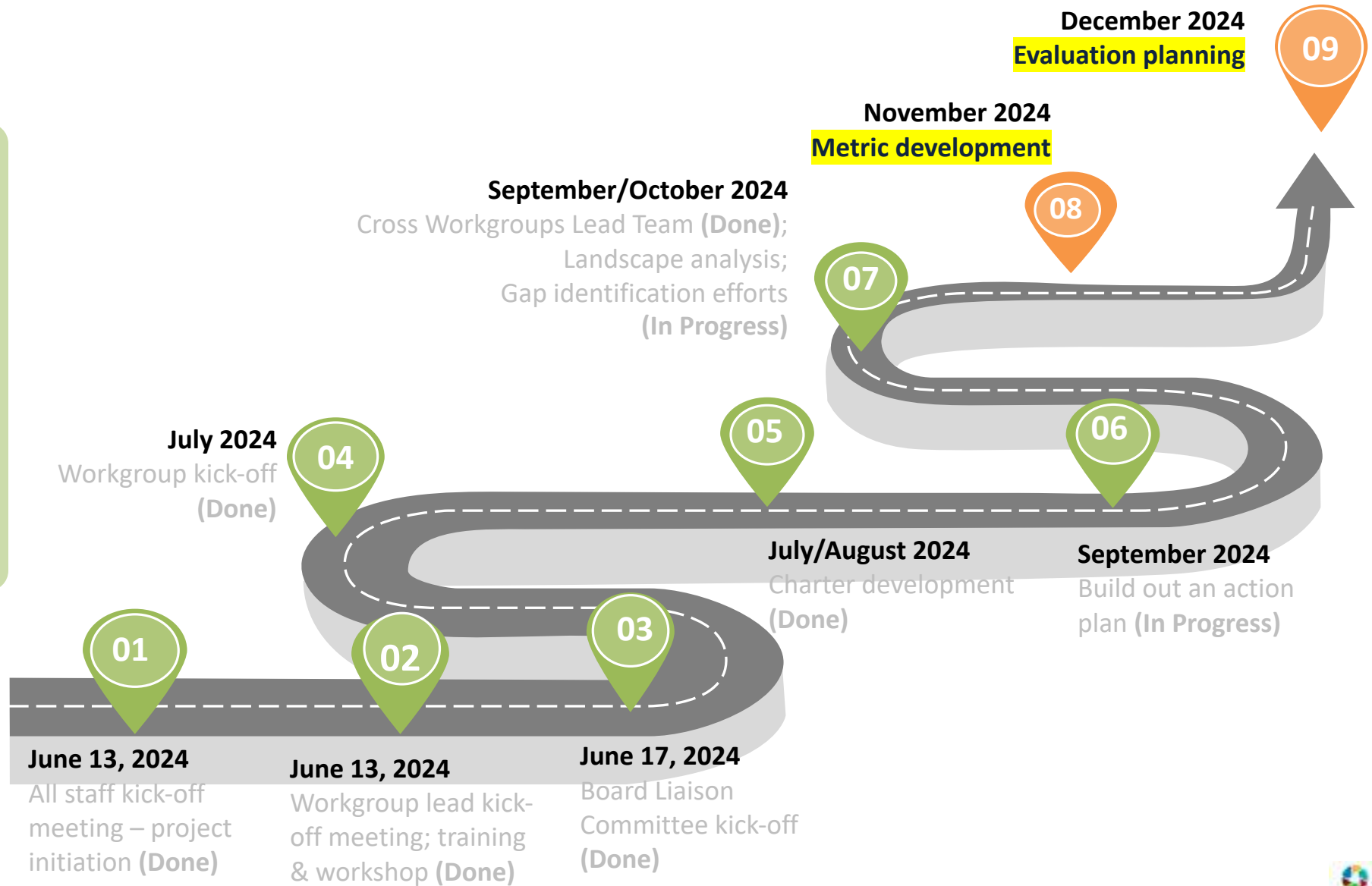
# Organizational Alignment, Collaboration & Synergy to Implement the Strategic Plan



# Next Steps for Strategic Plan Implementation...

Purpose:

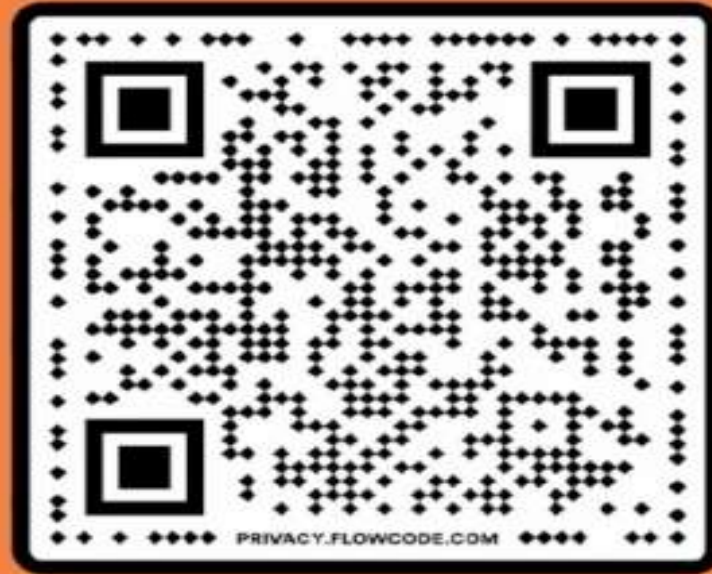
- Initiate APHA's strategic plan.
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- Get change management and coaching support.





# Take the Survey...

## Joint Work: Member Survey







## Strategic Plan Committee

### *APHA*

- Moose Alperin (EB)
- Jessica Boyer (EB)
- Monique Brown (EB)
- Bryan O. Buckley (EB)
- Shontelle Dixon (EB)
- David Reyes (EB – Chair)
- Denise Strehlow (EB)
- Georges Benjamin (Ex-officio)
- Celeste Philip (Staff Lead)

### *Brighter Strategies Facilitation Team:*

- Liz Scott, CEO
- Ann Romosz, Senior Consultant
- Liyo Masvidal, Senior Associate





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 APHA

# Take the Survey...

## Joint Work: Member Survey

