

APHA Governing Council Session I

7.0 Strategic Plan Update

Catherine Troisi, PhD

Chair, Strategic Planning Committee of the Executive Board

2021 Strategic Planning Committee Report

Successes and Challenges

Successes

Clarified that the strategic plan is for the whole organization

Increased visibility and communication of the plan

Clarified that goals and objectives should be SMART and something we can influence directly

Challenges:

Integration of affiliates, sections, staff into the strategic plan

Educating affiliates, sections, staff on how to use the strategic plan

Check out the new advocacy curriculum, developed by the Strategic Planning Committee and Action Board, that can be used in the classroom and posted this on the APHA website: https://www.apha.org/-/media/Files/PDF/advocacy/SPEAK/210915_APHA_Advocacy_Curriculum.ashx

**Updates to the Strategic Plan are coming
and will be coordinated with work on
APHA Your Way (formerly MUEEP)**

Recommendations for the 2022 Strategic Planning Committee include:

- Follow a timeline that includes process evaluation for development and implementation of new strategic plan
 - will contribute to institutional memory about the planning process next time
- Ensure that new strategic plan objectives are based on outcomes APHA can directly influence
- Ensure data gathered for APHA Your Way (MUEEP) used for developing the new strategic plan; utilize resources from Member Units to gather info to fill in gaps

Recommendations for the 2022 Strategic Planning Committee (cont.):

- Executive Board members should discuss new strategic plan with their liaisons, helping them design their own strategic plans within the framework of the new plan. Member units should report back their strategic plans to the Executive Board
- Determine how to integrate recommendations from sections/affiliates into annual updates to the strategic plan and in next (2027) strategic plan
- Make sure there is some continuity on the strategic planning committee membership each year.

Please view the Executive Board Chair Report to the Governing Council (linked in the left panel) for more information

Thank you to all members of the Strategic Planning Committee:

Cathy Troisi – Chair

Oscar Alleyne *Elected Member*

Charlene Cariou *Elected Member*

Shontelle Dixon *Education Board Chair*

Anne Dressel *Action Board Chair*

Jeanie Holt *Membership Committee Chair*

Georges Benjamin *Executive Director ex-officio*

Regina Moss-Davis *Staff Liaison*

James Carbo *Staff Liaison*