



## Indiana Society for Public Health Education Strategic Plan 2011-2016

Indiana Society for Public Health Education (InSOPHE) is a professional association made up of a diverse membership of health education professionals and students. InSOPHE promotes healthy behavior, healthy communities, and healthy environments through its membership and partnerships with other organizations and universities. With its primary focus on public health education, InSOPHE provides leadership through a code of ethics, standard for professional preparation, research and practice, professional development, and public outreach.

**Mission** – The Indiana Chapter of the Society for Public Health Education is an independent, professional organization founded to provide leadership to the profession of health education and to contribute to the health of all people through:

- Advances in health education theory and practice,
- Excellence in health education and practice, and
- Promotion of public policies conducive to health.

**Purpose** – The purpose of InSOPHE is to promote, encourage, and contribute to the advancement of the health of all people and to advance the health education/health promotion profession through research, service, leadership, education, and distribution of appropriate materials.



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**Goal 1 (Membership):** InSOPHE will be an operationally sound organization with an active and viable membership that promotes health education in Indiana.

**Objectives:**

1. By December 31 of each year, increase professional membership by a minimum 4%, target goal 6%, as compared to the previous year.
2. By December 31 of each year, increase student membership by minimum 4%, target goal 6%, as compared to the previous year.
3. By December 31 of each year, reassess and potentially revise/expand membership services/benefits.
4. By December 31, 2011, develop a succession plan for recruiting qualified and energetic board members.

Strategies for #1	Evaluation	Status
<ul style="list-style-type: none"> <li>• Develop and implement an action plan that “invests back” into the professional members of the organization</li> <li>• Implement marketing plan via goal four strategies</li> <li>• Partner and market to interdisciplinary organizations</li> <li>• Provide meet and greets for members and non-members</li> <li>• Provide complimentary membership to each featured speaker at continuing education offerings</li> </ul>	Documented action plan Documented marketing plan # of disciplinary organizations partnered with/marketed to # of meet and greets planned/implemented # complimentary membership given # of professional members	2011:
		2012:
		2013:
		2014:
		2015:
<b>Lead Role:</b> Membership Director		
Strategies for #2	Evaluation	Status
<ul style="list-style-type: none"> <li>• Develop and implement an action plan that “invests back” into the student members of the organization</li> <li>• Implement <i>Bridging Education &amp;</i></li> </ul>	Documented action plan Documentation of increased university participation	2011:
		2012:



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<p><i>Practice Initiative</i> to increase active university participation in the organization</p> <ul style="list-style-type: none"> <li>• Develop and implement a mentoring system throughout the organization</li> <li>• Provide meet and greets for student members and non-members</li> </ul> <p><b>Lead Role:</b> Membership Director &amp; InSOPHE Board Members</p>	<p>Developed mentoring system</p> <p># of meet and greets planned/implemented</p> <p># of student members</p>	<p>2013:</p> <hr/> <p>2014:</p> <hr/> <p>2015:</p>
<p><b>Strategies for #3</b></p>	<p><b>Evaluation</b></p>	<p><b>Status</b></p>
<ul style="list-style-type: none"> <li>• Execute the annual membership survey</li> <li>• Review bylaws and policies/procedures manual</li> <li>• Promote organizational awards programs and use these awards for visible recognition of the members/leaders</li> </ul> <p><b>Lead Role:</b> Membership Director, Past-President, &amp; President</p>	<p>Execution date of the annual membership survey</p> <p>Results of the annual membership survey</p> <p>Updated bylaws and policies/procedures manual</p> <p>Documents of promotions for organizational awards programs</p>	<p>2011:</p> <hr/> <p>2012:</p> <hr/> <p>2013:</p> <hr/> <p>2014:</p> <hr/> <p>2015:</p>
<p><b>Strategies for #4</b></p>	<p><b>Evaluation</b></p>	<p><b>Status</b></p>
<ul style="list-style-type: none"> <li>• Create action teams for yearly projects to engage membership and develop a pool of future leaders</li> <li>• Provide leadership training, new board member orientation, and board transition materials</li> </ul>	<p>Development of action teams</p> <p>Date of leadership training/board member orientation</p>	<p>2011:</p> <hr/> <p>2012:</p> <hr/> <p>2013:</p>



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<b>Lead Role:</b> InSOPHE Board Members		2014:
		2015:
<b>Goal 2 (Advocacy):</b> InSOPHE will actively engage in advocacy efforts to advance the health education profession and address priority public health issues on a local, state, and national level.		
<b>Objectives:</b> <ol style="list-style-type: none"> <li>1. By December 31 of each year, at least 2 InSOPHE sponsored professional development activities will include training on advocacy.</li> <li>2. By December 31 of each year, each InSOPHE <i>Clips &amp; Tips</i> newsletter and at least 6 <i>Listserv News</i> will include information on advocacy and/or policy.</li> <li>3. By December 31 of each year, implement at least 2 advocacy strategies to increase support for priority health education and/or public health policies at the local, state, or national level.</li> </ol>		
Strategies for #1	Evaluation	Status
<ul style="list-style-type: none"> <li>• Provide training on information on advocacy and policy during InSOPHE hosted workshops</li> </ul> <b>Lead Role:</b> Advocacy Director & President-Elect	# of advocacy trainings hosted Topics covered during training # attending advocacy trainings	2011:
		2012:
		2013:
		2014:
		2015:
Strategies for #2	Evaluation	Status
<ul style="list-style-type: none"> <li>• Provide information on advocacy and policy through the quarterly <i>Clips &amp; Tips</i></li> </ul>	# of <i>Clips &amp; Tips</i> newsletters that include	2011:



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<p>newsletter</p> <ul style="list-style-type: none"> <li>• Provide information on advocacy and policy through the InSOPHE <i>Listserv News</i></li> <li>• Identify and utilize materials and alerts from National SOPHE</li> </ul> <p><b>Lead Role:</b> Advocacy Director &amp; Communications Director</p>	<p>information on advocacy and policy</p> <p>Advocacy topics included in <i>Clips &amp; Tips</i> newsletters</p> <p># of <i>Listserv News</i> newsletter that include information on advocacy and policy</p> <p>Advocacy topics included in <i>Listserv News</i></p>	<p>2012:</p> <p>2013:</p> <p>2014:</p> <p>2015:</p>
Strategies for #3	Evaluation	Status
<ul style="list-style-type: none"> <li>• Develop a policy and procedure protocol for writing position statements</li> <li>• Identify and research “hot topics” related to public health</li> </ul> <p><b>Lead Role:</b> Advocacy Director &amp; InSOPHE Board Members</p>	<p>Documented protocol for writing position statements</p> <p># of position statements written</p> <p># of position statements disseminated (topic, date, and where disseminated)</p> <p># of “hot topics” identified/researched</p>	<p>2011:</p> <p>2012:</p> <p>2013:</p> <p>2014:</p> <p>2015:</p>
<p><b>Goal 3 (Professional Development):</b> InSOPHE will provide enhanced and targeted educational offerings that meet the needs of health educators and reflect current research trends in the field.</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. By December 31 of each year, offer at least 3 professional development opportunities.</li> <li>2. By December 31 of each year, partner with at least 2 external organizations in Indiana that focus on public health priorities.</li> <li>3. By December 31, 2013, offer at least 1 annual online offering for professional development and CECH.</li> </ol>		
Strategies for #1	Evaluation	Status



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<ul style="list-style-type: none"> <li>Assess the continuing education needs of the membership via the annual membership survey</li> </ul> <p><b>Lead Role:</b> President-Elect</p>	Execution date of the annual membership survey  Results of the Continuing Education portion of annual membership survey	2011:
		2012:
		2013:
		2014:
		2015:
<b>Strategies for #2</b>	<b>Evaluation</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>Offer a mini-grant to an organization who will provide CHES review sessions for the student members</li> </ul> <p><b>Lead Role:</b> President-Elect &amp; InSOPHE Board Members</p>	Documented promotion of the mini-grant # of applicants received for mini-grant Documented selection process of mini-grant Announcement date regarding the reward of the mini-grant # of participants in CHES review sessions	2011:
		2012:
		2013:
		2014:
		2015:
<b>Strategies for #3</b>	<b>Evaluation</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>Present topic list to board</li> <li>Explore collaboration with other professional organizations</li> <li>Online education offerings promoted</li> </ul>	Documented topic list  List of collaborating partner(s)  Promotional materials for online offering(s)	2011:
		2012:



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<ul style="list-style-type: none"> <li>Online education offerings developed and implemented</li> </ul> <p><b>Lead Role:</b> President-Elect &amp; Communications Director</p>	Development process for online offering(s) Implementation date for online offering(s) Evaluations of online offering(s)	2013:  2014:  2015:
<p><b>Goal 4 (Marketing &amp; Communications):</b> InSOPHE will maintain communication that increases visibility, disseminates information, and promotes the organization and the health education profession.</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>By December 31 of each year, provide professional communication and information to the membership through the InSOPHE website, quarterly newsletter, bi-weekly listserv news, and news flashes, other communication methods.</li> <li>By December 31 of each year, increase website utilization by a minimum 4%, target goal 6%, as compared to the previous year.</li> <li>By December 31, 2011, develop and implement a strategic business marketing plan.</li> </ol>		
Strategies for #1	Evaluation	Status
<ul style="list-style-type: none"> <li>Implement a running kiosk on the website for the <i>Bridging Education &amp; Practice</i> initiative</li> </ul> <p><b>Lead Role:</b> Communications Director</p>	Execution date of kiosk on website	2011:  2012:  2013:  2014:  2015:
Strategies for #2	Evaluation	Status



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<ul style="list-style-type: none"> <li>Run quarterly Google analytic report</li> <li>Maintain and enhance website features including events, public health webinars, online membership directory, and social media outlets</li> </ul> <p><b>Lead Role:</b> Communications Director</p>	<p>Documented quarterly Google analytic report</p> <p>Date(s) membership directory updated on website</p> <p># of events promoted on website</p> <p># of public health webinars promoted on website</p> <p>Type(s) of social media outlet</p> <p>Frequency/# of times the social media outlets are updated with InSOPHE related information</p>	<p>2011:</p> <p>2012:</p> <p>2013:</p> <p>2014:</p> <p>2015:</p>
<b>Strategies for #3</b>	<b>Evaluation</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>Develop and implement a business-marketing plan to promote InSOPHE.</li> </ul> <p><b>Lead Role:</b> Communications Director, Membership Director, &amp; InSOPHE Board Members</p>	<p>Process documentation of business plan</p> <p>Documented business plan</p> <p>Dissemination of business plan (dates/where)</p>	<p>2011:</p> <p>2012:</p> <p>2013:</p> <p>2014:</p> <p>2015:</p>