



2017 FPHA Strategic Plan - Adopted 2-1-17

Mission: FPHA Serves Florida's Public Health Professionals and Students through Advocacy, Professional Development, and Networking to Improve Florida's Health

Vision: FPHA will be the premier association that represents and supports Florida's public health professionals and students in their provision of excellent public health services throughout the state

Values: DRIVEN

Diverse membership

Responsiveness to members on public health issues,

Innovative engagement with members in seeking new solutions to old problems

Valuable advocacy for public health

Education and promotion of evidence-based solutions to public health issues

Networking to strengthen relationships of public health professionals

Key Performance Indicators (KPIs):

Number of members (1,200 annually)

Membership diversity (25% students, segment by generation, geographic area, non-DOH)

Retention Rate (annual)

Member Satisfaction (annual survey, transactional surveys for events)

Engagement Rate (% of members who attend one or more FPHA event, e.g. AEC, regional meeting, meet-ups, board meeting, or refer new member, annual)

of FPHA priorities that have bills introduced / passed

of actions by each interest group (e.g., monthly call, white paper, meeting, quarterly)

Participation rate of members in interest group activities (quarterly)

Virtual/Social Media (# websites with FPHA link, Facebook likes, website hits, # virtual events)

Objective & Champion	Key Performance Indicators (KPIs)	Strategies / Due Dates / Leads	Status
<p>By 6/30/17, target and engage a diverse FPHA membership.</p> <p>Champion: Membership Committee</p>	<p>Number of members Membership diversity Retention Rate</p>	<ul style="list-style-type: none"> • Develop list of organizations that represent the public health workgroup and students (including medical schools, community health centers, etc.) • Share public health stories (CDC publicity) • Use results of student resurvey re millennials to develop strategies to recruit millennials • Develop and send recruitment materials to all groups identified (link groups to emerging threats) • Identify one liaison from each county for the membership committee 	
<p>By 4/30/17, update the FPHA Board Handbook and document all processes</p> <p>Champion: Yvonne Salfinger</p>	<p># actions by interest groups Participation rate in interest groups</p>	<ul style="list-style-type: none"> • Recruit a team with a representative from each committee to update the Board handbook and document the processes for professional development, legislative advocacy, networking, and interest groups (Example: for new legislative issues, must contact members within 48 hours to seek their input, identify expectations for interest group and chairs, etc.). • Identify lead for each interest group or disband group 	
<p>By 3/15/17, provide educational sessions on successful individual advocacy</p> <p>Champion: Legislative Committee</p>	<p># of FPHA priorities that have bills introduced / passed</p>	<ul style="list-style-type: none"> • Develop schedule of educational sessions (via webinar) • Promote to members • Provide sessions 	
<p>Improve member value at 2017 Professional Development events</p> <p>Champion: AEC Committee</p>	<p>Member Satisfaction Engagement Rate</p>	<ul style="list-style-type: none"> • Add opportunity for a professional photo taken at AEC • Add an AEC pre-conference workshop on resume building • Begin Resume group to help others • Conduct at least two regional meetings during 2017 • Create at least four new meet-ups in 2017 	