

Kentucky Public Health Association

Strategic Plan 2016-2021

Mission

To promote healthy communities through advocacy, education, and leadership.

Vision

Creating a healthier Commonwealth

Values

Professionalism, Health Equity, Responsiveness, Leadership



Prevent. Promote. Protect.

#HealthForAllYall

Strengths



Opportunities for Improvement



The success of our strategic plan builds upon the dedication and commitment that our executive leadership, board, and general members showcase.

We have the following infrastructure within the organization:
Past President, President, President-Elect, Vice President, Treasurer, Secretary,
Executive Director and 2 administrative support staff
12 Directors and Chairs for various workgroups, including each of our strategic
priority areas

The KPHA Board of Directors and executive leadership chartered workgroups to define measurable goals and objectives for the following three focal areas that we believe are essential to success:

Advocacy, Leadership, Education



LEADERSHIP

Goal 1: Increase in revenue streams to strengthen the financial foundation

Objectives:

1. Establish a new or ratify the current KPHA dues/conference fee structure by October 31, 2019
2. Foster a minimum of 1 new business partnership by March 31, 2020

Goal 2: Increase Membership Number and Engagement

Objectives:

1. Develop a mechanic for sharing KPHA resource needs and volunteer opportunities with all membership by May 31, 2019
2. Provide quarterly updates to membership by May 31, 2020
3. Increase the number of KPHA members by May 31, 2020
 - a. local health department directors
 - b. organizational membership
 - c. individual membership
 - d. student membership
4. Increase/diversify number of schools that participate in KPHA activities by May 31, 2020
 - a. scholarships
 - b. student ambassadors
 - c. abstracts/educational opportunities

Goal 3: Increase Administrative Standardization

Objectives:

1. Update executive director position description by January 31, 2019
2. Update contact rates for executive director position by January 31, 2019
3. Update by-laws language by December 31, 2019
4. Increase the number of standardized and completed administrative policies and procedures by March 31, 2020

EDUCATION

Goal 1: Increase Workforce Development Opportunities Statewide

Objectives:

1. Conduct a statewide workforce development assessment by April 30, 2019
2. Collaborate with universities, Kentucky Department for Public Health and other state/national partners to develop timeline/workplan by October 31, 2018
3. Determine questions to be utilized, input into platform and pilot test with at least one local health department by March 15, 2019
4. Gain buy-in and feedback from KHDA by March 19, 2019
5. Promote market assessment at KPHA conference on April 10, 2019
6. Launch workforce development assessment with at least 70% of Kentucky's public health workforce completing by July 31, 2019
7. Analyze competency assessment results by October 31, 2019
8. Increase competency assessment scores statewide by October 31, 2021

Goal 2: Increase number of KPHA sponsored/hosted trainings

Objectives:

1. Develop quarterly training schedule for members by October 31, 2020
2. Obtain credentials for identified members to provide CEUs for KPHA trainings by November 30, 2020
3. Host/Sponsor a minimum of 2 training opportunities by January 31, 2020

Goal 3: Enhance KPHA Annual Conference Offerings

Objectives:

1. Increase national speakers at the KPHA Annual Conference by April 10, 2019
2. Integrate 2019 statewide workforce development assessment results into KPHA Annual Conference offerings by April 30, 2020
3. Make KPHA Annual Conference trainings more accessible by offering archived and virtual sessions by April 30, 2021

ADVOCACY AND COMMUNICATION

Goal 1: Improve Internal and External Communication

Objectives:

1. Create job listing section on KPHA website by March 31, 2019
2. Increase the number of local health departments that have a link to KPHA on their website by June 30, 2020
3. Revise/Update look and feel, utility of KPHA website by May 31, 2020
4. Develop Legislative Session Update document by January 31, 2020

Goal 2: Increase Communication/Branding Infrastructure

Objectives:

1. Create a communication and branding committee by December 31, 2018
2. Research best practices on association communication strategies by April 30, 2019
3. Establish KPHA communication priorities by June 30, 2019
4. Establish various mechanisms to communicate with membership and public by March 31, 2020

Goal 3: Increase Social Media Presence

Objectives:

1. Designate a social media team consisting of more than two individuals by December 31, 2019
2. Develop written social media implementation guidelines by January 31, 2021
3. Diversify the types of social media platforms for outreach by December 31, 2019
4. Develop practicum placement for student engagement and internship opportunities by May 31, 2020

Appendix A-Membership Survey

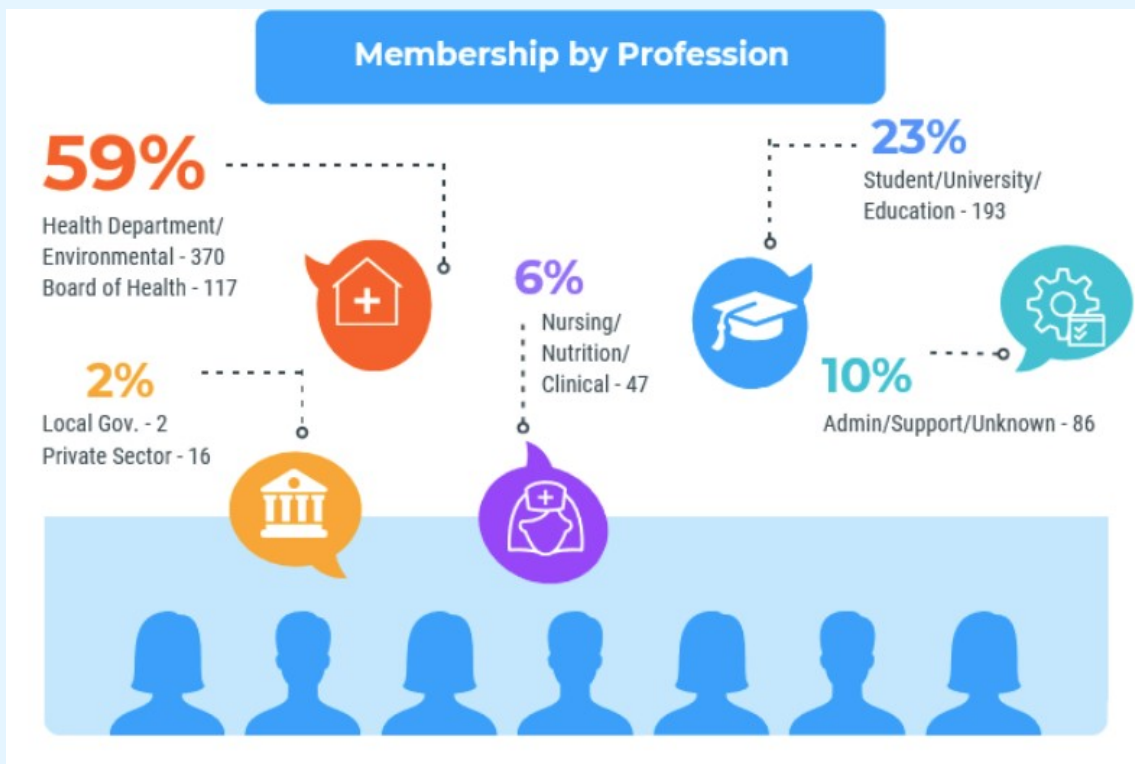
Top 3 Reasons for Membership

Top 3 (2012)

- News and information on issues affecting public health
- Professional development and continuing education credits
- Networking with other professionals in my field

Top 3 (2018)

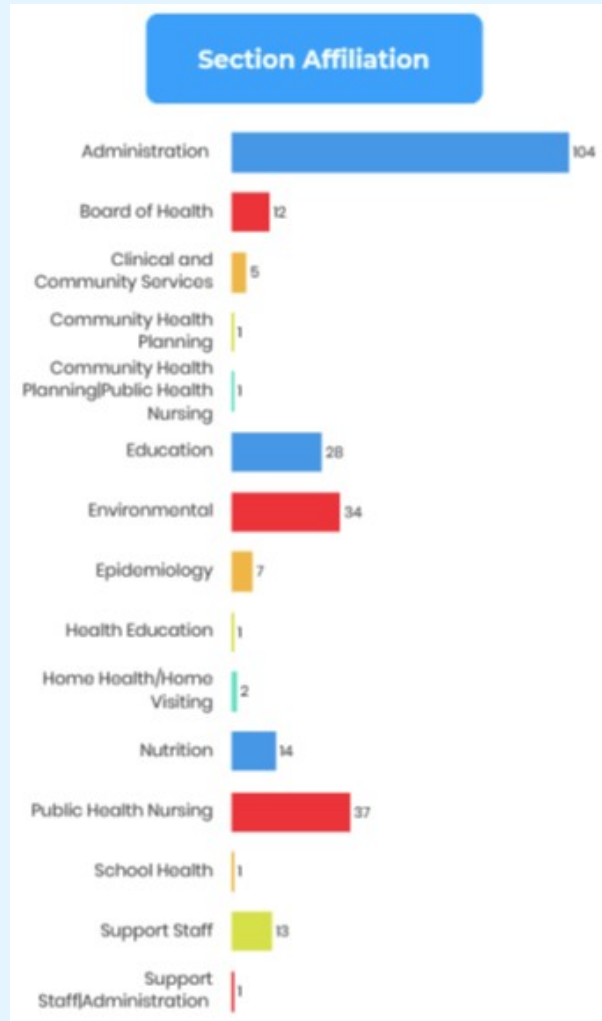
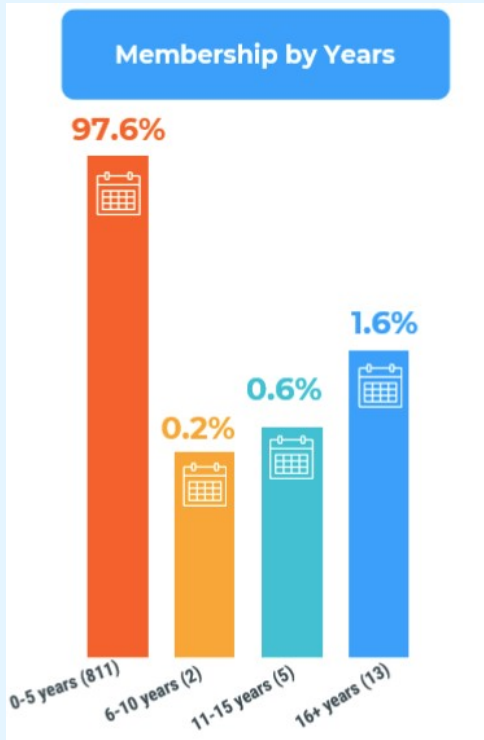
- Up-to-date news and information on public health issues
- Professional development, career opportunities, continuing education
- To attend or present at KPHA's annual conference/Networking



Membership Data

Data originated from Neon which only dates back to 2017. Therefore data may be skewed.

Appendix A-Membership Survey



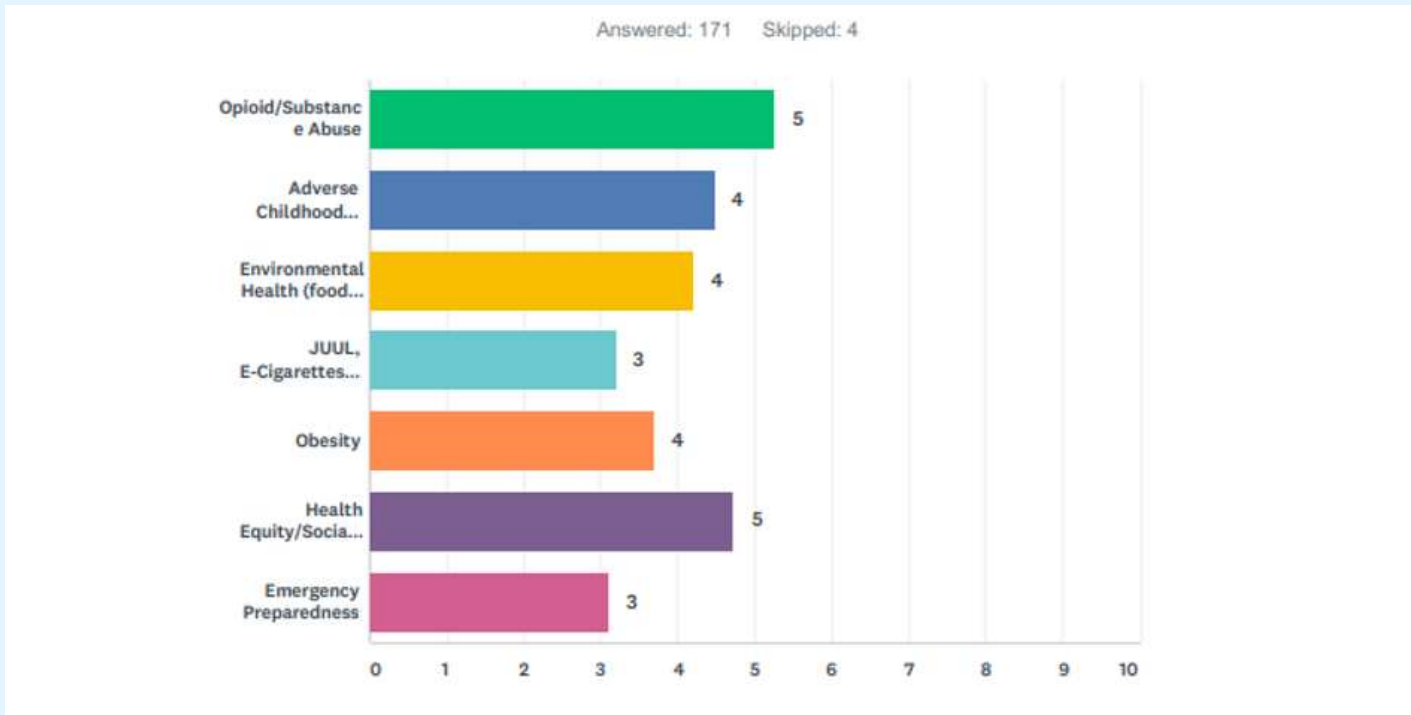
Distribution by Years

Years	Members
0	625
1	84
3	1
4	4
5	97
8	1
10	1
11	1
12	2
13	1
15	1
16	3
17	1
18	2
20	1
21	4
22	2



Appendix A-Membership Survey

Educational opportunities throughout the year:

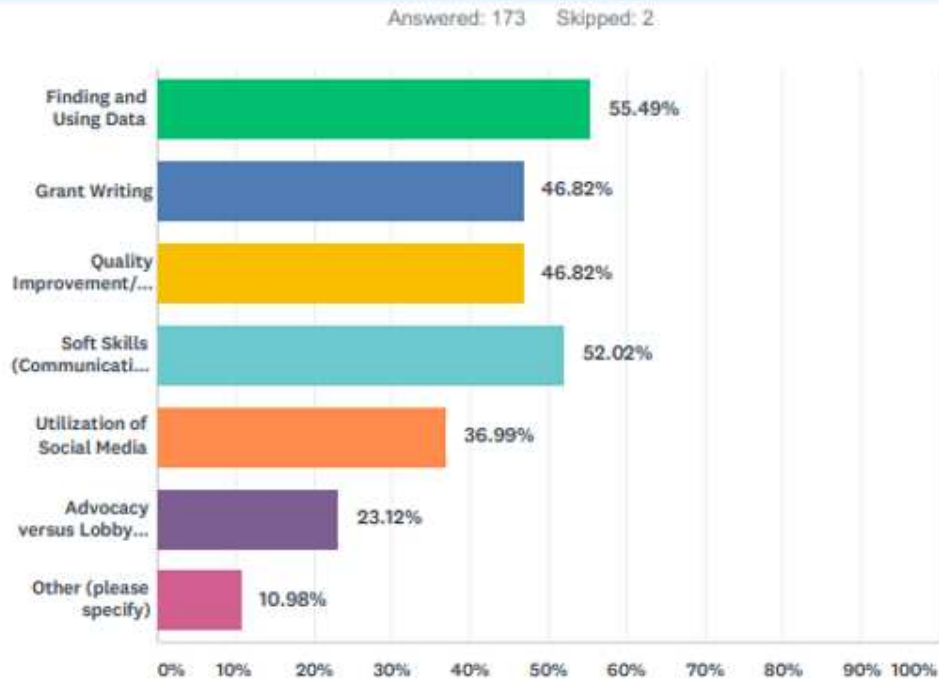


Other training suggestions:

- Vaccine Preventable Diseases (VPDs)
- Project Management
- Public Health Administration
- Partnerships
- Writing policies, compliance activities
- Medical and Recreational Marijuana
- Vulnerable populations
- Self Care, Mindfulness
- School health
- Succession planning

Appendix A-Membership Survey

Other trainings and information sharing of interest:



ANSWER CHOICES	RESPONSES	
Finding and Using Data	55.49%	96
Grant Writing	46.82%	81
Quality Improvement/Performance Management/Accreditation Readiness	46.82%	81
Soft Skills (Communication, Facilitation, Time Management, Teamwork, etc.)	52.02%	90
Utilization of Social Media	36.99%	64
Advocacy versus Lobbying Guidance	23.12%	40
Other (please specify)	10.98%	19
Total Respondents: 173		