

Strategic Planning Committee

Report to Governing Council, November, 2022

Jeanie Holt, MS, MPH

Chair of Strategic Planning Committee



Accomplishments

- Revised committee description for clarity and utility
- Designed a strategic plan process and timeline to provide current and future Strategic Planning Committees with a roadmap for an effective process
- Obtained Executive Board approval for hiring a consultant to facilitate a revision of the current strategic plan
- Worked with APHA staff to issue an RFP and select a consultant with the goal of beginning work at the 2022 Annual Meeting
- Participated in presentation interviews with 3 consulting firms and gave input to final choice

Evaluation of Current APHA Strategic Plan

- 5+ years old
- Outward focus
 - Strategic plan for health broadly
- Progress measured by changes in Leading Health Indicators
 - Slow to change
 - Hard to evaluate impact of activities
 - Hard to find leverage points to impact LHIs
- Strategic Portfolios have provided a flexible framework
 - Affiliates and Sections can “see themselves” in this framework

Strategic Plan purpose: Strengthen APHA so that together we can accomplish our mission:

Improve the health of the public and achieve equity in health status

Strategic Portfolios



New Strategic Plan will

- Keep our mission statement
- Keep the strategic portfolios
 - Flexible framework—adaptable to the unique circumstances of various APHA components
 - Diverse components of APHA can “see themselves” in the framework
- Build on the information and learnings from the APHA Your Way project
- Focus
 - Strengthen APHA
 - Increase APHA agility to address emerging issues, both internal and external
 - Design metrics to measure progress and impact
 - Provide tools to inform on-going revisions to activities and workplans
 - Ensure solid evaluation plan and timetable

Strategic Planning Consultant

- RFP sent to several strategic planning consulting firms
- 3 firms submitted proposals
- All 3 qualified to accomplish scope of work in RFP
- Each firm gave a presentation to Strategic Planning Committee members and senior staff
- Negotiations needed to “right size” the scope of work and budget to meet our needs and resources

We need you!

- Inform your groups that strategic planning is underway
- Email me with questions
 - Jeanie.APHA@gmail.com

Special Thanks

Thank you!

- SP Committee
 - Jeanie Holt, Chair
 - Charlene Cariou
 - David Reyes
 - Elaine Archer-Booker
 - Jessica Boyer
 - Moose Alperin
 - Oscar Allenye
 - Regina Moss Davis
- Executive Board
- Dr. Benjamin
- Strategic Planning Committees over past 5 years

About APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession, promote best practices and share the latest public health research and information. We are the only organization that combines a 150-year perspective, a broad-based member community and the ability to influence policy to improve the public's health. Learn more at www.apha.org.



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