



Public Health Association of Nebraska - Vision & Sustainability Plan 2021-2024

MISSION

Uniting and amplifying the voice of public health to support healthier communities in Nebraska.

VISION

Driving Nebraska's public health forward.

STRATEGIES

<u>BUILD INTERNAL CAPACITY & FUNDING</u>	<u>ENGAGE MEMBERSHIP & PROVIDE BENEFITS</u>	<u>ORGANIZE & STRENGTHEN ADVOCACY IN PUBLIC HEALTH</u>	<u>DEVELOP PROGRAMMING & EDUCATIONAL ACTIVITIES</u>	<u>BUILD A COMMUNICATION STRATEGY</u>
<p>Goal: Execute internal strategy to meet our membership needs through effective and efficient operations, funding and governance.</p>	<p>Goal: Increase members involvement in PHAN at both the individual and organizational level.</p>	<p>Goal: Support and promote public health advocacy efforts in Nebraska.</p>	<p>Goal: Create a diverse mix of programs and educational activities that will attract and retain members of all levels.</p>	<p>Goal: Articulate and execute a communications strategy that increases awareness of PHAN.</p>

OBJECTIVES

<ul style="list-style-type: none"> Operate efficiently Create Diverse funding sources Update Governance documents Record & store organizational history in an accessible manner 	<ul style="list-style-type: none"> Define membership levels Track and evaluate benefits annually Provide superior professional networking 	<ul style="list-style-type: none"> Conduct consistent advocacy efforts Advocacy efforts benefit all in public health Activate member participation system Impactful advocacy is organized 	<ul style="list-style-type: none"> Create programs and educational opportunities Offer to current and prospective members Track and evaluate programming and educational activities annually 	<ul style="list-style-type: none"> Active communication plan is in place Update website Active social media Complete materials for all strategies
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MEASURES

<ul style="list-style-type: none"> Bylaws are updated and include a roadmap for how policies are identified and approved A staffing model is determined and implemented Committees all have charters and committee member roles are defined Fundraising plan is in place and has been implemented Alternative income streams are in place 	<ul style="list-style-type: none"> Membership benefits are created and communicated with current and potential members Annual membership drive is held each fall Membership database is updated and utilized on a consistent basis Advocacy benefit is well defined and communicated with membership 	<ul style="list-style-type: none"> An annual advocacy plan and strategy are written and communicated with members Advocacy committee is active on an annual basis and operated with a charter that articulates advocacy benefit for membership Technology is used on a regular basis to support advocacy efforts Advocacy priorities are identified and communicated with membership 	<ul style="list-style-type: none"> PHAN Café Webinars continue Programming occurs at annual meeting Programming is offered at regional meeting(s) Annual evaluation of membership is done and data is used to update programs and educational activities 	<ul style="list-style-type: none"> A board driven communications plan is created Website is updated monthly Engage communications committee and student interns in plan execution
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ACTION PLANS

PHAN has outlined a strategy to execute its plan which is articulated in action plan documents. The actions plans outline who is responsible for what and the time frame for expected completion is included.