MdPHA
Strategic Plan: 2014 - 2016

Wednesday, April 9, 2014
Columbia, MD

Developed by MdPHA Strategic Planning Committee
(Chair: Monica McCann)

MdPHA Mission

To improve public health in Maryland through education and advocacy.
Purpose of Strategic Plan

- A strategic plan serves as a blueprint to unify and guide MdPHA around a set of clear and focused goals, objectives, and activities that fulfill the mission of the organization.

- Other Benefits:
  - Build consensus
  - Reenergize existing members
  - Identify opportunities to attract new members

Planning Process for 2014 Strategic Plan

- **Nov. 6, 2013**
  - Present overview of current status and process for new strategic plan

- **Dec. 15, 2013**
  - Collect survey responses

- **March 10, 2014**
  - Present draft 2014 Strategic Plan

- **Dec. 1, 2013**
  - Launch 2013 Strategic Planning Survey
    - (Circulation via MdPHA, APHA, DHMH, LHDs, University PH programs, social media)

- **Feb. 8, 2014**
  - Strategic Planning Retreat
    - (presentation and discussion of survey responses)

- **April 9, 2014**
  - Launch 2014 Strategic Plan
Recap of 2013 MdPHA Survey Results

Demographics of Survey Respondents

- 121 Respondents
- Membership Status:
  - 48% Members
    - 17% highly active (officer/committees)
    - 19% active (attend events)
    - 64% not active
  - 52% Non-members
    - 65% aware of MdPHA
    - 35% not aware of MdPHA
Demographics of Survey Respondents

How long have you been a member?

- 9% Newly joined this year (2013)
- 21% 1-3 years
- 12% 4-6 years
- 3% 7-10 years
- 7% 10-15 years
- 2% 15+ years
- 7% Not applicable (have never been a member)

Membership Satisfaction

How satisfied are you with your MdPHA membership?

- 32% Satisfied
- 27% Somewhat satisfied
- 10% Not sure
- 5% Somewhat dissatisfied
- 2% Dissatisfied
Membership: Renewal and Recommendation

What is the likelihood you would renew your membership or join MdPHA?

- Very likely: 7%
- Somewhat likely: 27%
- Not sure: 33%
- Somewhat unlikely: 28%
- Very unlikely: 5%

What is the likelihood you would recommend MdPHA membership to others?

- Very likely: 23%
- Somewhat likely: 28%
- Not sure: 40%
- Somewhat unlikely: 5%
- Very unlikely: 2%

Membership: Non-Initiation/Non-Renewal

What would you say is the primary reason you would not join or renew your membership with the MdPHA?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Value of association membership is not apparent</td>
<td>25.6%</td>
<td>31</td>
</tr>
<tr>
<td>• Economy does not permit membership at this time</td>
<td>9.1%</td>
<td>11</td>
</tr>
<tr>
<td>• Having previously been an active member, I don’t receive renewal information</td>
<td>3.3%</td>
<td>4</td>
</tr>
<tr>
<td>• Personal decision unrelated to benefit value or association dues</td>
<td>2.5%</td>
<td>3</td>
</tr>
<tr>
<td>• Other reasons</td>
<td>4.1%</td>
<td>5</td>
</tr>
<tr>
<td>• Not applicable (response includes members and non-members)</td>
<td>55.4%</td>
<td>67</td>
</tr>
</tbody>
</table>

What are the other reasons?
- Seems to be little or no involvement of local public health programs or schools of public health in MdPHA
- Combination of cost and value of joining the association
- Too far to travel to meetings
- Time commitments
Meeting Attendance

- 15% attended the 2013 MdPHA Annual Meeting
- 68% have never attended an MdPHA Annual Meeting
- 81% have never attended a General Quarterly Membership Meeting

Barriers to Meeting Attendance

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Other commitments</td>
<td>38</td>
</tr>
<tr>
<td>• Location</td>
<td>31</td>
</tr>
<tr>
<td>• Time of day/ evening</td>
<td>22</td>
</tr>
<tr>
<td>• Not interested in discussion topics</td>
<td>5</td>
</tr>
<tr>
<td>• Other reasons</td>
<td>20</td>
</tr>
<tr>
<td>• Not applicable (response includes members and non-members)</td>
<td>43</td>
</tr>
</tbody>
</table>

What are the other reasons/barriers?

- Lack of communication / Not receiving announcements about meetings / Not aware of meetings
- Too busy with other commitments
- Cost
- Feeling that annual meeting was poorly organized and a waste of time
Barriers to Committee Participation

- Lack of information
- Unaware of opportunities for participation
- Geographic location
- Time constraints
- Other responsibilities and commitments
- Lack of interest
- MdPHA’s reputation and relevance (not viewed favorably by many public health professionals as a viable organization)

Communication and Networking

What is your one preferred method for getting to know other association members?

- In-person networking events
- Virtual networking events
- Newsletter
- Membership directory
- Association website
- Social/cultural events
- Other (specified by write-in response)

What are other preferred methods?
- In-person networking combined with social/cultural events, advocacy events, or other health-related programs
- Educational meetings
### Top 5 Proposed Roles for MdPHA

<table>
<thead>
<tr>
<th>Role for MdPHA</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) - Advocating for important public health issues</td>
<td>99</td>
</tr>
<tr>
<td>2) - Addressing existing and emerging health issues</td>
<td>84</td>
</tr>
<tr>
<td>3) - Educating members, public and other healthcare professionals</td>
<td>82</td>
</tr>
<tr>
<td>- Networking among public health professionals</td>
<td>82</td>
</tr>
<tr>
<td>4) - Identifying priority issues for public health in Maryland</td>
<td>68</td>
</tr>
<tr>
<td>- Sharing career opportunities</td>
<td>68</td>
</tr>
<tr>
<td>5) - Collaborating and partnering with DHMH and others</td>
<td>63</td>
</tr>
<tr>
<td>- Mentoring new public health professionals</td>
<td>63</td>
</tr>
</tbody>
</table>

### Top 10 Priority Topic Areas for MdPHA Activities

<table>
<thead>
<tr>
<th>Priority Topic Areas for MdPHA</th>
<th>#</th>
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</thead>
<tbody>
<tr>
<td>1) - Health disparities and health equity</td>
<td>88</td>
</tr>
<tr>
<td>2) - Access to care</td>
<td>82</td>
</tr>
<tr>
<td>3) - Behavioral/social health</td>
<td>57</td>
</tr>
<tr>
<td>4) - Health reform</td>
<td>54</td>
</tr>
<tr>
<td>5) - Mental health</td>
<td>44</td>
</tr>
<tr>
<td>6) - Childhood obesity</td>
<td>43</td>
</tr>
<tr>
<td>7) - Physical activity</td>
<td>33</td>
</tr>
<tr>
<td>8) - Tobacco use</td>
<td>28</td>
</tr>
<tr>
<td>9) - Alcohol and drug abuse</td>
<td>27</td>
</tr>
<tr>
<td>- Environmental health</td>
<td>27</td>
</tr>
<tr>
<td>- Nutrition</td>
<td>27</td>
</tr>
<tr>
<td>10) - Women’s health</td>
<td>22</td>
</tr>
</tbody>
</table>
2011 – 2013 Strategic Plan

Key Focus Areas ➔
2011 – 2013 Strategic Plan

- **Goal #1**: Expand involvement in public health issues affecting Maryland and MdPHA members.
- **Goal #2**: Improve quality and efficiency of information disseminated among MdPHA members.
- **Goal #3**: Enhance MdPHA’s capacity to advocate for public health issues.
- **Goal #4**: Enhance MdPHA’s short-term and long-term capacity to fulfill its role as the professional association for MD’s public health professionals.
Unfinished Business: 2010 – 2013 Strategic Plan

- Goal #1:
  - 2/3 Objectives Completed
  - Action(s) Needed:
    1. Additional Outreach to Schools
- Goal #2:
  - 2/2 Objectives Completed
- Goal #3:
  - 2/2 Objectives Completed
- Goal #4:
  - 0/2 Objectives Completed
  - Action(s) Needed:
    1. Develop Business Plan & Fundraising Plan
    2. Fund Executive Director Position
    3. Implement Recruitment Campaign and Networking Events

2014 – 2016 Strategic Plan
Key Focus Areas ➔
2014 – 2016 Strategic Plan

- **Goal #1:** Enhance financial capacity, stability, and infrastructure.

  **Objectives:**
  - Apply for 501(c)3 nonprofit status for MdPHA.
  - Identify feasibility of restructuring the SMdPHA and Student Chapters.

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Key Focus Areas ➔
2014 – 2016 Strategic Plan

- **Goal #2:** Develop a streamlined communication approach.

  **Objectives:**
  - Strengthen internal communications streams.  
    (Audience: current and lapsed MdPHA members)
  - Begin to strengthen external communication streams.  
    (Audience: state level representatives of organizations)
  - Revamp the web site.
Key Focus Areas ➔ 2014 – 2016 Strategic Plan

**Goal #3:** Increase membership engagement through effective programming.

**Objectives:**
- Increase attendance at annual meeting and quarterly programs.
- Develop membership recruitment/retention plan.

Key Focus Areas ➔ 2014 – 2016 Strategic Plan

**Goal #4:** Implement effective strategies for public health advocacy.

**Objectives:**
- Increase capacity of MdPHA to influence Maryland policy to achieve better public health.
- Increase civic engagement on public health issues.
- Identify opportunities to promote specific public policies.
NEXT STEPS