



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





Recap of 2013 MdPHA Survey Results

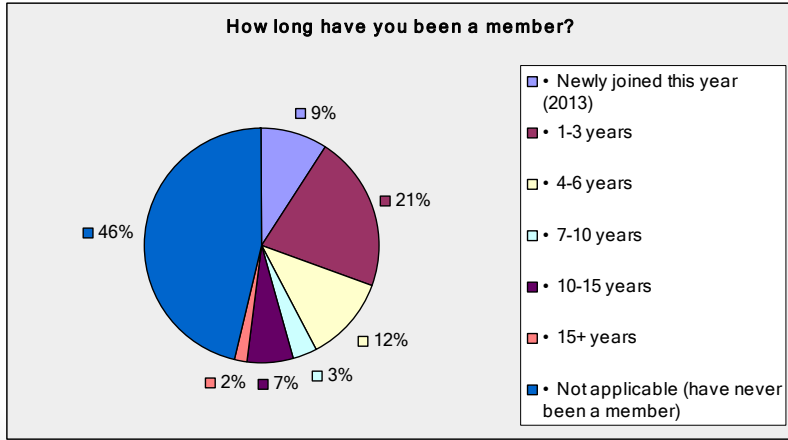


Demographics of Survey Respondents

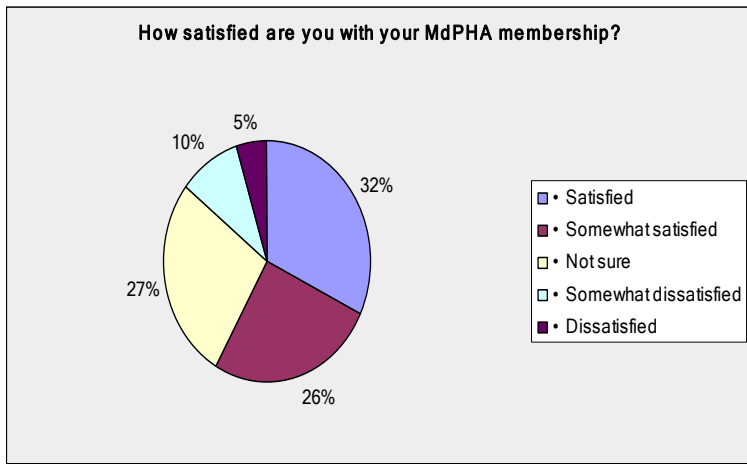
- 121 Respondents
- Membership Status:
 - 48% Members
 - 17% highly active (officer/committees)
 - 19% active (attend events)
 - **64% not active**
 - 52% Non-members
 - **65% aware of MdPHA**
 - **35% not aware of MdPHA**



Demographics of Survey Respondents

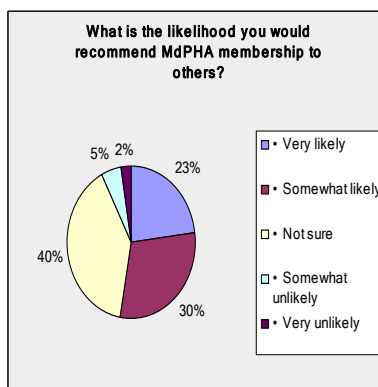
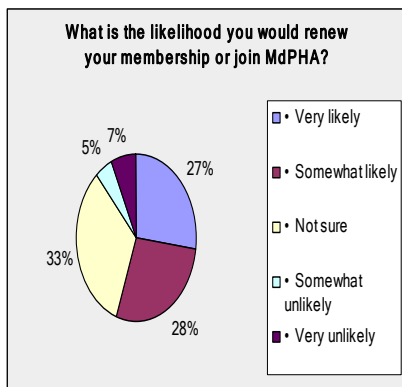


Membership Satisfaction





Membership: Renewal and Recommendation



Membership: Non-Initiation/Non-Renewal

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

Answer Options	Response Percent	Response Count
• Value of association membership is not apparent	25.6%	31
• Economy does not permit membership at this time	9.1%	11
• Having previously been an active member, I don't receive renewal information	3.3%	4
• Personal decision unrelated to benefit value or association dues	2.5%	3
• Other reasons	4.1%	5
• Not applicable (response includes members and non-members)	55.4%	67
answered question		121
skipped question		0

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

What barriers have prevented you from attending the Annual or Quarterly Membership Meetings? (Check all that apply.)	
Answer Options	Response Count
• Other commitments	38
• Location	31
• Time of day/evening	22
• Not interested in discussion topics	5
• Other reasons	20
• Not applicable (response includes members and non-members)	43
<i>answered question</i>	113
<i>skipped question</i>	8

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

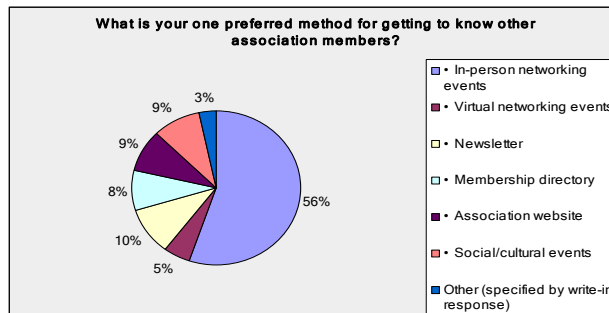


Barriers to Committee Participation

- 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 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

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



Top 10 Priority Topic Areas for MdPHA Activities

Priority Topic Areas for MdPHA	#
1) - Health disparities and health equity	88
2) - Access to care	82
3) - Behavioral/social health	57
4) - Health reform	54
5) - Mental health	44
6) - Childhood obesity	43
7) - Physical activity	33
8) - Tobacco use	28
9) - Alcohol and drug abuse	27
- Environmental health	27
- Nutrition	27
10) - Women's health	22



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.
- Develop and implement a Business/ Operational Plan for 2015 – 2016.
- Identify feasibility of restructuring the SMdPHA and Student Chapters.



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