



Strategic Plan

2010-13

<p>Mission To serve as the primary, unifying organization promoting improvement in the health of Kansans and in public health practice.</p>	<p>Vision Working for a Healthier Kansas</p>	<p>Values</p> <ul style="list-style-type: none"> • Collaboration • Consensus, Empowerment • Professionalism • Integrity • Diversity, Inclusivity
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Goal #1

Member Communications and Participation
Provide benefits, services and events to serve public health.

Strategies

1. From 750 to 1000 members by 2010.
2. Use technology and social media to expedite communication.
3. E-Journal
4. Enhance benefits and services.
5. Invest in dbase software.
6. Increase conference relevance and attendance.
7. Regional events.
8. Professional development

[Membership Committee](#)

Goal #2

Association Leadership
Maintain a high profile role of leadership in public health.

Profession

1. Promote excellence in public health.
2. Maintain a strong KPHA.
3. Take leadership roles at every opportunity.

Association

1. Succession plan of leadership.
2. Increase income to \$160,000 FY 2010.
3. Effective board training.
4. Invest in accounting software.
5. Seek grant & donors.

[Nominations Committee](#)
[Executive Committee](#)
[Finance & Audit Committee](#)

Goal #3

Public Awareness
Ensure that the public and professionals are fully aware of the importance of KPHA.

Strategies

1. Apply national health standards and resources at the state level.
2. Improve public and professional awareness of KPHA near 100-year history and brand awareness (logo.)

[Conference Committee](#)
[Awards Committee](#)

Goal #4

Advocacy – Serve as the voice of KS public health.

Strategies

1. Legislative monitoring and influence.
2. Agency monitoring.
3. Collaboration with allied organizations.
4. Identify policies positively impacting public health.
5. Day at the Capitol.
6. Improve member grassroots understanding and involvement.
7. Host legislative forums.

[Legislative Action & Issues](#)