



**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				
<b>BUILD INTERNAL CAPACITY &amp; FUNDING</b>  <b>Goal:</b> Execute internal strategy to meet our membership needs through effective and efficient operations, funding and governance.	<b>ENGAGE MEMBERSHIP</b>  <b>Goal:</b> Increase members involvement in PHAN at both the individual and organizational level.	<b>ORGANIZE &amp; STRENGTHEN ADVOCACY IN PUBLIC HEALTH</b>  <b>Goal:</b> Support and promote public health advocacy efforts in Nebraska.	<b>DEVELOP &amp; PROMOTE MEMBER BENEFITS</b>  <b>Goal:</b> Create a matrix of benefits that will attract and retain members of all levels.	<b>BUILD A COMMUNICATION STRATEGY</b>  <b>Goal:</b> Articulate and execute a communications strategy that increases awareness of PHAN.
OBJECTIVES				
<ul style="list-style-type: none"> <li>Operate efficiently</li> <li>Create Diverse funding sources</li> <li>Update Governance documents</li> <li>Record &amp; store organizational history in an accessible manner</li> </ul>	<ul style="list-style-type: none"> <li>Define membership levels</li> <li>Create programs and educational opportunities</li> <li>Provide superior professional networking</li> </ul>	<ul style="list-style-type: none"> <li>Conduct consistent advocacy efforts</li> <li>Advocacy efforts benefit all in public health</li> <li>Activate member participation system</li> <li>Impactful advocacy is organized</li> </ul>	<ul style="list-style-type: none"> <li>Define member benefits</li> <li>Market benefits with current and prospective members</li> <li>Track and evaluate member benefits annually</li> </ul>	<ul style="list-style-type: none"> <li>Active communication plan is in place</li> <li>Update website</li> <li>Active social media</li> <li>Complete materials for all strategies</li> </ul>
MEASURES				
<ul style="list-style-type: none"> <li>Define roles and responsibilities of board, committees, and contractors and/or staff – update annually</li> <li>Create and execute a sustainability plan – update annually</li> <li>Update governance documents (by-laws, job descriptions, etc.) - every 3yrs</li> <li>Contract(s) with NALHD and others are revisited annually</li> <li>Record history and organize internal documentation</li> </ul>	<ul style="list-style-type: none"> <li>Membership levels are created and communicated with current and potential members</li> <li>Annual conference is operationalized and marketed across Nebraska</li> <li>Opportunities to connect members are developed and marketed across state</li> </ul>	<ul style="list-style-type: none"> <li>An annual advocacy plan and strategy are written and communicated with members</li> <li>Advocacy committee is active on an annual basis</li> <li>Technology is used on a regular basis to support advocacy efforts</li> </ul>	<ul style="list-style-type: none"> <li>Member benefits are created to attract and retain members</li> <li>Website, social media, newsletter, etc., are utilized to promote benefits of membership</li> <li>Brochure/Collateral materials for membership are created and distributed</li> <li>Annual evaluation of membership is done and data is used to update member benefits</li> </ul>	<ul style="list-style-type: none"> <li>A board driven communications plan is created</li> <li>Website is updated monthly</li> <li>Engage communications committee and student interns in plan execution</li> </ul>
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.				