UPHA
UTAH PUBLIC HEALTH ASSOCIATION

Strategic Plan

Goal | Strategy

Association Strategic Map

A Expand Membership

1. Develop Marketing/Public Relations Plan
2. Develop Member Recruitment Plan
3. Study & Implement Corporate / Group Membership Options

B Increase Member Participation

1. Revise Bylaws for Increasing Participation
2. Provide Information on Public Health Topics
3. Create Special Interest Sections into Association Governance
4. Identify, Involve & Utilize Professional Disciplines as Resources

C Increase Member Benefits

1. Publish Valuable Newsletters
2. Enhance Web Site Content and Expand Links
3. Enhance eMail List Service and Other Online Services
4. Enhance Advocacy Resourcs Including CAPWIZ
5. Integrate Activities with PH Academic Programs and Students
6. Increase Leadership Development Opportunities
7. Increase Communication with Members, Partners and Stakeholders

D Generate New Revenue

1. Recruit and Hire Staff, Executive Director
2. Initiate Resource Development Group
3. Begin Sustainable Resource Effort
4. Study Increasing Dues and Fees

E Expand Scope of Influence

1. Organize Public Health Day at the Legislature
2. Sponsor and Organize Utah's Public Health Week
3. Develop Plan for Enhancing Advocacy Efforts
4. Study Legislative Advocacy Options
5. Develop Process to Focus on Key Public Health Issues to Sponsor Activities
6. Create Joint Leadership Council for Related PH Organizations
7. Study Options for Board Representation from Other Organizations