

**UPHA Strategic Plan  
Year One – FY 2009**

<b>Strategic Priority</b>	<b>Year One Objectives</b>	<b>Responsible Entity</b>
<p><b>Design and implement a plan to increase the number of members and to increase the diversity of special interests represented in the membership.</b></p>	<ul style="list-style-type: none"> <li>• Develop a marketing/public relations plan</li> <li>• Charge membership committee to develop recruitment plan</li> </ul>	<ul style="list-style-type: none"> <li>• Membership committee/Communications unit</li> <li>• Membership committee</li> </ul>
<p><b>Identify and actualize a series of activities designed to expand participation in UPHA leadership and member activities with a particular focus on wider representation from outside the local and state health departments.</b></p>	<ul style="list-style-type: none"> <li>• Revise bylaws to increase the diversity of representation on the board of directors (start with review and update of operating procedures and bylaws to create clarity regarding the vision: assure representation from individuals who are not employees of health departments, include public health workers and administrators)</li> <li>• Include language that makes it clear that UPHA is an independent, private organization.</li> <li>• Provide access to accurate information about current public health topics</li> <li>• Clarify that UPHA welcomes opposing opinions as a means to explore options but will strive to represent issues with wide application and that have the potential to improve the health of the majority of the population</li> <li>• Revise bylaws as needed to create a mechanism for members to bring an agenda item to the BOD</li> <li>• Revise bylaws to allow membership on BOD by a public health advocate and/or public health student</li> </ul>	<ul style="list-style-type: none"> <li>• Policy unit working with membership committee</li> </ul>

	<ul style="list-style-type: none"> <li>• Create special interest groups either by topic of interest (to keep multidisciplinary) or by profession and give each SIG a spot to fill on the program plus a location to post items of interest on the web site</li> <li>• Work with RN members to design a system and services that attract more public health nurses to UPHA</li> <li>• Identify and utilize an MD and RN (others as you see the need) as spokesperson for UPHA who will give advice and help recruit new members</li> </ul>	
<p><b>Based on an analysis of cost, impact and ability to implement and sustain, expand member benefits to include more information exchange and interaction with public health colleagues from the public and private sector.</b></p>	<ul style="list-style-type: none"> <li>• Develop and manage content of UPHA website</li> <li>• Develop and manage content of CAPWIZ</li> <li>• Evaluate programs offered by other state associations</li> <li>• Integrate with academic programs</li> </ul>	<ul style="list-style-type: none"> <li>• Communications unit/Internet committee/executive director</li> <li>• Communications unit/Internet committee/executive director</li> <li>• Executive director</li> <li>• Executive officers/board of directors</li> </ul>
<p><b>Develop measurable goals that represent an increase in revenue to be realized through new approaches to current activities and new sources of funding for selected activities.</b></p>	<ul style="list-style-type: none"> <li>• Start development committee</li> <li>• Approach foundations for donations</li> <li>• Develop revenue policies for utilization of corporate support</li> </ul>	<ul style="list-style-type: none"> <li>• Executive director/Board of directors/executive officers/fiscal unit</li> <li>• Executive director</li> <li>• Bylaws/Policy unit</li> </ul>

<p><b>In preparation for the new image generated by the goals above, UPHA will establish policies and procedures designed to promote partnerships with other organizations that share common agendas, encourage informed debate and expand the role of UPHA as a source of expertise on public health issues in Utah.</b></p>	<ul style="list-style-type: none"> <li>• Develop advocacy plan when marketing plan is complete</li> </ul>	<ul style="list-style-type: none"> <li>• Executive officers/Executive Director</li> </ul>
<p><b>Expand UPHA's resource base. Increase organizational capacity to improve effective governance and sustainability</b></p>	<ul style="list-style-type: none"> <li>• Hire an Executive Director</li> </ul>	<ul style="list-style-type: none"> <li>• Executive officers/Board of directors</li> </ul>