

ISOPHE Strategic Plan 2007-2010
Approved 9-10-2007

Goal 1: Promote and maintain ISOPHE as a leading Health Education organization

Objectives & Strategies	National SOPHE Strategic Goals	Evaluation Measure	Responsibility	Initiation Date(s)	Evaluation & Review Date(s)
Objective 1: Increase overall membership by 30%	6				
a. Recruit health professionals from all levels of practice	6	Membership database	Membership Committee Chair & Membership Committee with assistance from Executive Board	November 1 of every year	March 1 of every year
b. Recruit student members from college/university health education programs in Illinois	6	Membership database	Membership Committee Chair & Membership Committee with assistance from Executive Board	August-September and January-February of every year	March 1 of every year
c. Recruit professionals from under represented populations	6	Membership database	Membership Committee Chair & Membership Committee with assistance from Executive Board	November 1 of every year	March 1 of every year
d. Recruit health education/public health faculty members	6	Membership database	Membership Committee Chair & Membership Committee with	August-September and January-February of every year	March 1 of every year

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			assistance from Executive Board		
e. Recruit professionals from state agencies (e.g. IDPH, DHS, etc.)	6	Membership database	Membership Committee Chair & Membership Committee with assistance from Executive Board	November 1 of every year	March 1 of every year
f. Recruit from neighboring states without Chapters as appropriate	6	Membership database	Membership Committee Chair & Membership Committee with assistance from Executive Board	November 1 of every year	March 1 of every year
Objective 2: Maintain communication to and among ISOPHE members and potential members	6				
a. Distribute quarterly newsletters, and make the newsletter available on the Chapter website	6	Newsletter availability	Newsletter editor & President	On-going	January 15, April 15, July 15 & October 15, 2007-2010
b. Promote and enhance ISOPHE website	6	Website/list-serve satisfaction survey	Webmaster/President appointee	On-going	Ongoing promotion and enhancement Survey administered annually in July

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c. Increase marketing of both ISOPHE and National SOPHE through displays and networking with other professional groups	6	Record number of exhibits/formal networking	Members at Large / National Delegate / Continuing Ed/E-Board	On-going	On-going & at Continuing Ed workshops/trainings/ conferences
d. Inform the Chapter about the strategic plan and progress toward goal achievement	6	Use of list serve to distribute information; accuracy of list serve	President	Annually in September	Annually in October
e. Use technology to enhance communication to and among members and potential members	6	Use of list serve to distribute information; accuracy of list serve; Website/list-serve satisfaction survey	Webmaster / List-Serve Appointee	Annual in April	Use & Enhancement On-going Survey administered annually in July
f. Use Email list serve to effectively communicate	6	Use of list serve to distribute information; accuracy of list serve; Website/list-serve satisfaction survey	Webmaster/Secretary/E-Board/List-Serve Appointee	On-going	On-going Review in November
g. Stimulate interest for involvement with committee activities by highlighting progress and accomplishments to membership	6	Use of newsletter to distribute information; Use of list serve to distribute information; accuracy of list serve;	Newsletter/Webmaster/ Committee Chairs/	On-going	On-going Review in November

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		Committee Membership rosters			
Objective 3: Develop and promote leadership opportunities within ISOPHE	6				
a.1 Identify candidates for committee chairs and executive board positions	6	# of members on next year's election slate	Secretary & Treasurer (Nominating Committee Co-Chairs) and Nominating Committee	Annually in June	Annually in August
a.2. Mentor members elected and appointed to formal and informal leadership positions	6	New Executive Board Training Agenda & Materials	President, Outgoing Board	Annually in October	Annually in December
b. Mentor new and less active members to increase participation	6	# of new members taking leadership roles; increase in participation of members in committees	Committee Chairs	On-going	On-going Review quarterly
c. Encourage student members to be involved to gain leadership experience and professional networks	6	# of new members taking leadership roles	Immediate Past President	August-September and January-February of every year	Annually in March
Objective 4: Maintain recognition of Chapter members for outstanding performance and achievement	6				

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a. Encourage Chapter members to highlight personal achievements and those of other Chapter members	6	# of member highlights in Newsletter and on Website	Members at Large/E-Board	November 15, February 15, May 15 and August 15, 2007-2010	January 15, April 15, July 15 & October 15, 2007-2010
b. Continue to recognize and promote members for distinguished service and achievements in research and practice	6	# of member highlights in Newsletter and on Website	Members at Large / Newsletter editor	November 15, February 15, May 15 and August 15, 2007-2010	January 15, April 15, July 15 & October 15, 2007-2010
c. Continue to promote and award the Donald B. Stone Award and the Shirley O'Reilley Scholarship.	6	# of applications for the Award and Scholarship and the Annual Winners	E-Board/Members at Large/Awards Committee	On-going	Annually, November
d. Compile listing of former Donald B. Stone and the Shirley O'Reilley Scholarship and publicize list on ISOPHE Website	6	Complete listing of award winners on website	Awards Committee/Webmaster	October 1, 2007	March 1, 2008
Objective 5: Continue to build relationships and partnerships with other state agencies and associations	?				
a. Continue to build a partnership with IDPH for workshops and trainings		Trainings and workshops conducted with partnerships	E-Board	On-going	On-going Review quarterly
b. Continue to build a partnership with IPHA for workshops and trainings		Trainings and workshops conducted with partnerships	E-Board	On-going	On-going Review quarterly
c. Build a relationship with the IPLAN Training Committee for workshops and trainings		Trainings and workshops conducted with partnerships	E-Board	On-going	On-going Review quarterly

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d. Explore and establish other partnerships (e.g. DHS, IDOT, IDEA, IRHA, SADD, ISHA, IAHPERD, etc.)		Trainings and workshops conducted with partnerships	E-Board	On-going	On-going Review quarterly
e. Engage in Advocacy Issues relevant to health education at the local, state, and national level		# of Advocacy activities engaged in by the Chapter annually to represent and support health education issues	E-Board/Members at Large	On-going	On-going Review quarterly

Goal 2: Actively participate in fulfillment of National SOPHE vision

Objectives & Strategies	National SOPHE Strategic Goals	Evaluation Measure	Responsibility	Initiation Date (s)	Evaluation & Review Date(s)
Objective 1: Review and propose changes in ISOPHE's strategic plan to better align with National SOPHE's strategic plan	6	Changes in Strategic Plan	Strategic Planning Committee (President, Pre-Elect, Immediate Past President, National Delegate)	On-going	By October annually
Objective 2: Communicate Chapter priorities to National SOPHE for inclusion in the National SOPHE vision.	6	Record of surveys and communication	President, National Delegate	On-going	Continually through Conference calls, On-going Review quarterly

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Objective 3: Participate in and complete re-designation process as required by National SOPHE	1-7	Approval of application	President, National Delegate	On-going	September 2007
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Goal 3: Promote professional development and enhancement of Health Education Practice

Objectives & Strategies	National SOPHE Strategic Goals	Evaluation Measure	Responsibility	Initiation Date (s)	Evaluation & Review Date(s)
Objective 1: Promote and provide quality continuing education opportunities	3				
a. Provide information regarding emerging health trends and quality workshops/trainings as ISOPHE and/or in partnerships	3	CE agendas	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) and Continuing Education Committee	On-going	On-going Review quarterly
b. Promote National SOPHE Annual and Midyear Scientific Meeting	3	Website, Newsletter & List-Serve	Continuing Ed Committee, Newsletter editor, List-serve person	On-going	On-going Review quarterly

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c. Actively seek collaborative continuing education opportunities with other professional organizations	3	CE partnerships (see Goal 1, Objective 5)	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) Continuing Ed Committee, E-Board	On-going	On-going Review quarterly
d. Disseminate information pertinent to health education professionals	3	Website, Newsletter & List-Serve	E-Board	On-going	On-going Review quarterly
e. Offer Continuing Education Units for CHES	3	CHES reports & CE agendas/workshops/trainings	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) Continuing Ed Committee	On-going	On-going Review quarterly
Objective 2: Collaborate with universities and colleges to prepare entry-level and graduate-level Health Educators	3				
a. Coordinate pre-employment workshops at universities	3	# of workshops	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) Continuing Ed Committee,	On-going	Spring annually
b. Provide opportunities for student involvement within ISOPHE	3	# of student members, # of students active on committees	E-Board	On-going	On-going Review quarterly
c. Encourage university faculty involvement in Chapter events	3	letters, emails, networking	Membership Committee Chair	On-going	January & August annually

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d. Identify if a higher education faculty organization exists and schedule to meet with them	3	information found, actions taken, progress made	President Elect	October 1, 2007	December 2007
e. Promote careers in Health Education through various venues (i.e. High Schools, health fairs, job announcements to members, etc.)	3	outreach efforts	Members at Large		On-going Review quarterly
f. Maintain and expand Chapter representation in regional/state task forces and other groups	3	# of representatives or organizations	Representatives to individual groups		On-going Review quarterly
Objective 3: Use new and emerging technologies to enhance professional development	3				
a. Identify and promote long-distance learning opportunities	3	a. Record opportunities	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) Continuing Ed Committee /Webmaster	On-going	On-going Review quarterly
b. Actively seek inclusion of emerging technology into Continuing Education	3	CE events & tech used	President-Elect & Past President (Continuing Ed Committee, Co-Chairs) Continuing Ed Committee /Webmaster	On-going	On-going Review quarterly
Objective 4: Encourage quality health education practice	1 & 3				

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a. Actively seek information from employers to post positions through ISOPHE job bank	1 & 3	# of jobs posted	Job Bank Committee	On-going	On-going Review quarterly
b. Increase employer's awareness of the importance of hiring professionally trained health educators	1 & 3	letters sent	Job Bank Committee	On-going	July annually Review quarterly
c. Explore expansion of job bank system for members benefit, chapter benefit, and employer resource	1 & 3	Results of exploration, plans developed, actions taken	E-Board	On-going	January 2008, August 2008
Objective 5: Disseminate research of ISOPHE members through website and newsletter	4	Member highlights in Newsletter	Members at Large / Webmaster / Newsletter Editor		Review quarterly

Goal 4: Actively engage in advocacy efforts that will advance the health education profession and provide a voice for health education issues on a local, state, and National level

Objectives & Strategies	National SOPHE Strategic Goals	Evaluation Measure	Responsibility	Initiation Date (s)	Evaluation & Review Date(s)
Objective 1: Encourage members to actively advocate in areas	5				

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pertinent to Public Health and Health Education					
a. Provide legislative policy updates on ISOPHE website and through List-serve	5	website updates, list-serve emails	Advocacy Committee/Webmaster/List-serve person	On-going	On-going Review quarterly
b. Actively seek appropriate health issues to advocate for	5	new issues presented	Advocacy Committee/Representatives to individual groups	On-going	On-going Review quarterly
Objective 2: Develop collaborative relationships with other organizations for the purpose of influencing health related issues and policies	5				
a. Develop a policy and procedure for writing position statements	5	policy added to Chapter	President, President Elect, National Delegate, Past President	November 1, 2007	February 1, 2008
b. Initiate at least one Chapter advocacy effort each year	5	record event	National Delegate (Advocacy Committee Chair) & Advocacy Committee	On-going	On-going Review quarterly
Objective 3: Coordinate advocacy efforts with National SOPHE	5	communication between National Delegate and National	National Delegate (Advocacy Committee Chair), President & Past President	On-going	On-going Review quarterly

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