

**INSOPHE STRATEGIC PLAN  
2006-2010**

**The following statements identify the major priorities for InSOPHE for the next five years. Yearly, biannual or three year action plans may add detail and progress reports should be completed annually.**

GOAL #1. InSOPHE will be an operationally sound organization with an active and viable membership that promotes health education in Indiana.

Objectives	Strategies	Evaluation	Lead Role	By when	Status/Complete
By December 31 of each year, increase professional membership by 10% as compared to the previous year.	<p>Annual mailings to CHES in Indiana.</p> <p>Annual mailings to national SOPHE members in Indiana</p> <p>Each InSOPHE board member will contact at least one person per year and invite them to join.</p>	<p># of mailings sent to CHES in Indiana.</p> <p># of emails sent to SOPHE members in Indiana.</p> <p># of people contacted by board members and invited to join InSOPHE.</p>	<p>Membership Committee</p> <p>Membership Committee</p> <p>All board members</p>	<p>February each year February each year</p> <p>By December each year</p>	<p>Begin June 2006</p> <p><b><u>December 2005</u></b> 56 members 42 professional - 75% 14 student - 25%</p> <p>Compared to: <b><u>December 2006</u></b> 103 members 81 professional - 78.6% 22 student - 21.4%</p> <p><u>81</u> total # of members/average for 2005</p> <p><u>92</u> total # members/ave. for 2006</p> <p><b><u>December 2007</u></b> 101 Members 73 Professional 28 Students 2-mailings to CHES in Indiana</p> <p><b><u>December 2008</u></b></p>

<p>By December 31 of each year, increase student membership by 10% as compared to the previous year .</p>	<p>Contact department chairs at universities in Indiana to get a list of faculty sponsors for Eta Sigma Gamma.</p> <p>Send InSOPHE brochures to all Eta Sigma Gamma chapters in Indiana.</p> <p>Assess universities and identify alma maters of InSOPHE members and ask those members to present on behalf of InSOPHE</p> <p>Contact professors/instructors of undergraduate program planning and/or foundations classes and internship coordinators to present PowerPoint on InSOPHE.</p>	<p># of department chairs contacted</p> <p># of chapters reached by brochure mailings.</p> <p># of members identified with Indiana universities</p> <p># of members who agree to present.</p> <p># of professors/instructors contacted; # of PowerPoint presentations provided to classes/organizations.</p>	<p>All board members</p> <p>Membership Committee</p> <p>All board members</p> <p>Students</p>	<p>September of each year</p> <p>Contact in Mid September</p> <p>August of each year</p> <p>Year round</p>	<p><b><u>December 2007</u></b> Susan to follow-up with ESG members and chapters in Indiana Erin made contact with IU and BSU % of increase – 6% 2-chapters reached</p> <p><b><u>December 2008</u></b></p>
<p>By January each year, all standing committees will have sufficient members to carry out the responsibilities assigned to them.</p>	<p>Review all member applications to collect names of members interested in serving on committees.</p> <p>Distribute list of members interested in serving on committees to each committee chair.</p> <p>Contact all members interested in serving on a committee by phone or email.</p> <p>Engage at least two members to serve on each committee.</p>	<p>Member surveys reviewed, names of members interested identified.</p> <p>List of members distributed to committee chairs.</p> <p>All interested members contacted by committee chairs via phone or email.</p> <p>Names of members submitted to the board.</p>	<p>Membership Committee</p> <p>Membership Committee</p> <p>All committees</p> <p>All committee chairs</p>	<p>July of each year</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Ongoing</p> <p>To be completed December each year</p>

By December of each year, review bylaws and policies and procedures manual	Complete a review of the bylaws making suggested changes as needed	Suggested changes presented to board and then membership for approval.	Bylaws Committee	Annually as needed	Completed annually and posted on InSOPHE website.
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GOAL # 2. INSOPHE will 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	Evaluation	Lead Role	By when	Status/Complete
By Dec. 2010, increase the number of health educators in Indiana who have been educated in public health advocacy (# or % increased TBD)	<p>Conduct <i>Piece of the Pie</i> Advocacy workshop.</p> <p>Include at least one article on advocacy in the InSOPHE newsletter per year.</p>	<p>Workshop conducted</p> <p># of articles published</p>	<p>Advocacy Continuing Education Committee</p> <p>Advocacy Committee</p>	<p>February of each year</p> <p>When each newsletter is distributed</p>	<p>Workshop for 2007 planned – held 2008 – held 2009 – being planned</p> <p>Ongoing – articles published 2x a year summer/winter</p> <p><b><u>December 2008</u></b></p>
By December of each year, develop two contacts with other organizations in Indiana that focus on public health priorities.	<p>Identify organizations to collaborate with on public health advocacy projects.</p> <p>Conduct at least one collaborate project on public health priorities each year</p>	<p># of state organizations contacted</p> <p># of collaborations on advocacy projects.</p>	<p>Advocacy Committee</p> <p>All board members</p>	<p>December of each year</p> <p>December of each year</p>	<p>IPHA, INShape Indiana, MAPHTC</p> <p>ICAN and IPHA</p> <p><b><u>Dec. 2008 Progress</u></b></p>

By Dec. <b>2008</b> , develop a policy and procedure for writing position statements.	Bylaws committee schedules meetings.	Minutes of meetings	Bylaws Committee	Beginning December 2007	Beginning June 2006 Research National SOPHE's statements <b><u>Dec. 2008 Progress</u></b>
	Draft policy and procedure for review by board.	Policy and procedure draft developed for board to review.	Bylaws Committee	December 2007	
	Include finalized policy in manual update.	Finalized policy included in manual	Bylaws Committee	December 2007	

GOAL #3. INSOPHE will provide leadership in health education throughout the state of IN.

Objectives	Strategies	Evaluation	Lead Role	By when	Status/Complete
By December 2007, develop a process for new board members orientation.	Create a draft process	Minutes of meetings	President	June 2007	Will begin May 2006  Process created: <ul style="list-style-type: none"> <li>- Invites made to incoming board members to mtgs.</li> <li>- At least one contact prior to final board mtg. of year.</li> <li>- Transition of materials before board meeting of new year.</li> </ul> <b><u>Dec. 2008 Progress</u></b>
	Create final process	Minutes of meetings	President	December 2007	
	Following election to the board at the Fall business meeting, invite all newly elected board members to October, November or December board meetings.	Minutes of meetings	Board members of InSOPHE	Fall of each year	
	Train all newly elected board members on roles and responsibilities of the board positions.	Dates of meetings between incoming and outgoing board members	All board members	December of each year	

<p>By December 2007, develop a process to engage student members on InSOPHE board.</p>	<p>Create a draft process</p> <p>Create a final process</p> <p>Implement process of engaging student members on InSOPHE board.</p>	<p>Minutes of meetings</p> <p>Minutes of meetings</p> <p>Process implemented</p>	<p>All board members</p> <p>All board members</p> <p>All board members</p>	<p>June 2006</p> <p>December 2007</p> <p>December 2007</p>	<p>Will begin June 2007</p> <p><b><u>Dec. 2007 Progress</u></b> By-laws posted on InSOPHE website</p> <p><b><u>Dec. 2008 Progress</u></b></p>
<p>By December 2007, InSOPHE members will have access to policy and procedure manual.</p>	<p>Update policy and procedure manual.</p> <p>Place policy and procedure manual on new InSOPHE website.</p> <p>Communicate location of the policy and procedure manual to all InSOPHE members.</p>	<p>Updates on policy and procedure manual completed</p> <p>Updated policy manual placed on website.</p> <p>Announcement of manual to members made.</p>	<p>Bylaws Committee</p> <p>Communications Committee</p> <p>Secretary</p>	<p>September 2007</p> <p>October 2007</p> <p>December 2007</p>	<p>In progress</p> <p><b><u>Dec. 2007 Progress</u></b> Policy and Procedures being updated and will be posted</p> <p><b><u>Dec. 2008 Progress</u></b> Policy and Procedures being updated and will be posted</p>

GOAL #4. INSOPHE will provide professional development opportunities for health educators to enhance the knowledge and skills of health education professionals.

Objectives	Strategies	Evaluation	Lead Role	By when	Status/Complete
Twice a year, provide opportunity for InSOPHE members to participate in a review session for CHES exam.	<p>Promote the availability of CHES review sessions through InSOPHE communication.</p> <p>Conduct CHES review sessions for current InSOPHE members.</p>	<p># of pieces of communication distributed.</p> <p># of CHES review sessions offered.</p>	<p>Communication Committee Secretary</p> <p>Membership Committee Continuing Education Committee</p>	<p>Spring and Fall of each year</p> <p>Spring and Fall of each year</p>	<p>2 CHES review sessions offered in 2006</p> <p><b><u>Dec. 2007 Progress</u></b>                      Provided opportunity and announced member 3x in Newsletters</p> <p><b><u>Dec. 2008 Progress</u></b></p>
By December of each year, assess the continuing education needs of InSOPHE members.	<p>Review professional development workshop evaluations.</p> <p>Review annual membership survey responses.</p>	<p>Review completed</p> <p>Review completed</p>	<p>Continuing Education Committee</p> <p>Continuing Education Committee</p>	By December of each year	<p>Evaluations reviews for 2006 workshops</p> <p>2006 Membership survey reviewed</p> <p><b><u>Dec. 2007 Progress</u></b>                      Evaluations reviews for 2007 workshops</p> <p>2007 Membership survey reviewed</p> <p><b><u>Dec. 2008 Progress</u></b></p>

By December of each year, offer at least 2 professional development opportunities.	Present topic list to board.	Topic list presented	Continuing Education Committee	June of each year	Topic list presented to cont. ed. committee
	Explore collaboration with other professional organizations.	# of collaborations made for workshops and conferences offering CHES credits.	Continuing Education Committee	Spring of each year	Collaborations with 3 public health orgs. in 2006 <b><u>Dec. 2007 Progress</u></b>
	Professional development workshops scheduled.	# of workshops scheduled	Continuing Education Committee	Spring and Fall of each year	Collaboration with 2 public health agencies in 2007 – IPHA and ICAN
	Promote and disseminate workshop information	# of fliers sent out to membership to promote workshops.	Continuing Education Committee Secretary	At least four weeks prior to each workshop	<b><u>Dec. 2008 Progress</u></b>

**GOAL # 5. INSOPHE will maintain communication that increases visibility, disseminates information, and promotes the organization and the health education profession.**

Objectives	Strategies	Evaluation	Lead Role	By when	Status/Complete
By December of each year, provide professional communication and information to InSOPHE members.	Post updated membership directory on website and announce its availability to InSOPHE members annually.	Updated membership directory posted on website	Membership Committee	Twice per year	In Progress/ Ongoing 2x a year
	Email membership survey to InSOPHE members annually.	Announcement emailed to members	Communications Committee Secretary	December of each year	
	Count the number of membership surveys completed and review member satisfaction.	Email of survey sent	Membership Committee and Communications Committee	January of each year	Membership survey sent to all members in 2006, fall 07 and fall 08.
	Create and distribute at least 2 electronic newsletters per	# of membership surveys completed; member satisfaction results identified.	Communications Committee Secretary	Spring and Fall of each year	

	<p>year.</p> <p>Post job announcements and upcoming professional development opportunities to members.</p> <p>Distribute advocacy alerts to InSOPHE members.</p>	<p># of newsletters created and distributed.</p> <p># of job announcements and professional development opportunities posted.</p> <p># of advocacy alerts sent to members</p>	<p>Continuing Education Committee Secretary</p> <p>Advocacy Committee Secretary</p> <p>Secretary/Advocacy</p>	<p>Ongoing</p> <p>Ongoing</p> <p>ongoing</p>	<p>30 surveys completed in 2006 35 survey's completed in 2007</p> <p>2 newsletters published in 2006</p> <p>109 job announcements and professional dev. Opportunities posted.</p> <p>2007 job postings</p> <p>2008 job announcements/postings</p> <p>2007 – advocacy announcements – 3 – SCHIP, Tax and Title X</p>
<p>By December 2007, develop a fully functioning website.</p>	<p>Complete members-only section of website.</p> <p>Place membership directory on website.</p> <p>Upcoming professional development opportunities updated regularly.</p> <p>Maintain and update website on a regular basis, including links to other sites of interest.</p> <p>Count the number of hits on the InSOPHE website.</p> <p>Review committee</p>	<p>Members-only section completed</p> <p>Membership directory placed on website</p> <p>Professional development opportunities updated on regular basis</p> <p>Updates and maintenance conducted on website.</p> <p># of hits on InSOPHE website</p>	<p>Communications Committee</p> <p>Communications Committee Membership Committee</p> <p>Communications Committee Continuing Education Committee</p> <p>Communications Committee</p> <p>Communications</p>	<p>December 2007</p> <p>December 2007</p> <p>December of each year</p> <p>December of each year</p> <p>December of</p>	<p>(Report on number of Hits)</p>

	information posted on website and provide updates to communications committee	# of updates sent to communications committee	Committee  All board members	each year  Annually	
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**Additional priorities/ideas to incorporate:**

- Mass mailings to voluntary agencies, local health departments, etc.
- Update and change the way we plan events
- Explore and Coordinate meetings outside of Indy
- Offer scholarships for members and students to attend the National conference
- Coordinate a social opportunity for members – holiday party?
- Offer scholarships for individuals to take the CHES exam
- Discuss payment of national SOPHE membership for board members required to hold membership
-