

WPHA STRATEGIC PLAN

<p>Mission Building a healthier, safer Wisconsin through policy and partnership.</p>		
<p>Vision WPHA is the largest and most recognized membership association for public health professionals in Wisconsin.</p>		
<p>GOALS</p>		
<p>GROW Grow and engage a diverse membership that is representative of Wisconsin’s public health system</p>	<p>ENGAGE Support professional development and advocacy efforts by providing timely, accurate and relevant information to members</p>	<p>BUILD Develop resources to improve financial sustainability and increase organizational capacity</p>
<p>OBJECTIVES</p>		
<p>Increase individual membership 67% by 2018 (from 300 in 2015 to 500 individuals)</p>	<p>Website visits increase 50% by 2018 (from 50,000 to 75,000 per year)</p>	<p>Total annual non-grant operating revenues increase 25% by 2018 (from \$160,000 to \$200,000)</p>
<p>Over 75% of members participate in at least one WPHA activity each year by 2018</p>	<p>Social media measures greater than industry benchmark by 2018 (Facebook followers equivalent to 15% of membership, and Twitter followers equivalent to 5% of membership)</p>	<p>Total operating reserves increase to at least a 6-month level by 2018 (from \$30,000 to \$120,000)</p>
<p>Over 300 public health organizations represented by individual or agency membership by 2018</p>	<p>Over 50% of members participate in at least one advocacy activity each year by 2018</p>	<p>Friends of Public Health provide \$10,000 of annual support for WPHA initiatives by 2018</p>
<p>STRATEGIES</p>		
<p><i>Programs and Services</i></p> <p>PERSONALIZE individual member experience through website and sections. INTEGRATE grants, projects and initiatives into WPHA plans and activities. Increase CONTACT with new and prospective members.</p>		
<p><i>Operational</i></p> <p>ALIGN member benefits and privileges LEVERAGE restricted funds to develop products that add value and can be sustained after start-up SHARE member and partner skills, experience and expertise</p>		