



# Indiana Society for Public Health Education (InSOPHE) 2017 – 2021 Strategic Plan

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Indiana Society for Public Health Education (InSOPHE) is a professional association made up of a diverse membership of health education professionals and students. InSOPHE promotes healthy behavior, healthy communities, and healthy environments through its membership and partnerships with other organizations and universities. With its primary focus on public health education, InSOPHE provides leadership through a code of ethics, standard for professional preparation, research and practice, professional development, and public outreach.

**Mission** – The Indiana Chapter of the Society for Public Health Education is an independent, professional organization founded to provide leadership to the profession of health education and to contribute to the health of all people through:

Advances in health education theory and practice, Excellence in health education and practice, and Promotion of public policies conducive to health.

**Purpose** – The purpose of InSOPHE is to promote, encourage, and contribute to the advancement of the health of all people and to advance the health education/health promotion profession through research, service, leadership, education, and distribution of appropriate materials.

## InSOPHE 2017 – 2021 Strategic Plan

<b>Goal 1 (Membership):</b> InSOPHE will be an operationally sound organization with an active and viable membership that promotes health education in Indiana.			
<b>Objective 1:</b> By December 31 of each year, increase professional membership by 5% as compared to the previous year.			
<b>Strategies (O1):</b>	<b>Lead Role (O1):</b>	<b>Evaluation (O1):</b>	<b>Status (O1):</b>
Membership Director in June & December of each year will run professional membership report to identify lapsed members and create action plan for re-engagement.	Membership Director & InSOPHE Board Members	Documented and action plan developed.	# of lapsed members that renewed: 2017 – 2018 – 2019 – 2020 – 2021 –
Develop and implement action plan that encourages students members to become professional members.	Membership Director & InSOPHE Board Members	Documented and action plan developed; New professional membership category established.	# of student members transitioning to professional members: 2017 – 2018 – 2019 – 2020 – 2021 –  # of new professional members: 2017 – N/A 2018 – 2019 – 2020 – 2021 –
Membership Director will reach out to 'contacts' category in membership database via email to become members.	Membership Director	Reach out to 'Contacts'.	# of 'contacts' converted to members: 2017 – 2018 – 2019 – 2020 –

## InSOPHE 2017 – 2021 Strategic Plan

			2021 –
Board of Directors will develop and implement referral program.	InSOPHE Board Members	Referral program initiated and enhanced yearly.	# of new members through referral program: 2017 – 2018 – 2019 – 2020 – 2021 –
Membership and Communications Director will partner and market to interdisciplinary organizations.	Membership & Communications Directors	Number of communications distributed by partners.	# of communications distributed: 2017 – 2018 – 2019 – 2020 – 2021 –
<b>Objective 2:</b> By December 31 of each year, increase student membership by 5% as compared to the previous year.			
<b>Strategies (O2):</b>	<b>Lead Role (O2):</b>	<b>Evaluation (O2):</b>	<b>Status (O2):</b>
In June & December of each year, Membership Director will run student membership report to identify lapsed members and reengage student members.	Membership Director	Documented and action plan developed.	# of lapsed members that renewed: 2017 – 2018 – 2019 – 2020 – 2021 –
Membership Director will reach out to 'contacts' category in membership database via email to become members.	Membership Director	Documented and action plan developed for reaching 'Contacts'.	# of 'contacts' converted to members: 2017 – 2018 – 2019 – 2020 – 2021 –
Board of Directors will develop and implement referral program.	InSOPHE Board Members	Referral program initiated and enhanced yearly.	# of new members through referral program: 2017 – 2018 – 2019 –

## InSOPHE 2017 – 2021 Strategic Plan

			2020 – 2021 –
Membership and Communications Directors will partner and market to university’s health education department.	Membership & Communications Directors	Number of communications distributed by universities.	# of student members: 2017 – 2018 – 2019 – 2020 – 2021 –  # of distributed communications: 2017 – 2018 – 2019 – 2020 – 2021 –
<b>Objective 3:</b> By December 31 of each year, reassess and potentially revise/expand membership categories, services/benefits.			
<b>Strategies (O3):</b>	<b>Lead Role (O3):</b>	<b>Evaluation (O3):</b>	<b>Status (O3):</b>
Membership Director will execute the annual membership survey.	Membership Director	Execution date of the annual membership survey; Results of annual membership survey	Date of membership survey: 2017 – December 2017 2018 – December 2018 2019 – 2020 – 2021 –
Review bylaws and policies/procedures manual		Updated bylaws and policies/procedures manual	Date of update to bylaws and policies/procedures manual completed: 2017 – June 2017 2018 – No updates. 2019 – 2020 – 2021 –

<b>Goal 2 (Advocacy):</b> InSOPHE will actively engage in advocacy efforts to advance the health education profession and address priority public health issues on a local, state, and national level.			
<b>Objective 1:</b> By December 31 of each year, at least 5 InSOPHE sponsored or collaborative professional development activities will include training on advocacy.			
<b>Strategies (O1):</b>	<b>Lead Role (O1):</b>	<b>Evaluation (O1):</b>	<b>Status (O1):</b>
Provide training on advocacy and policy during InSOPHE hosted workshops	Advocacy Director, Continuing Education Director, & President-Elect	# of advocacy trainings hosted  Topics covered during training  # attending advocacy trainings	# of advocacy trainings hosted: 2017 – 2 2018 – 1 2019 – 2020 – 2021 –  Topics covered during training: 2017 – Educating legislators and the importance of advocacy skill development 2018 – tobacco day at the statehouse 2019 – 2020 – 2021 –  # attending advocacy trainings: 2017 – 211 2018 – 25+ 2019 – 2020 – 2021 –
Provide continuing education credits or other support to partner	Advocacy Director, Continuing Education Director, & President-Elect	# of CHES credits offered for advocacy related activities	# of CHES credits offered for advocacy related activities: 2017 – 8/professional member 2018 – 4 2019 –

## InSOPHE 2017 – 2021 Strategic Plan

<p>organizations for training activities focused on advocacy.</p>			<p>2020 – 2021 –</p> <p>Names of partnering organizations offering advocacy related activities for CHES credits.</p> <p>2017 – Minority Health Coalition, NEI-AHEC, U of Indy, BSU, Notre Dame</p> <p>2018 – Bike/Walk Summit, IPHA (spring and fall), inSOPHE</p> <p>2019 – 2020 – 2021 –</p>
<p><b>Objective 2:</b> By December 31 of each year, each InSOPHE newsletter and at least 6 monthly updates will include information on advocacy and/or policy.</p>			
<p><b>Strategies (O2):</b></p>	<p><b>Lead Role (O2):</b></p>	<p><b>Evaluation (O2):</b></p>	<p><b>Status (O2):</b></p>
<p>Provide information on advocacy and policy through the quarterly newsletter</p>	<p>Advocacy &amp; Communications Director</p>	<p># of quarterly newsletters that include information on advocacy and policy</p> <p>Advocacy topics included in quarterly newsletter</p>	<p># of quarterly newsletters that include information on advocacy and policy</p> <p>2017 – 4 2018 – 4 2019 – 2020 – 2021 –</p> <p>Advocacy topics included in quarterly newsletter</p> <p>2017 – SOPHE Advocay Summit, InSOPHE Advocacy Summit, Action Alerts, Health Care, Tobacco Control</p> <p>2018 – SOPHE Advocay Summit, Action Alerts, Health Care, Tobacco Control, Position Statement</p> <p>2019 – 2020 – 2021 –</p>

## InSOPHE 2017 – 2021 Strategic Plan

Provide information on advocacy and policy through the InSOPHE monthly updates	Advocacy Director & Secretary	# of monthly updates that include information on advocacy and policy  Advocacy topics included in monthly updates	# of monthly updates that include information on advocacy and policy 2017 – 8 2018 – 12 2019 – 2020 – 2021 –  Advocacy topics included in monthly updates 2017 – SOPHE Advocay Summit, InSOPHE Advocacy Summit, Action Alerts, Health Care, Tobacco Control 2018 – SOPHE Advocay Summit, Action Alerts, Health Care, Tobacco Control, Position Statement 2019 – 2020 – 2021 –
Identify and share advocacy materials and alerts from National SOPHE	Advocacy Director	# of action alerts or other advocacy materials sent directly to membership	# of action alerts or other advocacy materials sent directly to membership 2017 – 29 2018 – 12 2019 – 2020 – 2021 –
<b>Objective 3:</b> By December 31 of each year, utilize at least 2 advocacy strategies to increase support for priority health education and/or public health policies at the local, state, or national level.			
<b>Strategies (O3):</b>	<b>Lead Role (O3):</b>	<b>Evaluation (O3):</b>	<b>Status (O3):</b>
Regularly review the policy and procedure protocol for writing position statements to ensure efficiency	InSOPHE Board members	Documented protocol for writing position statements  # of position statements written	Documented protocol for writing position statements 2017 – In place (Policy, By-Laws) 2018 – In place, 1 written and disseminated 2019 – 2020 – 2021 –



## InSOPHE 2017 – 2021 Strategic Plan

		# of position statements disseminated	<p># of position statements written</p> <p>2017 – National - 2</p> <p>2018 – 1</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p> <p># of position statements disseminated</p> <p>2017 – 2</p> <p>2018 – 1</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p>
Identify and share advocacy materials and alerts from National SOPHE	Advocacy Director	# of action alerts or other advocacy materials sent directly to membership or shared via social media	# of action alerts or other advocacy materials sent directly to membership or shared via social media
Continue work with InSOPHE Advocacy Committee to promote the profession and advocate for emerging professional needs	Advocacy Director	<p># of InSOPHE Advocacy Committee meetings held annually</p> <p>List of InSOPHE Advocacy Committee accomplishments for the year</p>	<p># of InSOPHE Advocacy Committee meetings held annually</p> <p>2017 – 8</p> <p>2018 – 6</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p> <p>List of InSOPHE Advocacy Committee accomplishments for the year</p> <p>2017 – InSOPHE Advocacy Summit, meeting with Director of Family and Social Services for Medicaid reimbursement</p>

## InSOPHE 2017 – 2021 Strategic Plan

			2018 – policy priorities listed, position statement for tobacco tax crafted/vetted/approved by board and membership 2019 – 2020 – 2021 –
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<b>Goal 3 (Professional Development):</b> InSOPHE will collaboratively provide quality educational offerings that meet the needs of health education professionals and students to reflect current evidence-based trends in the field.			
<b>Objective 1:</b> By December 31 of each year, collaboratively offer at least 3 professional development opportunities in person or online.			
Strategies (O1):	Lead Role (O1):	Evaluation (O1):	Status (O1):
Offer or partner with other organization(s) to offer at least 3 professional development opportunities during each calendar year.	President-Elect & Continuing Education	Track each event offered including CEU hours, # of attendees, topic of event, presentation format (online, in-person, webinar)	# of events offered: 2017 – 11 2018 – 7 2019 – 2020 – 2021 –  # of CEU hours offered: 2017 – 21.5 2018 – 31 2019 – 2020 – 2021 –  # of attendees: 2017 – 250 2018 – 51 2019 – 2020 –

## InSOPHE 2017 – 2021 Strategic Plan

			<p>2021 –</p> <p>Topics of events:</p> <p>2017 – Public Health for Elderly, Advocacy, Health Disparities, Networking, Mentorship, Professional Development</p> <p>2018 – Public Health Disparities, Public Health Emergencies, Public Health in the Community, Networking, Professional Development</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p> <p>Presentation format:</p> <p>2017 – In-person, webinar, forum,</p> <p>2018 – In-person, webinar</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p>
<b>Objective 2:</b> By December 31 of each year, partner with at least 2 external organizations (example: IPHA, Fairbank School of Public Health) that focus on public health priorities.			
<b>Strategies (O2):</b>	<b>Lead Role (O2):</b>	<b>Evaluation (O2):</b>	<b>Status (O2):</b>
Establish and maintain relationships with other organizations which focus on public health priorities.	President-Elect	Report meetings attended with other organizations in each monthly report and annually.	# of meetings attended annually: 2017 – 6 2018 – 7 2019 – 2020 – 2021 –
<b>Objective 3:</b> By December 31 of each year, provide students at least one entry-level health educator training (example: CHES study session, resume building, networking, student social during fall conference).			
<b>Strategies (O3):</b>	<b>Lead Role (O3):</b>	<b>Evaluation (O3):</b>	<b>Status (O3):</b>

## InSOPHE 2017 – 2021 Strategic Plan

<p>Offer or partner with other organization(s) to offer at least one entry-level health educator training specifically for students during each calendar year.</p>	<p>President-Elect &amp; Continuing Education</p>	<p>Track each event offered including CEU hours, # of attendees, topic of event, presentation format (online, in-person, webinar)</p>	<p># of events offered:                  2017 – 7                  2018 – 7                  2019 –                  2020 –                  2021 –</p> <p># of CEU hours offered:                  2017 – N/A                  2018 – 26                  2019 –                  2020 –                  2021 –</p> <p># of student attendees:                  2017 –                  2018 –                  2019 –                  2020 –                  2021 –</p> <p>Topics of events:                  2017 – Educating Legislators,                  2018 – Health Disparities                  2019 –                  2020 –                  2021 –</p> <p>Presentation format:                  2017 – In-person, webinar                  2018 -- In person, webinar                  2019 –                  2020 –</p>
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## InSOPHE 2017 – 2021 Strategic Plan

<b>Goal 4 (Marketing &amp; Communications):</b> InSOPHE will provide regular communication that increases visibility, disseminates information, and promotes the organization and the health education profession.			
<b>Objective 1:</b> By December 31 of each year, provide professional communication and information to the membership through the InSOPHE website, quarterly newsletter, monthly news, and news flashes, other communication methods.			
<b>Strategies (O1):</b>	<b>Lead Role (O1):</b>	<b>Evaluation (O1):</b>	<b>Status (O1):</b>
Communicate with members regularly through quarterly newsletters, and email blasts	Communications Director	# of quarterly newsletters	# of quarterly newsletters: 2017 – 4 2018 – 4 2019 – 2020 – 2021 –
Communicate with members regularly through monthly newsletters	Secretary	# of monthly updates	# of monthly updates: 2017 – 8 2018 – 2019 – 2020 – 2021 –
Communicate with members regularly through social media	Communications Director	Types of social media outlets used  Frequency of updates to the social media outlets with InSOPHE related information	Types of social media outlets used: 2017 – Facebook, Twitter, LinkedIn 2018 – Facebook, Twitter, LinkedIn 2019 – 2020 – 2021 –  Frequency of updates to the social media outlets with InSOPHE related information: 2017 – Bi-weekly 2018 – Bi-weekly/ weekly 2019 – 2020 – 2021 –

## InSOPHE 2017 – 2021 Strategic Plan

Communicate with members regularly through email blasts	Communications Director, Secretary & InSOPHE Board members	# of email blasts to members	# of email blasts to members: 2017 – 41 2018 – 39 2019 – 2020 – 2021 –
<b>Objective 2:</b> By December 31 of each year analyze website utilization of members.			
<b>Strategies (O2):</b>	<b>Lead Role (O2):</b>	<b>Evaluation (O2):</b>	<b>Status (O2):</b>
Develop analytic reporting on website to track usage and traffic	Communications Director	Documented annual analytic report and report usage monthly  # of emails viewed	Documented annual analytic report and report usage monthly 2017 – 2018 – 2019 – 2020 – 2021 –  # of emails viewed 2017 – 2018 – 2019 – 2020 – 2021 –
Maintain and enhance website features including events, public health webinars	Communications Director	# of events promoted on website  # of webinars promoted on website	# of events promoted on website 2017 – 11 2018 – 5 (8 if including board meetings) 2019 – 2020 – 2021 –  # of webinars promoted on website 2017 – 4

## InSOPHE 2017 – 2021 Strategic Plan

			2018 – 9 2019 – 2020 – 2021 –
<b>Objective 3:</b> By December 31, 2017, develop and implement a strategic plan.			
<b>Strategies (O3):</b>	<b>Lead Role (O3):</b>	<b>Evaluation (O3):</b>	<b>Status (O3):</b>
Develop and implement a strategic plan for InSOPHE.	Communications & Membership Directors & InSOPHE Board Members.	<p>Process documentation of strategic plan</p> <p>Documented strategic plan</p> <p>Dissemination of strategic plan (dates/where) on website for members yearly in December in PDF form</p>	<p>Process documentation of business plan:</p> <p>2017 – Completed</p> <p>2018 –</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p> <p>Documented strategic plan:</p> <p>2017 – Completed</p> <p>2018 –</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p> <p>Dissemination of strategic plan (dates/where):</p> <p>2017 – Shared Google Drive</p> <p>2018 –</p> <p>2019 –</p> <p>2020 –</p> <p>2021 –</p>