

NC SOPHE Strategic Plan 2015-2020

Approved by NC SOPHE Executive Committee in August 2014.

Strategic Planning ad hoc committee: *Rebecca Thompson, Tanya Bass, Brittan Wood, Diana Manee, Allison Marron, Lindsey Lawhon*

Number	Strategic Planning Goals and Objectives	Responsible Committee	Alignment with National SOPHE Goals	Progress to date
Goal 1	Promoting the Profession:		Goal 3-B	
1-A	Update the existing one-page document to share with legislators, health directors, and other community leaders about the importance of health education by 2015.	Advocacy & Executive		
1-B	By 2018, meet with at least 2 legislators to advocate for the importance of health education and health educators.	Advocacy & Public Relations		
1-C	Disseminate branding and marketing information on health educator qualifications and competencies annually.	Public Relations & Professional Preparation	3-B-1	
Goal 2	Community Partnerships:			
2-A	Develop or strengthen collaborations with at least 6 health education/ public health organizations or schools.	Executive & Program		
2-B	Increase chapter visibility among local health directors by serving as a resource, promoting the health education profession and promoting NC SOPHE.	Health Director Liaison & Executive		
Goal 3	Professional Development:		Goal 1	

3-A	Sponsor at least 2 continuing education or professional development opportunities for members annually.	Program & Continuing Education	1-A	
3-B	Increase the number of new members in NC SOPHE Executive Committee positions	Nominating & President		
3-C	Increase the number of student members in NC SOPHE leadership positions.	Professional Preparation, Nominating & President	1-B-2	
3-D	Ensure that NC SOPHE sponsored meetings take place in different locations and regions across the state to expose more people to NC SOPHE events.	Program		
Goal 4	Membership Development & Retention:		Goal 3-B-2	
4-A	Increase student exposure to NC SOPHE by disseminating educational materials (presentation & handouts) to colleges and universities in NC annually.	Professional Preparation, Public Relations & Membership		
4-B	Increase NC SOPHE awareness among health education professionals annually.	Public Relations, Membership, Professional Preparation		
4-C	Increase the number of professional and student NC SOPHE members by promoting membership benefits annually.	Membership		
4-D	Improve membership retention	Membership		

4-E	Improve usability and access of NC SOPHE website	Public Relations & Executive	Goal 4-A-1	
Goal 5	Promoting Research:		Goal 2	
5-A	Assure that a platform (such as presentations, poster sessions, etc.) is available for promoting research findings at each NC SOPHE Midyear and Annual Meeting; and track participation of faculty, students and practitioners.	Research & Program		
Goal 6	Advocacy:		Goal 3-A	
6-A	Track and annually increase chapter advocacy activities promoting the NC 2020 objectives and the NC Prevention Plan	Advocacy & Public Relations		
6-B	Encourage participation of chapter members in the National Health Education Advocacy Summit.	Advocacy & Professional Preparation		
6-C	Increase the chapter's email and social media distribution requests for member advocacy efforts in support of NC SOPHE's legislative agenda and establish mechanism to tack response.	Advocacy & Public Relations		
6-D	Participate in National SOPHE sign-on requests related to national policy advocacy.	Advocacy, Chapter Delegate, & Executive		