

NC SOPHE Strategic Plan – January 2020- December 2025
 Re-Approval Date by NC SOPHE Executive Committee on **January 21, 2021**

Number	Strategic Planning Goals and Objectives	Responsible Committee/Person	Alignment with National SOPHE Goals	Strategies and 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 2022.	Public Relations, Advocacy & Executive		<ul style="list-style-type: none"> ● 2020 <ul style="list-style-type: none"> ○ Lindsay Stockman, 2020 Advocacy Chair, inquired about locating this document to update. This was provided to Lindsay as the document: http://www.ncarolinasophe.org/Resources.html
1-B	Disseminate branding and marketing information on health educator qualifications and competencies annually.	Public Relations	3-B-1	<ul style="list-style-type: none"> ● 2020
1-C	To ensure equitable representation among NCSOPHE leadership, elections for Executive Committee and Committee Chair will change to a digital/virtual election wherein a slate of proposed officers/chairs will be sent to membership and voting will also occur digitally	President/President Elect		<ul style="list-style-type: none"> ● Identify online voting platforms that could be used; should be in place for 2021 elections ● 2020 - Digital platform utilized for election ● 2021 - confirm/establish best platform for future elections, best method for disseminating nominee information

Goal 2	Community Partnerships:			
2-A	Develop or strengthen collaborations with at least 6 health education/ public health organizations or schools.	Executive and Program		<ul style="list-style-type: none"> ● Develop relationships with public health stakeholders/organizations and public health higher education programs in SC to determine networking and/or professional development needs ● Determine ways to revitalize relationships with public health schools/programs in NC ● 2020 - Partnered with NC Public Health Training Center (NCPHTC) to host webinars and Annual Conference ● 2021 - Continued partnership with NC PHTC
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		<ul style="list-style-type: none"> ● 2020 <ul style="list-style-type: none"> ○ NC SOPHE Health Director Liaison, Kristen Carroll, attends monthly meetings ● 2021 <ul style="list-style-type: none"> ○ NC SOPHE Health Director Liaison, Ashley Rawlinson, attends monthly meetings ○ Determine how NC SOPHE can be a better resource for Health Directors ● 2022
Goal 3	Professional Development:		Goal 1	
3-A	Sponsor at least 2 continuing education or professional development opportunities for members annually.	Program	1-A	<ul style="list-style-type: none"> ● 2020 <ul style="list-style-type: none"> ○ Webinars

				<ul style="list-style-type: none"> ○ Annual Conference (Fall 2020) - Virtual Conference November 3-6, 2020 ● 2021 <ul style="list-style-type: none"> ○ Webinars ○ Annual Conference (1st Week of Nov. 2021)
3-B	Increase the number of members in NC SOPHE Executive Committee positions serving for the first time.	Nominating & Executive		<ul style="list-style-type: none"> ● 2020 (voted in at 2019 conference) <ul style="list-style-type: none"> ○ 4 new Executive Committee members ● 2021 <ul style="list-style-type: none"> ○ 4 new Executive Committee members
3-C	Increase the number of student members in NC SOPHE leadership positions.	Public Relations and Nominating	1-B-2	<ul style="list-style-type: none"> ● (See goal 4-E) ● 2020 - Student Member at Large continuing as Member at Large for 2020-21 Exec Committee
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		<ul style="list-style-type: none"> ● 2020 <ul style="list-style-type: none"> ○ Virtual Conference ● 2021 <ul style="list-style-type: none"> ○ TBD (Virtual or Hybrid potential)
Goal 4	Membership Development & Retention:		Goal 3-B-2	
4-A	Increase the number of professional and student NC SOPHE members by promoting membership benefits annually.	Executive, Public Relations, Advocacy & Administrative Assistant		<ul style="list-style-type: none"> ● 2020 - Attend UNC Minority Health Conference ● Disseminate Student-targeted Flyer ● 2021 - UNC Minority Health Virtual Conference - February 25-26, 2021
4-B	Improve membership retention	Executive, Public Relations & Administrative Assistant		<ul style="list-style-type: none"> ● 2020 - Preliminary discussion for ad-hoc committee for potential expansion

4-C	Improve usability and access of NC SOPHE website	Public Relations & Executive & Administrative Assistant	Goal 4-A-1	<ul style="list-style-type: none"> 2020 - Chelsea (AA) revised and updated membership form and process on website and google docs
4-D	Assess possible expansion to include South Carolina and become a Carolina chapter	Executive & Ad-hoc expansion committee		<ul style="list-style-type: none"> Assess interest in and ability to [of SC organizations and schools, see goal 2-A] to integrate with NC SOPHE
4-E	Assess the possibility of forming College / University clubs	Executive & Ad-hoc committee		<ul style="list-style-type: none"> Discuss potential strategies with Student At-Large Member
Goal 5	Promoting Research:		Goal 2	
5-A	Assure that a platform, such as presentations, poster sessions, webinars, etc., is available for promoting research findings	Program and Research		<ul style="list-style-type: none"> 2021 - Ensure Research session/poster session for 2021 Conference
Goal 6	Advocacy:		Goal 3-A	
6-A	Engage in advocacy activities promoting the NC 2030 objectives and the public health education profession	Advocacy & Public Relations		
6-B	Update Advocacy Priorities annually	Advocacy		
6-C	Participate in National SOPHE sign-on requests related to national policy advocacy.	Advocacy, Chapter Delegate, & Executive		