

***Minnesota Environmental Health Association***

***MEHA***

***2010 - 2012***

***Strategic Direction Plan***

## Introduction to the 2010 – 2012 Minnesota Environmental Health Association Strategic Direction Plan

### Committee Members:

Rob Carper, Chair  
Laura Scheinoha  
Dan Disrud  
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Kim Carlton  
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Robert Servian  
Joe Hibberd

This ad hoc committee was formed to review the previous strategic plan (2008 – 2010) and develop our next strategic plan (2010 – 2012). The committee members felt that these should be strategic directions that could be flexible and revisited for changes if needed during the time period they applied to. So, we started calling it the “Strategic Direction Plan”.

The first two meetings were listening sessions where committee members were allowed to share their thoughts on what our strategic direction plan should look like. We agreed that it should be realistic (doable) and where we could, we would communicate with MEHA committee chairs to get buy in to the directions that were being purposed.

At the end of the second meeting, assignments were made as follows for draft development. The drafts were prepared and presented at MEHA board meetings to get input from other board members.

We believe that this is a positive direction for MEHA to pursue in the next two years. Some of the objectives laid out in this plan have already been started or accomplish. This is a testament to the active nature of our organization.

# Publicity / Marketing Strategic Direction Plan

p. 1 of 1

## Goal 1: Increase the visibility of the environmental professional through publicity and marketing efforts.

See Appendix for definitions of Vision statement, Mission statement, Positioning statement, and Talking points

Objectives	Who?	Action Steps
<p>Increase awareness of MEHA and what it offers members by creating and communicating a brand for MEHA, which consists of:</p> <ol style="list-style-type: none"> <li>1. Competencies <i>What we do</i></li> <li>2. Standards <i>How we do it</i></li> <li>3. Style <i>How we communicate</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Subcommittee of the Board or ad hoc committee that includes members outside the usual circle of participation</li> <li>2. Subcommittee of the Board or ad hoc committee that includes members outside the usual circle of participation</li> <li>3. Publicity &amp; Marketing, Technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Create new, concise vision and mission statements; use in Association</li> <li>2. Create a list of values that guide Board / Member performance; this might include a code of ethics.</li> <li>3. Utilize social media and other electronic means of communication <ul style="list-style-type: none"> <li>• Develop and publicize the Facebook page</li> <li>• Look for opportunities to increase MEHA's electronic presence.</li> <li>• Re-design the website to deliver newly-focused messages including mission, vision, etc. (In progress)</li> <li>• Re-design logo</li> </ul> </li> </ol>

# Quality Improvement Strategic Direction Plan

p. 1 of 2

## Goal 2: Improve quality of MEHA

Objectives	Who?	Action Steps
Find out what members want	Publicity & Marketing	Focus groups Online surveys
Effective communication	Technology  Outreach  Publicity & Marketing  Newsletter  Membership  Students	Update website  Provide information via social media outlets (Facebook, Twitter?)  Foster meaningful partnerships with other organizations  Represent MEHA at relevant public events  Provide meeting recaps on website (different from meeting minutes)  Publish quarterly newsletters  Provide renewal notices, welcome message to new members (via President)  Provide information to EH students
Continue to provide high-quality, relevant, beneficial training to members	Conference Planning	Traditional conferences Field trip trainings Round tables Sponsor certificate training opportunities

# Quality Improvement Strategic Direction Plan

p. 2 of 2

## Goal 2: Improve quality of MEHA

Objectives	Who?	Action Steps
Provide additional services and benefits	3 <sup>rd</sup> Year Director	NEHA AEC Stipend
	2 <sup>nd</sup> Year Director	General training scholarship
	Registration Committee	Provide registration exam resources
	1 <sup>st</sup> Year Director	Provide mentorship facilitation
	Technology	Provide online payment options
		Provide online registration renewal tracking Post job opportunities, including those in industry

# Membership Strategic Direction Plan

p. 1 of 3

## GOAL 3: Increase number and participation of membership

Objectives	Who?	Action Steps
Recruit more members	Board Members and Committee Chairs	<ul style="list-style-type: none"> <li>– Reach out to as many potential members as possible and encourage member participation.</li> <li>– Ask people for suggestions if they observe any particular “needs” in MEHA or MEHA conferences.</li> <li>– Ask potential members if they would like to be responsible for a specific task within MEHA.</li> <li>– Identify and recognize new members and first time attendees at MEHA events.</li> <li>– Have a supply of membership applications on hand at every conference attended.</li> <li>– Find environmental health professionals working in all areas of Environmental Health and solicit their involvement in the development of services that meets their needs.</li> </ul>
	President	<ul style="list-style-type: none"> <li>– Write to new RS/REHSs to congratulate them on passing the exam, and invite them to join if they are not already members.</li> <li>– Provide a personalized welcome letter sent via first class mail to each new members of the association.</li> </ul>
	3 <sup>rd</sup> year director	<ul style="list-style-type: none"> <li>– Create annual scholarship for one (1) member to attend NEHA Annual Educational Conf.</li> </ul>
	Membership Committee	<ul style="list-style-type: none"> <li>– Promptly notify President and Technology Committee when new members are received.</li> </ul>

# Membership Strategic Direction Plan

p. 2 of 3

## GOAL 3: Increase number and participation of membership

Objectives	Who?	Action Steps
Recruit more members (continued)	Conference Planning Committee	<ul style="list-style-type: none"> <li>– Provide quality educational conferences at reasonable prices.</li> <li>– Provide educational sessions that are valued by MEHA members</li> <li>– Provide reduced conference fees for MEHA members.</li> <li>– Offer social or networking opportunities to further sense of social belonging such as long breaks during conferences, and orientation social meeting on the Wednesday evening of the spring conference.</li> <li>– Provide name tags that will distinguish new members and first time attendees at MEHA conferences.</li> <li>– Collect suggestions for ways MEHA can meet needs of Environmental Health Professionals as a part of conference evaluation forms.</li> </ul>
	Technology Committee	<ul style="list-style-type: none"> <li>– Design, install, and maintain MEHA presence on appropriate Internet sites (e.g. MySpace, Facebook, etc.).</li> <li>– Prominently locate a membership application link on the MEHA website.</li> <li>– Collect suggestions for ways MEHA can meet needs of Environmental Health professionals as part of a “contact us” link on the MEHA website.</li> </ul>
Encourage lapsed members to renew membership	Board of Directors	<ul style="list-style-type: none"> <li>– Establish ad hoc committee of Membership Committee to make personal contact with non-renewing members.</li> </ul>
	Membership Committee	<ul style="list-style-type: none"> <li>– Provide a list of newly lapsed membership to the Board of Directors as a part of the Membership Committee Report.</li> </ul>

# Membership Strategic Direction Plan

p. 3 of 3

## GOAL 3: Increase number and participation of membership

Objectives	Who?	Action Steps
Increase participation of members on committees and Board of Directors	Board Members and Committee Chairs	<ul style="list-style-type: none"> <li>– Invite members to serve on committees.</li> <li>– Invite members to serve on the Board of Directors.</li> </ul>
	Nominations Committee and 1 <sup>st</sup> Past President	<ul style="list-style-type: none"> <li>– Recruit quality candidates to run for elected association positions.</li> </ul>
	Membership Committee	<ul style="list-style-type: none"> <li>– Continue providing list of interested members to Board and Committee Chairs as part of the Membership Committee report.</li> </ul>
Gain employer support for staff's participation in Association conferences, and committees	President and Outreach Committee	<ul style="list-style-type: none"> <li>– Write EH program managers and supervisors annually to encourage them to provide MEHA information and membership applications to new staff (include application forms and benefits of membership).</li> <li>– Identify and support cooperative organization events.</li> </ul>
Foster and promote high standards of members	Awards Committee	<ul style="list-style-type: none"> <li>– Recognize excellence through annual awards.</li> </ul>
	Membership Sub-committee	<ul style="list-style-type: none"> <li>– Develop and implement a membership Code of Ethics.</li> </ul>

# Outreach Strategic Direction Plan

p. 1 of 1

## GOAL 4: Outreach to other organizations that benefit our membership and/or our profession.

Objectives	Who?	Action Steps
Analyze current outreach efforts	Outreach Committee	<ul style="list-style-type: none"><li>- Create a list of who are we currently interacting with.</li><li>- Report on how it helps our membership and/or our profession to be affiliated with them.</li><li>- Report to the board with recommendations regarding the relationships.</li></ul>
Present new outreach efforts	Outreach Committee	<ul style="list-style-type: none"><li>- Identify new organizations/opportunities with which to interact.</li><li>- Present new organizations/opportunities to the board with recommendations of how we will interact with them.</li></ul>

# Legislative Strategic Direction Plan

p. 1 of 1

## GOAL 5: To interact with the Legislature on Environmental Health Issues

Objectives	Who?	Action Steps
Develop a plan to interact with the legislature	Legislative Committee	<ul style="list-style-type: none"> <li>- Define Advocacy versus Lobbying</li> <li>- Develop a method to communicate with members on EH issues that are before the legislature.</li> <li>- Recommend an efficient online method for members to communicate with their representatives.</li> <li>- Develop an education model to be used, if necessary, with the legislature, such as talking points.</li> </ul>
Develop EH Position Papers (Fact Sheets)	Legislative Committee	<ul style="list-style-type: none"> <li>- Develop a list of possible position papers. (Fact Sheets)</li> <li>- Present List to the board for approval.</li> <li>- Write position papers.</li> <li>- Present written position papers to the board for approval.</li> </ul>
Develop appropriate dissemination procedures & guidelines.	Legislative & Technology Committees	<ul style="list-style-type: none"> <li>- Present recommended procedures &amp; guidelines to board for approval.</li> </ul>

# Definitions

## **Vision statement:**

Aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

What do we want to do going forward?

When do we want to do it?

How do we want to do it?

## **Mission statement:**

This is a written declaration of an organization's core purpose and focus, which normally remain unchanged.

A properly crafted mission statement:

1. Serves as a filter to separate what is important from what is not,
2. Clearly states who will be served and how, and
3. Communicates a sense of intended direction to the entire organization.

How a *vision* differs from a *mission*:

A *vision* is something to be pursued;

A *mission* is something to be accomplished.

## **Positioning statement:**

A positioning statement provides direction or focus to a business or organization. It is a no nonsense statement of how your company is perceived in the minds of your target market.

Examples:

1) A well-crafted positioning statement defines your direction. It answers seven essential questions:

- Who you are
- What business you're in
- For whom (what people do you serve)
- What's needed by the market you serve
- Against whom do you compete
- What's different about your business
- What unique benefit is derived from your product or services?

2) **Product (Company, Service, Person)**

Is the one **category of product**

That provides **the target customer**

With **key benefit**

Because **reason they should believe you can deliver the benefit**

**Talking points:**

Ideas usually compiled in a short list, with summaries of the speaker's agenda for public or private engagements. Public relations professionals prepare "talking points" to help clients focus their public comments on agreed to "key messages".

**Example:**

In January 2005 it was reported that troops bound for Iraq were provided with a card for their wallet that contained tips for dealing with journalists and key talking points.

- The Corps is trained, resourced and ready to accomplish its missions. We are committed to the cause and will remain in Iraq as long as we are needed.
- The fight in Iraq is tough, but we will remain steadfast and not lose heart.
- We are moving forward together with the Iraqi government as partners in building a future for the sons and daughters of Iraq.
- Coalition forces will help our Iraqi partners as they build their new and independent country and take their rightful place in the world community.
- We are a values-based, people-focused team that strives to uphold the dignity and respect of all.
- Our troopers and their families are our greatest and most treasured resource.
- The Corps is a national institution -- it has never failed to do the will of the American people.