

# 2015 - 2020

## Arkansas SOPHE Strategic/Action Plan

The mission of AR SOPHE is to promote, encourage and contribute to the advancement of the health of all people through education and to enhance professionalism through the standards of professional preparation and practice of health education.

**Goal 1: To expand the reach and effectiveness of AR SOPHE’s advocacy efforts within the state of Arkansas and nationally through SOPHE’s efforts.**

Activities	Responsible Party	Evaluation Criteria	By When 2015-2020	Budget
Provide training opportunities for members in advocacy and advocacy skills.	Executive Committee President Elect Member at Large - Conference	Training evaluations	Ongoing	\$500
President-Elect will participate in national SOPHE’s Advocacy conference calls.	President Elect	Minutes from Advocacy conference calls	Ongoing	\$0
Prioritize advocacy issues and provide legislative/policy updates at scheduled chapter meetings.	President Elect	Minutes from AR SOPHE meetings	Ongoing	\$0

**Goal 2: To support and enhance the professional preparation and training of health educators and public health professionals in Arkansas.**

Activities	Responsible Party	Evaluation Criteria	By When 2015-2020	Budget
Increase the number of quality CEU opportunities for CHES/CPHE through development or co-sponsorship of events.	Executive Committee Vice President	Evaluations/CEU's awarded	Ongoing	\$3000
Re-institute the AR SOPHE Mentoring Program for students graduating with a degree in Health Education.	Member at Large – Membership	Evaluations returned/student comments	Ongoing	\$100
Conduct assessment of current membership for training/professional needs.	Member at Large – Professional Preparation	Results of assessment	Ongoing	\$100
Distribute information about educational opportunities available through Arkansas SOPHE through the website, newsletter and other publications.	Vice President – Continuing Education Chair	Copies of website, newsletter and other publications	Ongoing	\$0
Recognize high quality health education practice through awards presented at the AR SOPHE conference.	Member at Large – Awards	Award recipient information	April of each year	\$100
Provide information and resources about AR SOPHE to universities that have Health Education programs.	Member at Large – Professional Preparation	List of information sent to universities	Ongoing	\$0

**Goal 3: To proactively market health education in Arkansas.**

Activities	Responsible Party	Evaluation Criteria	By When 2015-2020	Budget
Develop and distribute marketing materials/exhibit display for conferences and presentations.	Member at Large – Professional Preparation Membership	Establish opportunities for displays/exhibits each year	Ongoing	\$250
Identify marketing tools to be sold/offered as incentives to promote organization.	Executive Committee	Total sales of marketing tools	Annual Conference Date	\$500
Create links to other professional websites for Arkansas SOPHE (Staff Education at UAMS, COPH, ArNA, ACRC)	Executive Committee	# of websites for links to Arkansas SOPHE	Ongoing	\$0
Internally manage AR SOPHE website to encourage and enhance communication	Web developer on AR SOPHE Executive Committee	Number of participants on website	Ongoing	\$270

**Goal 4: To continually elevate AR SOPHE’s performance in operations, governance and resource development to achieve the strategic plan.**

Activities	Responsible Party	Evaluation Criteria	By When 2015-2020	Budget
Increase student membership by 10%.	Member at Large - Membership	Membership Roster Membership Committee reports	Ongoing	\$0
Increase membership retention to 50%.	Member at Large – Membership	Membership Roster Membership Committee reports	Ongoing	\$0
Invite a student to be an ad hoc representative on the Executive Committee.	Executive Committee	Executive Comm. Minutes	Ongoing	\$0
Provide an AR SOPHE representative to the national SOPHE House of Delegates meetings.	National Delegate	Minutes of the HOD meetings and Delegate’s report at AR SOPHE meetings	Ongoing	\$1,500

|