

Wisconsin Environmental Health Association

Strategic Plan 2022-2026

Cycle 2022-2023

Prepared October 10, 2022

Finalized January 9, 2023

WEHA Strategic Planning Committee

Meghan Williams, Kate Carlson, Amanda Ramos, Maddie Wojciuk, Mike Otzelberger

Introduction

The WEHA Strategic Planning Committee (SPC) has been delegated the following responsibilities as stated in the Wisconsin Environmental Health Association by-laws:

- Develop, implement, and continually assess the Association's Strategic Plan.
- Evaluate the Association's mission, set a vision, define long-term goals, and determine the actions needed to achieve them.
- Be a resource for the Board and other standing committees to implement process improvement techniques such as analyzing existing processes, identifying gaps or problems, and develop/implement solutions.
- Assess organizational culture and climate and determine a path forward for addressing any issues.
- Recommend appropriate action to the Board of Directors.

Foundation

The Vision Statement

- Improve the health and wellbeing of Wisconsin residents by advocating for environmental health issues.

The Mission Statement

- Building, educating, and supporting Environmental Health professionals.

Core Values

- Education, Collaboration, Professionalism

Assessing the Organizational Environment

SWOT Analysis

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis continues to help the SPC assess the current WEHA environment and membership attitudes. It leads the committee to prioritize initiatives, evaluate how the current organizational climate fits with the vision and mission, and form a strategy to lead the organization forward. A SWOT Analysis will be conducted by the WEHA Strategic Planning Committee every two years to determine if goals and strategic priorities are being met. Key stakeholders will be involved in the polling and analysis. The Strategic Planning Committee will prepare a report biannually to present to the WEHA Board for comment and incorporation into Board and Committee Strategic Priorities and SMART Goals.

Strategic Priorities

The SPC has set strategic priorities to help achieve the organization's goals. We have identified strengths to build on, challenges to meet, opportunities to seize, and emerging ideas to explore. Following through on these priorities will help to ensure that we continually focus our efforts on activities that will actually contribute to accomplishing our objectives. WEHA's strategic priorities are as follows:

1. To provide and promote a professional organization for Environmental and Public Health professionals and students in Wisconsin.
2. To obtain recognition of the Environmental Health profession.
3. To encourage the employment of qualified Environmental Health professionals.
4. To stimulate forums for dialogue and exchange of information.
5. To foster professional and ethical growth of members.
6. To actively participate in the legislative and political process to promote and advocate for Environmental Health.
7. To encourage collaboration and networking among members.
8. To offer leadership opportunities to members.
9. To educate and recruit professionally trained individuals to the Environmental Health profession.
10. To promote professional certifications and provide continuing educational opportunities to members.
11. To recognize outstanding achievement, service, and contributions by members.

SMART Goals

To initiate program and process improvement, the WEHA Board and Committees commit to develop and implement short term (annual) and/or long term (4 year) SMART Goals.

SMART Goals should be:

- **Specific** (simple, sensible, significant)
- **Measurable** (meaningful, motivating)
- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic and resourced, results-based)
- **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive)

Each SMART goal will be based upon or related to one or more of the Strategic Priorities. Each goal will be evaluated on the time cycle outlined in the **Committee and Board Member Goal Commitments**

Table. The goals may include input and assessment from the SPC; however, goals set will require attention from WEHA Board Members and Committees to ensure successful completion.

Goals will be developed by Committees, Committee Chairs, and Board members between the annual business meeting and the first Board meeting of the calendar year. Board Members and Committee Chairs are responsible for creating, implementing, and reporting on progress of goals. Goals will be presented at the first Board meeting of the calendar year. Short term goals are to be completed by December 30 of the annual plan cycle. Long term goals are to be completed by December 30, 2026.

Committee and Board Member Goal Commitments

<i>Committee/Board Member</i>	<i>Annual Short Term Goal(s) Number</i>	<i>Long Term Goal(s) Number</i>	<i>SPC Project Management Contact</i>
Strategic Planning Committee	1	1	Maddie Wojciuk
Education Committee: Awards & Leadership	1	1	Kate Carlson
Education Committee: Environmental Education	1	1	Kate Carlson
Education Committee: Conference	1	1	Kate Carlson
Legislative Committee	1	1	Meghan Williams
Marketing Committee	1	1	Meghan Williams
Membership Committee	1	1	Meghan Williams
President	1	0	Amanda Ramos
President Elect	1	0	Amanda Ramos
Director At Large	0	1	Amanda Ramos
Treasurer	0	1	Michael Otzelberger
Secretary	0	1	Michael Otzelberger
Vice President(s)	1	0	Maddie Wojciuk
Director(s)	1	0	Michael Otzelberger

Goals for 2022-2023 Cycle

<i>Committee/ Board Member</i>	<i>Strategic Priority Number- Short Term Goal(s)</i>	<i>Short Term Goal(s)</i>	<i>Strategic Priority Number- Long Term Goal(s)</i>	<i>Long Term Goal (s)</i>
Strategic Planning Committee	1, 4	By December 31, 2023 the strategic planning committee will develop and implement a system to track the progress of committee and board goals.	1, 4	By the spring board meeting of each year (through 2026), the WEHA strategic planning committee will produce an annual report that covers goal progress, WEHA accomplishments, and other information pertinent to WEHA members.
Education Committee: Awards & Leadership	2,11	Will meet with Sarah Ward 4 times a year to review and update the Wayne Kopp, Env. Professional of the Year and Robert R Nelson Scholarship award. .	2,11	Recreate/rewrite the EH professional of the year award and rubric.
Education Committee: Environmental Education	1,9	<p>To offer substantial educational opportunities to members through study materials or classes.</p> <p>To offer a RS Study course for members.</p> <p>To promote the mentorship program to new inspectors as well as colleges throughout Wisconsin.</p>	1,5,9	To encourage active long term members to participate and mentor new inspectors along with college students.

Education Committee: Conference	7	Find a networking venue event and tie to the 2023 conference: Like brewery tour, golf, spots game, boat cruise, etc.	11	A long term goal of getting ourselves self-sufficient with providing our own AV system since it is crazy expensive at the venue. We have budgeted for it and I am currently researching and purchasing equipment so we can use it at the 2023 conference and future events.
Legislative Committee	6,7,8	Develop a procedure for committee members to locate and keep track of environmental health related legislations in a relatively short amount of time each month by the end of 2023. This will allow the committee to advise the board on key legislation in a timely manner.	4,6,8	Create a toolkit to utilize for a variety of pertinent tasks to the committee including a method to keep track of legislations and templates for communications to the board and members by the end of 2026.
Marketing Committee	1,2,4,9	Improve WEHA promotional material outreach on Social Media by using Boost Post functions to increase follower count by 10%.	1,2,3,4,5,7,9	Collaborate with the WEHA Educational Committee to create or update the existing WEHA brochure provided to students and engage with students on at least one activity
Membership Committee	1,7,9	Collaborate with marketing committee to increase membership by 10% in non-registered sanitarian or REHS positions by December 31, 2023 2022 Baseline: 67/186: 36% - Create standardized new member onboarding packets to welcome new members by July 30, 2023.	9	Maintain membership retention rate of at least 80% per year. 2022 baseline - 186 members 12/22/2022 - 102 Renewals - 84 New Members Info needed: Members as of 1/1/2022 Formula:

		- Support regional VP's to host at least one networking event for members per year		$MRR = ((ME - MN) / MB) \times 100$ MRR: Membership retention rate ME: Members (end of time period) MN: Members (new in time period) MB: Members at beginning of time period
President	4	Set up the internal WEHA Sharepoint site by December 31st, 2023		
President Elect	4	To attend 90% of board meetings and the education and marketing committees that I am assigned to by December 31st, 2023		
Director At Large			11	By 2026, the Director at Large will review the WEHA by-laws periodically. If the WEHA Board and/or membership call for By-Law changes or interpretations, the Director at Large will bring discussion points to the board. If necessary, the Director at Large will lead the assessment and adoption of revised WEHA by-laws.
Treasurer			10	To promote professional certifications and provide continuing educational opportunities to members by 12/31/2023. The WEHA treasurer will research and provide a report to the board regarding minimal reporting requirements for NEHA CEUs and potential costs.

Secretary			All	<p>In early January, the secretary will send a survey to WEHA members asking them to rank how effective we are currently at meeting each strategic priority to create baseline data.</p> <p>Long term- send the survey out each year or every other to see how implementing strategic objectives has changed perception of how effective we have been. This will help target the biggest areas in need of improvement.</p>
Vice President(s)	NE: 4, 7, 11	NE: Invest in existing members in the northeast region to increase WEHA electronic newsletter member survey link response engagement from the baseline of zero in September 2022 up to 2 responses by July 2023.		
	NW: 4, 7	<p>NW: Host at least one NW Region Networking event by Dec 31, 2023.</p> <p>Send all active members in NW region at least 4 newsletters per year including updates and opportunities for feedback.</p>		
	SE: 7	SE: Increase Southeast region networking events from baseline of zero in 2022 to one in 2023.		

	SW: 4	<p>SW: Assist in setting up WEHA's SharePoint site; pilot SharePoint Site usage and document sharing with a committee (Strategic Planning) starting in April 2023. Assist users and administrators in developing and customizing SharePoint.</p> <p>Send all active members in SW region at least 4 newsletters per year including updates and opportunities for feedback.</p>	
Director(s)		<p>Directors at large will create a manual submission option for the employment webpage on the WEHA website by 12/31/23. The new submission process will allow jobs to be posted immediately by the employer. This will help prevent late/missed job posting requests, which occurs frequently with the current process.</p> <p>Strategic Priorities</p> <ul style="list-style-type: none"> - to encourage the employment of qualified environmental health professionals. - to stimulate forum for the exchange of information - to recruit professionally trained individuals to the environmental health profession. 	

Evaluation

The WEHA Strategic Planning Committee will be the oversight committee of the WEHA strategic plan. As outlined above the goals will be tracked so that progress can be measured and reported upon.

Progress will be measured against the strategic priority (Short Term Goals) by asking the questions:

- Are we doing what we set out to do?
- Are we reaching our targets?
- Are we meeting our timeline?

As implementation continues, we measure the impact or outcomes (long-term goals) by asking the questions:

- What are the results of the efforts?
- What are the changes that have had an effect?
- How efficient was the work?

The Strategic Plan goals will be evaluated annually, and this data will be used to identify and drive improvement efforts. Formal communication of progress made in reaching goals will be provided quarterly at the WEHA Board Meetings.