### Strategic Plan: 2017 - 2022

**Vision:** Healthy eating and active living for everyone.

**Mission:** To strengthen nutrition policy, programs and environments for all people through development of public health nutrition leaders and collective action of members nationwide.

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<th>GOALS</th>
<th>OBJECTIVES</th>
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<td>Membership Engagement</td>
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| Maximize membership engagement by promoting the value of ASPHN for members. | By 2022: Attract  
1. Increase overall membership from 330 to 500.  
2. Increase the number of members who volunteer to engage in one or more ASPHN-related activities. Baseline 118.  
3. Increase the percentage of members using ASPHN tools and resources from 54% to 65%. |  
| Professional Development      | By 2022: Develop  
1. Offer at least 40 of trainings per year.  
2. Create at least one new ASPHN product on emerging public health nutrition topics per year.  
3. Promote at least 5 ASPHN resources per year.  
4. Increase member participation in training calls, webinars and in-person trainings by 5%.  
5. Increase the number of times ASPHN resources are accessed on the website by 10%. |  
| Collaboration                 | By 2022: Add  
1. Increase the number of activities and projects with partners from 29 to 33.  
2. Create 3 new partnerships.  
3. Increase the number of partnerships functioning at level 3 or above on the level of collaboration scale.  
4. Increase the number of partners who report a high-quality relationship with ASPHN. |  
| Policy                        | By 2022: Advocate  
1. Increase by 50% actions taken in support of evidence-based policies directing federal programs.  
2. Offer at least 1 professional development opportunity related to advocacy every year.  
3. Annually offer at least 20 trainings, programs, or projects that help members implement policy, system, and environmental change (PSE) strategies in their state. |  
| Internal Operations           | By 2022: Financial  
1. Increase ASPHN operating budget by 10%.  
2. Add at least one non-federal funding source. |  
|                              | By 2022: Organizational  
3. Maintain cost effective virtual operations so that expenses do not exceed 100% of revenue.  
4. Assure relevant, emerging virtual operations technology that has at a minimum components that permit group communication, direct communication, and sharing of resources. |  

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1. Committees, liaisons, review products, Board membership, etc.  
2. Frey et al., 2006  
3. Actions include writing and signing coalition congressional letters, regulatory comments, action alerts, and fact sheets  
4. Training calls or webinars, Annual Meeting, and Policy Committee membership

Approved September 8, 2017  
Updated October 12, 2018  
Updated September 13, 2019
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<td>a. Design a targeted recruitment campaign to attract new members in two audiences: A) students; B) early in career professionals.</td>
<td>a. Provide a variety of trainings on topics of interest to public health nutritionists.</td>
<td>a. Investigate emerging and innovative public health nutrition practices and identify prospective partners.</td>
<td>a. Participate in national advocacy activities in public health nutrition policy and practices.</td>
<td>a. Maintain funding from existing funding sources.</td>
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<td>b. Explore possibilities for tying ASPHN membership to public health nutrition institutions including graduate public health nutrition programs, federal public health nutrition funding(^5), and public health nutrition-based dietetic internship programs.</td>
<td>b. Create a way to optimize cross-cutting competencies relevant to the public health nutrition workforce.</td>
<td>b. Define, clarify and strengthen liaison work.</td>
<td>b. Explore funding a lobbyist to expand ASPHN policy activities.</td>
<td>b. Seek funding from new funding sources.</td>
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<td>c. Internally promote ASPHN, its value, and its offerings and opportunities to members.</td>
<td>c. Seek new and innovative approaches to training and resource development.</td>
<td>c. Train on types of collaboration.</td>
<td>c. Align ASPHN policy priorities with emergent national public health nutrition policy issues.</td>
<td>c. Apply for or collaborate on at least one non-federal funding opportunity.</td>
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<td>d. Externally promote ASPHN, its value, and its offerings and opportunities to the public health nutrition field.</td>
<td>d. Develop resources on emerging public health nutrition topics.</td>
<td>d. Refine criteria for establishing new partnerships.</td>
<td>d. Write &amp; disseminate one evidence-based public health nutrition policy position paper.</td>
<td>d. Maintain efficient virtual operations.</td>
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<td>e. Mobilize state champions to promote ASPHN and its offerings.</td>
<td>e. Promote ASPHN trainings and resources to members.</td>
<td>e. Maintain existing collaborations through more effective relationship management processes.</td>
<td>e. Provide membership with professional development on public health nutrition PSE practices.</td>
<td>e. Stay up to date on technology that allows us to be more efficient virtually.</td>
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<td>f. Design an outreach strategy to keep retired PHN professionals engaged in ASPHN.</td>
<td>f. Market ASPHN trainings and resources to partners and to the broader public health nutrition field.</td>
<td>f. Recognize collaborations to promote visibility and value of mission.</td>
<td>f. Promote public health nutrition PSE with at least one new partner.</td>
<td>f. Ensure technologies meet the needs of members.</td>
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<td>g. Design an outreach strategy to keep nutrition professionals engaged as they progress through their career.</td>
<td>g. Encourage member leadership development through participation in ASPHN.</td>
<td>g. Recognize excellence in public health nutrition and in ASPHN.</td>
<td>g. Develop policies and procedures for raising and utilizing unrestricted revenue.</td>
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<td>h. Recognize excellence in public health nutrition and in ASPHN.</td>
<td>i. Keep members up to date on emerging issues, policies, opportunities, strategies, grants, research, and other pertinent data.</td>
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<td>j. Continue and enhance orientation for new members.</td>
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5. DP1305, SNAP-Ed, WIC, etc.