

American School Health Association
2008-2010 Strategic Plan
Approved by the Board of Directors October 2007

- I. Promote **interdisciplinary collaboration** among all those who work to protect and improve the health, safety, well-being and school success of children, youth, families and communities.
 - A. Conduct an annual conference, one web-based professional development-related activity (i.e., webinar), other conferences, projects, and/or activities on specific current and emerging issues in collaboration with health, education or other relevant organizations.
 - B. Increase collaboration with national and international organizations regarding global and national priorities and strategies that promote health, safety, and academic achievement for school-aged children by 5%.
 - C. Promote one or more interdisciplinary collaboration opportunities among members on an annual basis.
 - D. Plan and/or promote one activity on an annual basis that emphasizes family and community partnerships, healthy school environment, and health promotion at conferences, in publications and services.
 - E. Provide members, annually on-line and/or in *The Pulse* with information about the nature and extent of the collaborative relationships of the Association.
 - F. Maintain a record of and report to members, on-line and/or in *The Pulse*, opportunities for members to communicate utilizing a variety of modalities: listserv, newsletters, section and councils to serve ASHA members.
 - G. Collaborate with at least five other professional organizations in one or more of the following areas: family and community partnerships, healthy school environment, and health promotion.
 - H. Develop a “sound bite” that promotes how ASHA membership facilitates interdisciplinary collaboration for use in all activities that ASHA sponsors or co-sponsors.

- II. Provide quality **professional development** opportunities for all those associated with school health and safety. Such professional development should meet continuing education criteria of credentialing bodies, be skills-based, be accessible to a broad base of members and others, and prepare them to design and coordinate school health programs.
 - A. Assess professional development needs of members for program planning and delivery at least once during the strategic planning cycle.
 - B. Collaborate in the design and delivery of professional development with at least six related associations, agencies/businesses per year. For example Eta Sigma Gamma (ESG), the National Association of State School Nurse Consultants (NASSNC), the Centers for Disease Control and Prevention/Division of Adolescent and School Health (CDC/DASH), American Association of School Administrators (AASA), Association of State and Territorial Health Officers (ASTHO), American Academy of Pediatrics (AAP), American Academy of

Family Practice (AAFP), Council of Chief State School Officers (CCSSO), National Association of School Nurses (NASN), Society of State Directors of Health, Physical Education and Recreation (SSDHPER), National Association of School Psychologists (NASP), American College Health Association (ACHA), and institutions of higher education.

- C. Develop a plan for innovative and effective avenues for professional development and continuing education delivery including web-based learning, training, modules, publications, and tracks within the conference program and throughout the year.
- D. Implement at least two professional development activities that emphasize skills needed to initiate, manage, coordinate, advocate for, and/or evaluate school health programs and services, and initiatives.
- E. Investigate the feasibility and desirability of offering an ASHA continuing education credential.
- F. Include benefits of ASHA membership in all professional development offerings.
- G. Refine the conference application process and clarify mechanisms for becoming sponsored sessions.

III. Provide **advocacy** for building and strengthening effective school health and safety programs.

- A. Annually establish an advocacy agenda that supports the ASHA mission after identifying and analyzing both current and emerging trends.
- B. Provide resolutions, position statements and relevant support materials to members, the public and key associations consistent with the advocacy agenda.
- C. Develop press releases consistent with the mission of ASHA and/or the Association's advocacy goals for the year.
- D. Refine the process for generating resolutions and update resolutions and materials on a regular basis.
- E. Develop mechanisms for sharing "lessons learned" regarding advocacy issues and experiences.
- F. Provide members, annually on-line and/or in *The Pulse* with information about ASHA's advocacy successes as a strategy for attracting and retaining members.

IV. Advance a **research** agenda that promotes quality school health programs.

- A. Create a multi-disciplinary school health research agenda.
- B. Advocate for the inclusion of school health as an identifier in appropriate databases (CINAHL, ERIC, Medline, PsychInfo, etc.).
- C. Disseminate evidence-based and practice-based research findings that support coordinated school health programming.
- D. Use several venues to help members improve their skills at interpreting and using research results.
- E. Enhance the fund to support graduate student research in school health.

- F. Set up a sponsored session that would be comprised of prominent school health researchers that would present on “hot topics” in school health research and help to generate a list of research questions that could be pursued.
- V. Acquire and maintain human, fiscal, and material **resources**.
- A. Develop and implement a viable plan to increase membership by 5-10% per year through multiple strategies
 - B. Formalize the Future Leaders Academy.
 - C. Conduct a fund raising campaign for digitization of the Journal’s archives.
 - D. Conduct at least 2 fund raising events at each annual conference.
 - E. Operationalize the decision about a location for the National Office.
 - F. Develop and submit at least three (3) applications for external funding each year.
 - G. Assign a staff person to investigate fundraising (wills, estates, etc.)
 - H. Transfer to a web-based data base system.
 - I. Approach Past Presidents, fellows, and award winners about sponsoring ASHA events and activities.