

Strategic Goals and **OBJECTIVES** for Years 2021-2025



SNAP-ED Photo Gallery and USDA.



#1

**STRATEGIC
FRAMEWORK
GOAL ONE**

Lead efforts to prioritize school-based approaches that promote life-long health.

PRIMARY OBJECTIVE 1:

Establish the organization as the leader in convening organization-level partners that reflect all components of the WSCC model and key organizations in education and government leadership by:

- Convening an Annual School Health Action Congress that includes professionals with significant school health-related professional responsibilities from all 50 states. Hopefully, in partnership with the Society as a main co-convenor.

PRIMARY OBJECTIVE 2:

Extend our existing status as leaders in the science behind school health by:

- Publishing a new journal focused on Whole Child issues that engages educators more broadly as well as educational administrators, school board members, families/other caregivers, and community members.
- Convening a school health research network designed to enhance collaboration among school health researcher, disseminate promising research to school health professionals, and integrate ASHA into grants focused on school health. May include leading efforts to develop a multiagency, comprehensive research agenda.
- Establishing the organization as a leader in mentoring diverse new and emerging researchers in school health
- Continuing to support our high-quality journal, annual conference, and webinars.

PRIMARY OBJECTIVE 3:

Establish the organization as the leader in connecting educators to current, research-based, and vetted school health resources.





#2

**STRATEGIC
FRAMEWORK
GOAL TWO**

**Educate a community
ready to support the whole child.**

PRIMARY OBJECTIVE 1:

Double the total reach of the organization – within the context of a comprehensive marketing plan designed to increase overall organizational reach – by:

- Increasing organizational diversity to better match the professionals we serve and students they serve, with a special emphasis on recruiting practitioners, racial and gender minority professionals, rural professionals, caregivers/other supportive adults (guardians), classroom teachers, and educational leaders including principals, superintendents, school board members, and state/federal leaders.
- Establishing a student pipeline to ASHA membership and increase student memberships by 150%.
- Developing partnerships and/or organizational memberships that include with professional organizations representing each core component of the WSCC model focused on “plus/secondary” memberships.

PRIMARY OBJECTIVE 2:

Diversify the types of channels through which we reach members and non-members, including enhancing the quality of our educational offerings and existing delivery methods by:

- Holding an annual virtual conference focused on connecting to school-based practitioners, in addition to our annual in-person conference.
- Adopting a hybrid-format for our traditional, in-person annual conference where we add virtual offerings for both learning and presenting.
- Evaluating and acting on opportunities to shift our existing in-person conference to new settings, ex. universities, etc.
- Establishing the organization as a leader in mentoring diverse new and emerging researchers in school health
- Evaluating when and how we offer our events and shifting our delivery to days/time that enhance our reach, ex. evenings, weekends, seasons.
- Evaluating and acting on possibilities related to implementing a regular podcast, fee-based virtual workshops (1/2 day, series), etc.





#3

**STRATEGIC
FRAMEWORK
GOAL THREE**

Activate champions of school health.

PRIMARY OBJECTIVE 1:

Champion action related to one key national issue relevant to school health each 2-3 years and provide a steady stream of content focused on providing thought leadership and advancing effective action related to that issue by:

- Developing or identifying a comprehensive framework for change that includes best practices and examples of effective system-level reforms, policy reforms, models for funding and professional development, K-12 curriculum, and advocacy toolkits.
- Integrating all activities into our existing infrastructure, ex. advocacy committee, special issues in journal, conference themes, etc.
- Convening at least one online mini-conference per year related to that year's key issue.
- Providing a series of post-mini-conference follow-up learning opportunities (online and/or in-person) related to that year's key issue.
- Supporting the development of advocacy networks/learning communities focused on advancing that year's key issue.
- First Priority Area: Promoting Racial and Social Justice in Schools: Advancing Equity and Ensuring Every Child Thrives.

PRIMARY OBJECTIVE 2:

Continue to advocate for the implementation of the WSCC model and for maximizing opportunities afforded by ESSA.

