

Report on the
Minnesota Environmental Health Association
Strategic Directions:
2016 – 2017 Review
2017 – 2018 Plan

Goal 1: Increase the visibility of the environmental health profession

Objectives	Who?	Action Steps
<p>Increase awareness of MEHA and what it offers.</p>	<p>Publicity & Marketing, Technology</p>	<ul style="list-style-type: none"> • Update MEHA website to make user-friendly. <i>Accomplished.</i> • Continue updating the MEHA website to include core strengths and values of EH. <i>Ongoing.</i> • Clarify roles of Publicity and Marketing, and Outreach Committees. <i>Accomplished.</i>
	<p>Outreach, Students, Scholarship</p>	<ul style="list-style-type: none"> • Foster meaningful partnerships with other organizations including the School of Public Health at the University of Minnesota, University of Wisconsin-Eau Claire, and Saint Catherine's University. <i>Ongoing – in 3rdrd year of mentorship program.</i> • Raise awareness of the EH profession at career fairs. <i>On-going: Marketing / Outreach have attended career fairs, Science Fair, and other events.</i> • Organize volunteer events. <i>On-going: Hawk's Ridge, Open Arms, River clean-up, Feed my Starving Children.</i> • Promote the Mary Lauren Olson and Northstar scholarships and select qualified recipients. <i>Ongoing.</i>
	<p>Legislative</p>	<ul style="list-style-type: none"> • Provide government 101 training and tours of the state capital complex to increase visibility both internally and externally. <i>*New*</i>
	<p>Board of Directors</p>	<ul style="list-style-type: none"> • Review organizational Mission and Vision, update as necessary and post on Website. <i>Not yet initiated.</i>

Goal 2: Enhance the quality of a MEHA membership

Objectives	Who?	Action Steps
Continue to provide high-quality, relevant, beneficial training to members	Conference Planning	<ul style="list-style-type: none"> • Provide educational opportunities including: <ul style="list-style-type: none"> ○ Educational Conferences ○ Field Trip Trainings ○ Round tables ○ Poster Sessions <p><i>Ongoing.</i></p>
Foster and promote high standards (ethics) of members	Board of Directors	<ul style="list-style-type: none"> • Review the MEHA code of ethics, modify the document if necessary, and determine how to best share with the membership. <i>*New*</i>
Provide additional services and benefits	Student Committee, All	<ul style="list-style-type: none"> • Coordinate Mentorship Program. <i>Ongoing.</i>
	Legislative	<ul style="list-style-type: none"> • Explore ways in which to provide information on legislative topics regarding EH interests to the MEHA Membership. <i>Ongoing.</i> • Provide legislature updates and talking point papers as requested for members. <i>Ongoing: Summary on HF1398 – Lead Protection.</i> • Provide bill tracking information to members during each legislative session. <i>*New*</i>
	Registration	<ul style="list-style-type: none"> • Provide study and training opportunities to candidates preparing for the RS/REHS exam. <i>Ongoing.</i>
	All	<ul style="list-style-type: none"> • Explore sponsorship opportunities. <i>Ongoing.</i>
Recognize excellence	Board of Directors	<ul style="list-style-type: none"> • Pursue ideas for recognizing members for excellent service to the organization or profession. <i>Ongoing.</i>

Goal 3: Increase Number & Participation of Membership

Objectives	Who?	Action Steps
Recruit more members	Board members & Committee chairs	<ul style="list-style-type: none"> Find environmental health professionals working in all areas of Environmental Health, and solicit their involvement in the development of services that meet their needs (i.e., Lead, Indoor Air). <i>Ongoing.</i>
Increase membership participation	Board members & Committee chairs	<ul style="list-style-type: none"> Reach out to members and encourage participation on committees, the Board of Directors, and specific assigned tasks: <i>Ongoing – networking and outside activities have contributed to increased participation.</i>
Encourage lapsed members to renew membership	President, President Elect	<ul style="list-style-type: none"> President, President-Elect to make personal contact with non-renewing members. <i>Ongoing.</i>
Gain organizational support for participation in Association conferences and committees	Board of Directors & Committee chairs	<ul style="list-style-type: none"> Reach out to EH Supervisors / Managers who are non-members to discuss collaboration with MEHA and the potential value to their agency. <i>Not yet initiated.</i> Offer committee job action sheets and other necessary documents as a resource to new members or members who are interested in getting more involved with MEHA. <i>*New*</i>