



**Vision:** To improve the future of public health by promoting excellence and professional development of students in public health and related disciplines.

**Mission:** APHA-SA is a student-led national organization within APHA representing students of public health and other related disciplines. We are dedicated to enhancing students' professional development by providing resources, fostering diversity, and promoting opportunities.

**Strategic Priority Areas:**

1. Strengthen Internal Organizational Infrastructure
2. Advocacy/Policy
3. Member Retention and Recruitment
4. Expanding membership benefits
5. Expand Fiduciary Resources

<i>1. Strengthen Internal organizational infrastructure</i>	
Board Member Commitment	<ul style="list-style-type: none"> <li>• Increase adherence to job description</li> <li>• Increase attendance at monthly board calls</li> <li>• Improve efficiency of monthly board calls</li> <li>• Continue to improve monthly committee reports</li> <li>• Standardize communication policies and procedures</li> </ul>
Organizational Tools	<ul style="list-style-type: none"> <li>• Improve internal organization by utilizing schedule and document tracking tools</li> <li>• Utilize low-cost organizational tools available on the web and through board members' institutions</li> </ul>
Recruitment and Nominations for Board Positions	<ul style="list-style-type: none"> <li>• Encourage Board Members to continue participation</li> <li>• Refine nominations process to minimize number of simultaneous positions that turn over and maximize overlap between co-chairs</li> <li>• Revise procedures and processes for dismissal of non-compliant board members</li> </ul>
Accountability of Student Board Reps	<ul style="list-style-type: none"> <li>• Create &amp; maintain regular communication processes for student board representatives</li> <li>• Solidify terms of commitment and nominations/recruitment procedures with APHA</li> </ul>
Transition of Board Members	<ul style="list-style-type: none"> <li>• Provide a more thorough orientation to APHA-SA Board</li> <li>• Send a more formal welcome package to new board members</li> <li>• Create an SA toolkit for board members and other SA leaders</li> <li>• Produce living documents for each committee to ensure transition of committee information between co-chairs</li> </ul>

<b>2. Advocacy/Policy</b>
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Student Participation in Advocacy	<ul style="list-style-type: none"> <li>• Training of membership on CapWiz tools</li> <li>• Provide information about how to contact representatives</li> <li>• Increase student involvement in local affiliates</li> </ul>
Student-centric Advocacy Points	<ul style="list-style-type: none"> <li>• Promote student-centered advocacy, i.e. student loan legislation, funding for education.</li> <li>• Advocate for student-specific health issues such as student health services, mental health, and substance abuse.</li> <li>• Produce white paper(s) on topics specific to student advocacy issues</li> </ul>
National Public Health Week	<ul style="list-style-type: none"> <li>• Promote APHA Tool-kit rather than create a duplication of it</li> <li>• Offer students activities they can do on their campuses and in their communities</li> <li>• Make NPHW an action priority by beginning to work on NPHW earlier in the year</li> </ul>

<b>3. Member Retention and Recruitment</b>	
Membership Retention	<ul style="list-style-type: none"> <li>• Increase presence and recruitment activities on campuses with board members and campus liaisons</li> <li>• Regular communication with members via our list serve and website</li> <li>• Consistently welcome new members to APHA-SA via email</li> <li>• Educate/inform members about our member benefits including those that are developing and new member benefits</li> </ul>
Schools of Public Health	<ul style="list-style-type: none"> <li>• Increase representation at schools and programs of public health through outreach to their student leaders</li> <li>• Increase the number of campus liaisons at ASPH/CEPH public health programs across the U.S.</li> <li>• Actively recruit student members on campuses through campus liaisons and board members at critical times (i.e., when new students arrive during orientation)</li> </ul>
Career Opportunities	<ul style="list-style-type: none"> <li>• Increase awareness of career opportunities through APHA</li> <li>• Connect students and organizations at the APHA Annual Meeting through the public health career mart and other venues</li> <li>• Continue to provide information on student opportunities including jobs, fellowships, internships, etc.</li> </ul>

<b>4. Expand Member Benefits</b>	
Student Meeting	<ul style="list-style-type: none"> <li>• Promote student meeting to APHA-SA members, local schools of public health, and through other venues to increase attendance</li> <li>• Find regular funding source for Student Meeting</li> </ul>
Networking Opportunities	<ul style="list-style-type: none"> <li>• Increase opportunities for networking for students through collaborations with public health organizations and agencies</li> </ul>
Communication	<ul style="list-style-type: none"> <li>• Continue to improve and update our website as the primary source for membership information</li> <li>• Continue to use our list serve to regularly contact members</li> </ul>

	<p>and provide information for students</p> <ul style="list-style-type: none"> <li>• Use the <i>News &amp; Views</i> newsletter for APHA-SA board news and updates</li> <li>• Create online peer-reviewed student journal</li> </ul>
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<b>5. Expand Fiduciary Resources</b>	
Awards	<ul style="list-style-type: none"> <li>• Create new awards – Trong Nguyen Memorial Award</li> <li>• Friend of the Student Assembly Award</li> <li>• Outstanding Liaison Award(s)</li> <li>• Mentor/Mentee Awards for NMP</li> </ul>
Scholarships	<ul style="list-style-type: none"> <li>• Increase number of scholarships for students</li> <li>• Increase dollar amount for scholarships for students</li> <li>• Increase promotion and number of applicants for these awards</li> </ul>
Outside Funding	<ul style="list-style-type: none"> <li>• Secure funding for student meeting</li> <li>• Increase funds for SA scholarships and awards</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• Continue to improve budgeting process and create balanced budget for each fiscal year</li> <li>• Work with board chairs/co-chairs to create committee budgets that are reasonable and within the scope of their committee's work</li> </ul>