Applied Strategic Plan
January 2008 – December 2010
American Association for Health Education (AAHE)
Goals and Objectives

Goal I: To support the development and advancement of health education and promotion both nationally and globally

Objectives:

1. Establish the unique role of AAHE on a national and global basis to advance the benefits of health education and promotion and the responsibilities of the health educator
2. Transform the focus and organization of AAHE around the Responsibilities, Competencies and Sub-competencies for health educators
3. Develop strategic partnerships to promote research and development on current and emerging health issues

Goal II: To expand diversity of the AAHE membership thereby impacting the health education and promotion profession

Objectives:

1. Incorporate specific strategies in the recruitment plan designed to increase diversity of membership
2. Coordinate efforts of membership, multicultural and student services committees related to active participation of diverse groups in the organization
3. Promote increased accessibility for all persons for all AAHE events and program activities

Goal III: To establish AAHE as a leader in the production and delivery of high quality health education programs, products, and services

Objectives:

1. Transform the focus and organization of AAHE's Convention Program around the Areas of Responsibility and Competencies, addressing all three levels
2. Create professional development opportunities, and provide CEUs, for all appropriate AAHE programs, products, and services
3. Develop a marquee product or service based upon the Areas of Responsibility
4. Promote and expand the HEP Network and other distance learning opportunities
5. Establish the AAHE InfoSource as a twice monthly informational e-mail that is sent to members and other stakeholders
6. Develop web-related programs, products, and services available via the AAHE website

Goal IV: To establish leadership in utilization of technology and communications to more effectively achieve the mission of AAHE

Objectives:

1. Enhance the AAHE website and promote it as a functional and useful website of Health Education
2. Provide all AAHE conference plenary session and selected conference sessions as Podcasts
3. Make the AAHE journals available electronically
4. Implement an AAHE Really Simple Syndication (RSS) feed of health education and promotion sources into the AAHE website
5. Explore the potential of establishing a virtual conference

Goal V: To increase financial and staff resources to meet the expanding needs of the AAHE membership and the health education and promotion profession

Objectives:

1. Increase revenue from grants and contracts
2. Increase revenue from donors, partnerships & sponsorships
3. Increase revenue via publications, products & services
4. Develop a business plan for the AAHE journals
5. Increase AAHE staff
6. Increase membership 10%
7. Increase the number of student members by 5%

2.4.08