

WVSBHA STRATEGIC PLAN July 2009-March 2011

GOAL I:

Through the infrastructure of community health centers and other sponsoring entities, increase the delivery of single or multiple services to students in un-served counties.

STRATEGIES	RESPONSIBILITY	COMPLETION DATE
Develop an internal peer-to-peer marketing strategy for increased support of SBH by community health center CEOs	Eric Ruff and ad hoc team	December 31,2009
Establish a liaison committee of sponsors of SBHCs/SBHA representatives/interested others to assure communication between SBHA and PCA	Executive Team	December 31, 2009
Develop a marketing strategy targeted to local and state Boards of Education/superintendents/principals/teachers/nurses/etc.	Communications Team	January 31, 2010
Increase awareness of the comprehensive facilities plan among sponsoring entities	Communications Team	January 31, 2010
Communicate with the School Building Authority to assure linkage	Executive Team	October 31, 2009
Partner with OBHS on expanded school mental health	Executive Team and appointed SBHA reps	Ongoing
Partner with Office of Maternal, Child and Family Health on oral health	Executive Team and appointed SBHA reps	Ongoing
Establish an advocacy team to identify annual policy priorities	Executive Team	October 31 2009
Monitor legislative actions at the state and national levels	Assembly Staff/Advocacy Team	Ongoing
Work with NASBHC on federal legislation to support SBHCs	Assembly Staff/Executive Team	Ongoing
Coordinate with PCA Lobbyists about school-based health advocacy	Assembly Staff/Advocacy Team	October 31,2009 and annually/ongoing
Provide input into draft PCA public policy agenda	Executive Team	October 31,2009 and annually
Respond to letters of support/endorsement requests	Assembly Staff/Executive Team	Ongoing
Respond/send legislative alerts to field	Assembly Staff	Ongoing
Participate in relevant lobby days	Advocacy Team/Staff/Members	Annually
Participate in National SBHC Week	Communications Team/Staff/Members	September30, 2009
Convene Annual Policy Roundtable	Advocacy Team/Staff	Annually
Continue Open House Campaign in targeted legislative districts	Communications Team	Fall 2009/Spring 2010

GOAL II:**Enhance our internal communication system to provide information and tools to existing and new school-based health centers**

STRATEGIES	RESPONSIBILITY	COMPLETION DATE
Expand Communications Team membership/roles/ and meeting schedule	Communications Team	October 30, 2009
Identify and designate a contact at each SBHC site to receive and distribute SBHA information	Communications Team	October 30, 2009
Obtain feedback from the field on SBHA website	Communications Team	November 30, 2010
Identify availability of computer and internet access at all SBHCs	Communications Team	December 31, 2009
Recommend changes to website: utilization, in-house technical assistance/add website directory and possible search mechanism		January 31, 2010
Promote SBHA website so current and future SBHCs are aware of information available and how to use the site and internet	Communications Team	Ongoing
Promote/Develop quarterly set of SBHC tools on website	Communications Team	September 30, 2010
Post web links & pictures of each SBHC /CHC as available	Communications Team	Ongoing
Complete revised medical and behavioral health standards & guidelines and gain endorsements	Standards Team/Endorsing Organizations	November 30, 2009
Respond to requests to be added to SBHA list-serve	Assembly Staff	Ongoing
Send periodic e-news and on-going information alerts to the field	Assembly Staff	Quarterly
Convene ad hoc CQI Team as needed	CQI Team	As Needed

GOAL III:**Utilization of existing SBHCs will increase as a result of better awareness by local Boards of Education, parents, students, teachers, community members and community health center administrators.**

STRATEGIES	RESPONSIBILITY	COMPLETION DATE
Develop a SBHC video for advocacy, awareness, presentations, parent/student orientations that can be adapted to other sites	Communication Team/NASBHC Wood, Cabell, Kanawha interested	September 14, 2009 Pilot with Riverside Youth Advocacy/other interested sites
Develop messages/tools/marketing packages targeted to various local audiences with initial focus on students/parents	Communications Team	Ongoing
Develop press release templates for SBHCS sites as needed	Communications Team/Advocacy Team/Staff	Ongoing

GOAL IV:

To be a solid organization with a clear identity, purpose and roles as well as active membership and strong relationships with key partners

STRATEGIES	RESPONSIBILITY	COMPLETION DATE
Recommend and clarify roles and relationship of SBHA and WVPCA.	Mary Grandon and Barb Lay	September 30, 2009
Reaffirm roles and responsibilities of the Assembly, staff and members.	Executive Team Officers	November 30, 2009
Conduct staff evaluations	Executive Team Officers	September 30, 2009
Establish Ad Hoc team to review/update bylaws	Executive Team Officers	Appoint Team September 2009/Approval by November 30, 2009
Solidify Assembly relationship with local Health Departments and the Association of School Nurses	President	March 31 2010 with annual reviews
Complete Affiliation Agreement with NASBHC	Executive Team	October 30, 2009 and annually review
Convene Exec Team officers and Executive Team on a regular basis	President/Assembly Staff	Ongoing
Participate in monthly NASBHC State Leaders Calls/respond to requests	Assembly Staff	Ongoing
Regularly communicate with MU TA Team staff to coordinate roles	Assembly Staff	Ongoing
Assign representatives to DPC's Application/Data team	Executive Team	December 31, 2009
Communicate regularly with the Division of Primary Care related to school-based health	Assembly Staff	Ongoing
Attend WVPCA staff meetings as requested	Assembly Staff	As requested
Identify Assembly Representatives to attend partner meetings and report: Unplanned Pregnancy Statewide Advisory Committee; Legislative Action Team for Children Healthy Kids and Families Coalition Steering Team/Conference Team; WV Asthma Coalition; WV Immunization Coalition	Executive Team	November 30, 2009 (assignments) and Ongoing
Provide written staff updates to Executive Team	Assembly Staff	Ongoing
Respond to partner requests for information and training	Assembly Staff	Ongoing
Provide written progress reports to SSJHWF	Assembly Staff/WVPCA	Quarterly
Identify action steps for Assembly Work Plan	Executive Team/Staff	September 30, 2009
Define committee job descriptions	Executive Team/Staff	September 30, 2009
Recruit committee members	Executive Team	October 31, 2009
Evaluate Plan Progress and modify as needed/id success measures	Executive Team	Quarterly or as needed
Follow-up on CHC member status via WVPCA	Eric Ruf	October 1, 2009
Develop targeted list of potential members and strategy for recruitment	Communications Team	January 31, 2010
Membership tracking and thank yous	Assembly Staff	Ongoing

Revise membership brochure	Communications Team	January 2010
Appoint Nominating Team to develop slate	Executive Team	January 2010
Convene Annual Meeting of Members	Communications Team	April 2010 and annually
Develop Annual Report	Communications Team	April 2010 and annually

GOAL V:

A more diversified funding base will exist for the WWSBHA.

STRATEGIES	RESPONSIBILITY	COMPLETION DATE
Establish Ad hoc Financial Team to develop a two-year financial plan. Components include review of dues structures, membership versus non-membership benefits, funding diversification plan	Executive Team	Team appointed by November 2009 Plan by February 2010
Develop Annual Budget for Membership Approval	Executive Team	March of each year
Review monthly financial statements	Assembly Staff/Executive Team	Ongoing
Monitor the growth and development of the SSJ Development Fund	Executive team	Ongoing