

American College Health Association **Strategic Plan**

Vision

To be the recognized voice of expertise in college health.

Mission

The American College Health Association (ACHA) will be the principal advocate and leadership organization for college and university health. The association will provide advocacy, education, communications, products and services, as well as promote research and culturally competent practices to enhance its members' ability to advance the health of all students and the campus community.

Core Values

To promote healthy communities and healthy individuals as critical components of student learning, the American College Health Association values:

1. Social Justice, Human Dignity and Respect for All
2. Provision of Student-Centered Services
3. Professional Excellence, Responsiveness and Ethical Practice
4. Multidisciplinary and Collaborative Approaches to Health
5. The Commitment And Participation Of Those Who Advance Health
6. The Active Involvement of Students

Strategic Goals

GOAL 1: ACHA will support and promote systems and programs that produce optimum health outcomes for college students and campus communities.

Strategic Objectives:

- 1.1 Increase awareness and use of relevant, timely, standards/guidelines/documents.
Charge ACHA committees or assigned groups to develop timelines for the revision of standards/guidelines/documents.
- 1.2 Promote discussion about the future of college health with other "stakeholders."
- 1.3 Validate ACHA standards by comparison with public health guidelines and other national organizations.
- 1.4 Fully utilize the benefits of an interdisciplinary approach with college health programming.

GOAL 2: ACHA will be the primary source of information, education and consultation on health and health promotion issues affecting college and university students within the campus community.

Strategic Objectives:

- 2.1 Utilize assessment and expert consultation to assist the Program Planning Committee in the program development process to ensure the annual meeting addresses health issues affecting college and university students.
- 2.2 Become the primary source of educational resources on health issues affecting college and university students.
- 2.3 Publicize the existence of ACHA approved college and university health and health promotion Standards, Guidelines, and Advocacy Position Papers internally to our individual/institutional members and externally, to our campus and community stakeholders and potential partners.
- 2.4 Increase visibility and accessibility of the Consultation Services Program.
- 2.5 Increase, in both quality and quantity, the content of the college health literature (e.g. Journal of American College Health).

GOAL 3: ACHA will be the leading source of evidence-based knowledge about the field of college health.

Strategic Objectives:

- 3.1 Enhance ACHA's research focus through the articulation of a strategic research agenda.
- 3.2 Increase the dissemination of and access to college health research and data.
- 3.3 Research issues in college health.
- 3.4 Capitalize on the knowledge and expertise of ACHA members to: educate the membership; collaborate with researchers from other disciplines and organizations; and, provide consultation regarding evidence-based research.

GOAL 4: ACHA will be the principal advocate for national public policy affecting the health of all college students and campus communities.

Strategic Objectives:

- 4.1 Sustain and continue to support the Advocacy Committee.
- 4.2 Continue to build relationships with national health and education organizations.
- 4.3 Increase advocacy presence on the federal level.
- 4.4 Increase member awareness and skills regarding advocacy.
- 4.5 Review and update the advocacy issues list annually.
- 4.6 Develop a grassroots mobilization capability.

GOAL 5: ACHA will develop and maximize the use of human, financial, and technological resources to ensure and sustain growth.

Strategic Objectives:

- 5.1 Collect statistics annually from individual members and member institutions.
- 5.2 Increase institutional and individual membership in order to represent a majority of college health professionals and the students we serve and encourage every institution to designate a student representative.

- 5.3 Further enhance the capacity to write and manage corporate, foundation, and governmental grants.
- 5.4 Continue to sustain growth for the American College Health Foundation.
- 5.5 Develop a plan to routinely recognize volunteer leaders.
- 5.6 Explore collaborative efforts to deliver educational programming and conduct research, surveying and data management including NCHA data.
- 5.7 Develop additional sources of revenue.
- 5.8 Develop technology to achieve ACHA's major objectives.
- 5.9 Promote leadership development.
- 5.10 Continue to provide staff recognition and development.
- 5.11 Explore opportunities to provide student internships within the National Office to assist with special projects (e.g. Advocacy Committee, Annual Meeting assistance).