Mission
The Central College Health Association (CCHA) is an affiliate of the American College Health Association (ACHA) serving Missouri, Nebraska, and Kansas.

The mission of CCHA is to provide multidisciplinary professionals with networking and educational opportunities, support, and advocacy to advance college student success and the health and well-being of campus communities.

CCHA’s commitment to ensuring diversity, equity, inclusion, justice, and accessibility (DEIJA) is reflected in our work in the field of college health.

Strategic Priorities
1. New Member Engagement & On-Boarding
2. Programming and Professional Development
3. Communication & Marketing
STRATEGIC PRIORITY ONE: NEW MEMBER ENGAGEMENT & ON-BOARDING

Goals

1. Establish an on-boarding process/system for new CCHA members.
   
   Strategies
   
   • Develop an on-boarding webinar.
   
   Tactics
   
   o Determine logistics in terms of who, when, and how.
   o Determine content.
   o Secure new member contact list from ACHA on quarterly basis.
   
   • Create and send a welcome email to new members (quarterly)
   
   Tactics
   
   o CCHA President will draft an email template.
   o Secure new member contact list from ACHA on a regular basis (quarterly).
   o CCHA Secretary will send out on a quarterly basis.

2. Achieve consistent and meaningful engagement with new members.
   
   Strategies
   
   • Provide intentional and personal outreach to new members regarding the CCHA Regional Meeting/Meeting of the Minds including encouraging them to attend and present.
   
   Tactics
   
   o Develop email templates.
   o Assign responsibilities.
   
   • Schedule and provide info sessions and/or “office hours” to welcome new members and provide an opportunity to educate them and answer questions.

3. Explore the Create a mentorship program – pairing a new member with a seasoned member, to educate them about CCHA and ACHA and help them feel welcome. Or – depending on the volume- this could be assigned to the member-at-larges in each state.
STRATEGIC PRIORITY TWO: PROGRAMMING AND PROFESSIONAL DEVELOPMENT

Goals

4. Enhance CCHA Regional Meeting/Meeting of the Minds content to meet the needs of the CCHA members.

Strategies

- Evaluate the membership needs assessment data to determine top 10 topics.
  
  Tactics
  
  o Review needs assessment data.
  o Contact ACHA section leadership for additional topic ideas and programs from national meeting.
  o Contact CCHA members to invite them to serve as reviewers.
  o Board determines topics.

- Conduct a call for abstracts.
  
  Tactics
  
  o Contact regional neighboring affiliates to submit abstracts (CLB can help with this as Region II Rep)
  o Email CCHA members with list of topics and an encouragement to submit.
  o Recruit known experts/speakers to cover topics of interest.
  o Explore providing incentives to those who submit viable abstracts (conference registration fee supplements, scholarship for meeting attendance, etc.)
  o Explore feasibility of requesting program proposals/abstracts from NASPA Strategies and ACHA folks who submitted for their annual meetings.

- Offer educational/CEU opportunities at the meeting for multiple professions.
  
  o Coordinate this with PIP staff

5. Improve access to professional development opportunities offered by institutions and ACHA.

Strategies

- Determine topics of interest and best ways to provide the program.
  
  Tactics
  
  o Determine educational offerings/hot topics via a needs assessment.
  o Recruit speakers: Recruit faculty and other professionals (experts) to put on programs/webinars.
  o Coordinate educational offerings.
  o Develop and promote an educational opportunity calendar.
  o Email calendar to new (and existing) members.
  o Put calendar of events on CCHA website at the beginning of each long semester
  o Host lunch-n-learns – on a regular basis, if possible
STRATEGIC PRIORITY THREE: COMMUNICATION & MARKETING

Goals

1. Increase the visibility of CCHA and member benefits; furthermore, increase member engagement by improving and expanding communications and providing resources.

Strategies

- Reconnect with current members via email.
- Update website
- Create social media account(s)
- (re)Develop newsletter.
- Share information about scholarship opportunities
- Recruit marketing position for CCHA Board
- Utilize email/CCHA Connect
- New member recruitment

Tactics

- Meetings – Affiliate, MOM, ACHA
- Regional updates – State laws, regulations, issues, etc.
- Board updates, needs, etc.

2. Solicit feedback from CCHA members to ensure we are meeting their needs.

Strategies

- hold semi-annual member listening (check-in) sessions via Zoom.
- Continue to implement the existing strategies for soliciting member feedback- member needs assessment survey via email, in-person engagement at MOM and ACHA.