

PACIFIC COAST COLLEGE HEALTH ASSOCIATION STRATEGIC PLAN

This document, the ***Pacific Coast College Health Association Strategic Plan***, puts forth the strategic direction for the Pacific Coast College Health Association (PCCHA) in the furtherance of its vision and the fulfillment of the PCCHA mission, while being consistent with its core values. The plan is intended to be a “living document” that serves as a guide for providing service and activities to PCCHA members. It shall be periodically reviewed every three years in conjunction with a PCCHA Bylaws review by the PCCHA Executive Committee (or those delegated by the Committee) for progress, relevance, and feasibility, with appropriate revisions as approved.

PCCHA is a voluntary, non-profit, affiliate (Region VI) of the American College Health Association (ACHA). Individuals and institutions that are members of ACHA, and are within Region VI, are eligible for PCCHA. PCCHA elected and appointed leaders bear a fiduciary responsibility to the association and its members. The association places upon them a special trust and confidence, expecting that they shall make decisions and act solely on behalf and in the best interests of the association in their leadership capacity.

The PCCHA goals will serve as the basis for this strategic plan including:

- Provide professional development opportunities, such as online resources, annual meetings, workshops and seminars.
- Support the development and maintenance of professional standards and guidelines in all disciplines to assure that campus communities continue to provide appropriate and quality programs and services.
- Encourage working relationships with all individuals concerned with advancing the health and well-being of students.
- Promote communication and cooperative liaisons among institutions of higher education regarding issues of health and learning.

VISION: To be the recognized as the Pacific Coast College/Region VI voice of expertise in college health.

MISSION: To serve as a Pacific Coast professional organization which institutions of higher education, their health services, other interested individuals and organizations may join in order to work together to promote health and wellness for the campus community.

VALUES: In promoting healthy campus communities and healthy individuals as integral to student success, the Pacific Coast College Health Association values:

- Social justice, human dignity, and respect for all
- Diversity and inclusivity
- The provision of student-centered services
- Professional excellence, responsiveness, and ethical practice
- Multidisciplinary and collaborative approaches to health
- The commitment and participation of other stakeholders both on and off campus who advance health
- The active involvement of students
- Evidence-informed and theory-based practices as a foundation for our programs

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GOALS:

MEMBERSHIP ENGAGEMENT

- I. **Provide opportunities that foster increased engagement of PCCHA members and potential members.**
 - A. **Objective:** Increase PCCHA member involvement in affiliate’s programs, regional conference, and in assuming leadership roles.
 1. **Strategy:** Create three-tier plan of engagement – Basic, Moderate, High – that allows members to determine amount of engagement commitment.
 - BASIC:
 - Opportunities for sharing resources/promising practices addressing college health issues, including webinars focusing on disciplines, current topics, emerging issues
 - Networking opportunities based on geographic locales – institutions within regions, at regional and national conferences
 - MODERATE:
 - Mentor program to assist with application process for PCCHA awards and grants
 - Opportunities to discuss continuation of PCCHA regional meeting – new vision/purpose, promotion, financial plan, structure, hosting schedule (annual v. bi-annual)
 - HIGH:
 - Pathway to PCCHA leadership
 - Leadership development program – PCCHA, professional
 - Opportunities for participation on PCCHA ad-hoc committees (e.g., Bylaws Review, Strategic Plan Review)
 2. **Strategy:** Create sustainable process for involving and engaging students in PCCHA

PROFESSIONAL DEVELOPMENT

- II. **Provide professional development and networking opportunities for PCCHA members.**
 - A. **Objective:** Increase opportunities for membership participation in webinars/seminars that offer continuing education units.
 1. **Strategy:** Create a sustainable process to identify and meet the educational needs and knowledge gaps of PCCHA members.
 2. **Strategy:** Create a sustainable process for evaluating professional development structures in order to continue to increase opportunities for professional growth.

ADVOCACY

III. Provide opportunities and resources to exchange information and best practices for promoting healthy campus communities

- A. **Objective:** Create a viable process to identify the most pressing topics, challenges, and issues affecting college health.
1. **Strategy:** Create a sustainable structure for members to utilize in sharing resources and best practices related to college health
 2. **Strategy:** Create a sustainable process of sharing information on creating campus programs and policies related to college health

MARKETING

IV. Create marketing plan for PCCHA initiatives.

- A. **Objective:** Increase the visibility of PCCHA and membership benefits including educational, networking, professional development, and leadership opportunities.
1. **Strategy:** Create a PCCHA brand
 2. **Strategy:** Create timeline for “membership engagement” initiatives
 3. **Strategy:** Implement usage of newsletter and related analytics
 4. **Strategy:** Update PCCHA website/communications to reflect new PCCHA brand
- B. **Objective:** Create a viable process to oversee workshops/conferences that enhance members professional development and potential networking opportunities
1. **Strategy:** Host bi-annual PCCHA Regional Meeting
 2. **Strategy:** Promote and co-sponsor learning/ networking opportunities held at institutions located in same geographical areas