

ACHA 3-YEAR STRATEGIC PLAN: ABRIDGED VERSION FOR VOLUNTEER LEADERS

March 17, 2023



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Health and Well-Being
Are Foundational
to College Student Success

ACHA creates and supports an environment where students, faculty, and staff thrive by:

Committing

to Diversity, Equity, Inclusion, Justice, and Accessibility and an evolving approach for continued support of DEIJA in college health & well-being.

Building

greater acceptance and recognition of the critical role of college health and well-being in building healthy campuses.

Sharing

knowledge between multiple disciplines with a unified focus of advancing the health and well-being of college students and their communities.

Developing

multi-faceted, data-driven, whole-person approaches to holistic campus health and well-being in collaboration with their communities.

Focusing

on inclusive and evolving research, education, networking, and advocacy to achieve these outcomes.

Strategic Initiative 1:



Strategic Initiative 1 Implementation Roadmap

Grow Diversity, Equity, Inclusion, Justice, and Accessibility in the field and on campuses.

Year 1

- Develop Board values statement
- Engage DEI-certified Trainer/Consultant
- Annual Meeting DEIJA sessions
- Annual Board training
- Annual Staff training

- DEIJA Consultant conduct assessment of ACHA
- Develop annual member survey and progress report card
- Deploy first annual survey
- Release first survey results and baseline progress report card

- Ensure new website reflects DEIJA intentionality, informing members of engagement and leadership pathways
- Launch inaugural HBCU Health Summit

- Overhaul/updated CHWP credentialing program content to emphasize DEIJA and leadership training
- Update CHWP content, create plans for new content development and publicity

Year 2

- Annual Meeting DEIJA sessions or trainings
- X webinars per year on DEIJA training and promising practices
- Annual Board training
- Annual Staff training

- Deploy 2nd annual member survey
- Annual Meeting presentation on first two surveys and updated progress report card

- Refine and expand HBCU Health Summit

- Finalize program content updates
- Launch updated College Health and Wellness Certificate Program

Year 3

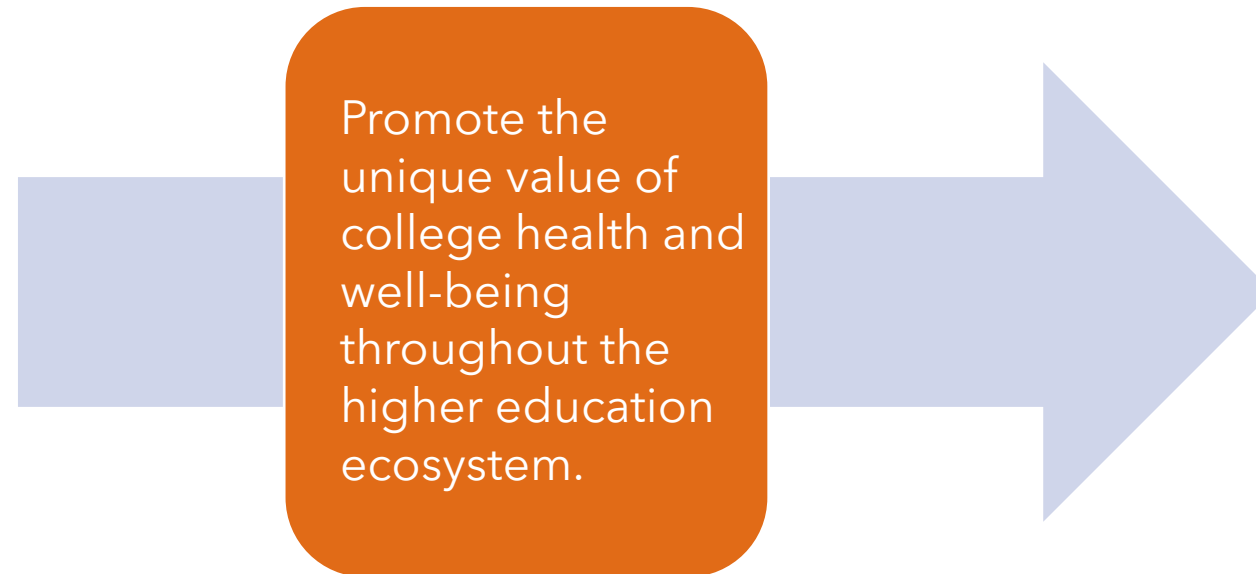
- Annual Meeting DEIJA sessions **and** trainings
- X webinars per year on DEIJA training and promising practices
- Annual Board training
- Annual Staff training

- Deploy 3rd annual member survey
- Annual Meeting presentation on first three surveys and updated progress report card

- Refine and expand HBCU Health Summit

- Refine College Health and Wellness Certificate Program
- Develop leadership pre-conferences for underrepresented groups

Strategic Initiative 2:



Strategic Initiative 2

Implementation Roadmap

Promote the unique value of college health and well-being throughout the higher education ecosystem.

Year 1

- Create advisory board of 3-5 administrators who are champions of whole campus health and well-being
- Develop measures of acceptance and awareness among campus leaders
- Communications Audit to include member survey on communications preferences
- Update publication mix
- Develop thought leadership/content marketing plans
- Website Overhaul - intentionality around engagement for multiple customer profiles/persona
- Introduce College Health Index (CHI) legislation in US Congress

Year 2

- X publications/executive resources
- X Appearances by ACHA leadership/proxies at higher education gatherings
- X ACHA leadership/proxy media appearances
- Plan for inaugural College Health Week
- File for *CalendarDay* recognition for 2025
- Launch rebranded member magazine
- Launch thought leadership/content marketing plans
- Continue website refinement
- Develop Healthy Campus web portal for CHI
- Continue CHI promotion/advocacy
- Accumulate CHI data (if CHI enacted)

Year 3

- X publications/executive resources
- X Appearances by ACHA leadership/proxies at higher education gatherings
- X ACHA leadership/proxy media appearances
- Inaugural College Health Week
- Launch rebranded member magazine
- Launch thought leadership/content marketing plans
- Continue website refinement
- Continue CHI promotion/advocacy
- Refine CHI/healthy campus portal
- Report on CHI data (if available)

Strategic Initiative 3:



Strategic Initiative 3 Implementation Roadmap

Advance a holistic and collaborative approach to health and well-being on college campuses.

Year 1

- Create advisory board of 3-5 national thought leaders on whole-campus health and well-being who are most effective at creating cross-campus alliances
- AM session
- X number of online events

- Convene *Interassociation Group for Well-being* ("Interassociation Group")
- Build Interassociation alliance, define desired outcomes (ie, framework for whole-campus response to mental health crisis)
- Build bridges to other groups doing similar work, explore coordination

- Board appoint a representative Task Force to update *Framework for a Comprehensive College Health Program* document ("Framework document")

Year 2

- X number of AM sessions
- X number of online events
- X publications/resources

- Build 3 year plan for Interassociation Group
 - Develop framework for whole campus response specific to the mental health crisis
 - Coordinate with Framework document Task Force to ensure content is mutually reinforcing

- Update existing Framework document
- Develop plans for comment from the field, publicity and dissemination

Year 3

- X number of AM sessions
- X number of online events
- X publications/resources

- Refine Framework document with:
 - Feedback/improvements from the field
 - Feedback/Outcomes from Interassociation Group for Well-being
- Publicize and disseminate final updated Framework document
- Merge updates into Healthy Campus Assessment instrument

Strategic Initiative 4:



Strategic Initiative 4 Implementation Roadmap

Deliver innovative and actionable intelligence to help guide decisionmakers.

Year 1

- Convene Research Strategy Task Force in-person
- Implement Task Force recommendations
- Data Warehouse:
Upload and make available all available iterations of Institutional Profile Survey (IPS 1-5)
- Continue development of available reports
- X Annual Meeting sessions
- X Training webinars for users
- Deploy updated Staffing Survey
- Integrate Well-Being Assessment (WBA) into product lineup
- Seek and apply for US Government grants in alignment with our research and data goals

Year 2

- Implement Research Strategy TF remaining recommendations
- Data Warehouse:
Upload and make available all available iterations of National College Health Assessment III (NCHA-III)
- Continue development of available reports
- X Annual Meeting sessions
- X Training webinars for users
- X Report/Publication/Thought leadership pieces
- Design and launch of updated Association Management System (AMS- ACHA's membership database)
- Design database to incorporate IPS elements into Institutional Member Profiles; and to pull IPS data into data warehouse
- Publish Staffing/Salary Survey Reports
- Publicize and Launch WBA
- Inaugural WBA reports; refinements to instrument
- Develop Consulting program strategic plan
- Overhaul Consulting program selection and training processes

Year 3

- Implement Research Strategy TF remaining recommendations
- Data Warehouse:
Continue refinement of existing upload processes and reports
- X Annual Meeting sessions
- X Training webinars for users
- X Report/Publication/Thought leadership pieces
- Deploy AMS data bridge for IPS elements into Data Warehouse (Qualtrics integration)
- Plan for Staffing/Salary Survey deployment in following year
- Plan for possible integration of WBA into Data Warehouse
- Refine WBA instrument with eye toward possible Data Warehouse inclusion
- Launch updated Consulting program

Volunteer Capabilities and Digital Infrastructure Required To Implement the Plan

Current Volunteer Groups (61)

Sections (9)	Standing Committees (8) (Named in Bylaws)	Board Advisory Committees (10)	Task Forces (8)	Coalitions (15)	Regions (6)* and Affiliates (11)
Administration	AM Planning	Advocacy	AVP/AVC Health and Well-Being *	Alcohol Tobacco and Other Drugs	Central
Advanced Practice Clinicians	Audit	ACHA-NCHA	Covid 19*	Campus Safety and Violence	Mid-America
Clinical Medicine	Bylaws	Awards	Faculty and Staff Resiliency*	Community Colleges	Mid-Atlantic
Health Promotion	Continuing Education	Benchmarking	Gun Safety*	Emerging Public Health Threats and Emergency Response	New England
Mental Health	Ethics	Data Warehouse (CCHN)	Promoting LGBTQIA+ Equity	Faculty and Staff Wellness Coalition	New York State
Nurse Administrators (Nurse Directed Health Services)	Finance	Fellows	Reproductive Rights	Health Information Management	North Central
Nursing	Nominating	Healthy Campus	Research Strategy	HBCU	Ohio
Pharmacy	Resolutions*	Membership And Leadership Development	Title IX Response	Integrated Health Centers	Pacific Coast
Students		Diversity, Equity, Inclusion, Justice, and Accessibility (DEIJA)		LGBTQ+	Rocky Mountain
		Vaccine Preventable Diseases		Sexual Health	Southern
				Spirituality and Wellness	Southwest
				Sports Medicine	
				Student Health Insurance (SHIBPS)	* <i>Regions not listed</i>
				Travel Health	
	*Slated for merger with Bylaws		* Slated for sunset	Wellness Needs of Military Veterans Coalition	14

Volunteer Groups and Programs: Lead and Support Roles

Volunteer Group or Program	1. Grow Diversity, Equity, Inclusion Justice, and Accessibility (DEIJA) in the field and on campuses.	2. Promote the unique value of college health and Well-being throughout the higher education ecosystem.	3. Advance a holistic and collaborative approach to health and Well-being on college campuses.	4. Deliver innovative and actionable intelligence to help guide decisionmakers.
<i>Plan Emphasis:</i>	Build DEIJA intentionality into the DNA of all ACHA activities	3 year promotional plan to tell the story of CH&WB	Help Members build Strategic Partnerships across campus.	Deliver Data & Actionable Intelligence to Help Members Make their Case
Annual Meeting Program Planning Committee	Lead	Lead	Lead	
Benchmarking Committee				Lead
Community College Coalition	Lead			Support
Data Warehouse (CCHN) Committee				Lead
DEIJA Committee	Lead			Support
HBCU Coalition	Lead			Support
Healthy Campus Committee		Lead		Lead
Research Strategy Task Force				Lead
ACHF Institutional Partnerships	Lead	Lead	Lead	Lead
Campus Executives Advisory Council		Lead	Lead	Support
Consulting Program	Lead		Lead	
Interassociation Commitment to Wellbeing		Lead	Lead	

New and Existing Volunteer Service Groups *critical* to the success of specific initiatives:

- AM Planning (Initiatives 1, 2, 3)
- Benchmarking (4)
- Data Warehouse (CCHN) (4)
- Community College Coalition (1)
- DEIJA (Formerly RMHI) Committee (1)
- HBCU Coalition (1)
- Healthy Campus (2, 4)
- Research Strategy Task Force (4)

New and Existing Programs *critical* to the success of specific initiatives:

- ACH Foundation and ACHF Research Committee (1, 2, 3, 4)
- Campus Executives Advisory Council (2, 4)
- Consulting Program (1, 3)
- Interassociation Commitment to Wellbeing (2, 3)

Digital Infrastructure Needs

- Group Communications: *Connect* online discussion forum for each volunteer service group (Year 1)
- Group Meetings: Zoom account for each group (Year 1)
- Group Knowledge Management: Box account for each group (Year 1)
- Baseline Capabilities: Website and member database overhauls (Years 1 and 2)
- Research: Data Warehouse (CCHN)- 3 Year Phase-In

Board and Volunteer Training Needs (ongoing)

- Data Extraction and data mining
- DEIJA
- Digital Infrastructure Training
- PR and Media Training for Board, coalition and committee leaders

Procedural Update: Setting of Charges for Volunteer Service Groups

At Annual Meeting:

- **NEW:** Each Committee, Coalition, Section and Affiliate chair presents their strategic priorities for the following program year at the Leadership Training sessions
- Group's leadership have input and buy-in into their charges and priorities for next year
- [Task Force charges are set by the Board at time of inception]

Each Summer:

- Charges for the following program/academic year are announced via email from President to each Chair

Research Instruments and Grants

- Data Warehouse/ CCHN - 3-year phase-in
 - IPS 1-5: End of Year 1
 - NCHA 3, 2019-2023: End of Year 2
- Wake Forest University Well-Being Assessment:
 - ✓ Acquire
 - Merge into ongoing activities
- CDC Public Health Infrastructure Grant application

Resourcing

- Staff: Volunteer Coordinator
- Staff: Research Department: Data Warehouse Manager
- Consultant: Public Relations and Marketing Department: 3 Year Public Relations Plan
- Media Trainer
- DEIJA Consultant and Trainer
- Website and AMS Vendor Selection/Negotiation
- Grant Writer: CDC Public Health Infrastructure Grant application

Contact Information

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