



**South Asian Public Health Association**  
**SAPHA Strategic Plan Charter**  
**2012-2015**

<b>Mission Statement:</b> The mission of the South Asian Public Health Association is to promote the health and well-being of South Asian communities by advancing the field of South Asian public health through interactions among health professionals and shared resources, focusing on research, education, communication, and advocacy in the United States		
<b>Vision Statement:</b> SAPHA will become recognized as a leading organization in addressing South Asian public health issues in the United States		
Goals	Objectives	Activities/Initiatives
<b>Goal 1: Improve Organizational Infrastructure</b>	Objective 1a: Improve Organizational Processes	<ul style="list-style-type: none"> <li>a. Maintain regular board meeting schedule.</li> <li>b. Maintain board member expectations.</li> <li>c. Establish part-time “staff” position and/or internships.</li> <li>d. Maintain mechanism to create internships/bring interns on.</li> </ul>
	Objective 1b: Increase Fundraising	<ul style="list-style-type: none"> <li>a. Define fundraising strategy.</li> <li>b. Solicit key donors and organizations.</li> <li>c. Host and sponsor events.</li> </ul>
	Objective 1c: Maintain Committee Structure	<ul style="list-style-type: none"> <li>a. Assess Interest among members yearly.</li> <li>b. Set up and create ad-hoc committees as needed.</li> <li>c. Build committee capacity.</li> <li>d. Establish a Research Committee</li> </ul>
<b>Goal 2: Increase Visibility and Growth</b>	Objective 2a: Increase website traffic	<ul style="list-style-type: none"> <li>a. Define Search Strategy</li> <li>b. Build Key words into website</li> <li>c. Setup links from partner sites</li> <li>d. Define additional functionality as needed (e.g., search links, news, health information, blogs, etc).</li> <li>e. Build an internal webspace to host historical documentation and important papers</li> <li>f. Consider building a blog for dialogue on various PH issues (instead of the listserv)</li> </ul>



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	Objective 2b: Re-engage local groups	<ul style="list-style-type: none"> <li>a. Identify leaders in key cities/universities/student organizations.</li> <li>b. Develop local group strategy</li> <li>c. Define relationship between local groups and national organizations (i.e., professional organizations) allied PH professionals, like doctor/nurses/OT/PT prof societies</li> <li>d. Revisit the BROWN PAPER – an opportunity to produce another similar such report – perhaps by geography of resources and health of S Asians by region.</li> </ul>
	Objective 2c: Establish partnerships with other/similar organizations	<ul style="list-style-type: none"> <li>a. Identify similar organizations</li> <li>b. Define partnership “criteria” and benefits</li> <li>c. Make contact with organizations</li> </ul>
	Objective 3c: Maintain internal and external communications	<ul style="list-style-type: none"> <li>a. Continue regular scheduled Board and Executive Meetings</li> <li>b. Provide Quarterly newsletters to members and partners</li> <li>c. Create and maintain a blog</li> <li>d. Maintain and update website as needed</li> <li>e. Provide policy statements and press releases in a timely manner</li> <li>f. Create a SAPHA PR Toolkit</li> </ul>
<b>Goal 3: Expand Benefits/Value-Added to Membership</b>	Objective 3a: Establish policy and advocacy role	<ul style="list-style-type: none"> <li>a. Define advocacy and policy positions</li> <li>b. Identify key stakeholders that can help be the voice for SAPHA</li> </ul>
	Objective 3b: Increase communication to membership	<ul style="list-style-type: none"> <li>a. Schedule newsletter and compendium schedule</li> <li>b. Refresh web content (“news”) on regular basis</li> <li>c. Invite members to participate in events and participate in SAPHA committees</li> <li>d. Determine proper use of listserv</li> </ul>