

# NEBRASKA RURAL HEALTH ASSOCIATION

## 2020-21 STRATEGIC PLAN

*The vision of the Nebraska Rural Health Association is to be the leading advocate for the improved health of rural Nebraskans.*

## 1.0 - Representation and Advocacy

**Goal:** To empower our individual and collective members to effect positive change in rural health through grassroots advocacy efforts at the state and national levels. To give voice to rural Nebraska about health care policies that will protect and enhance accessibility, affordability and quality of health care.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
1.1 <i>Objective:</i> Promote legislation at the state level that will enhance rural health.	Board Executive Director	Ongoing	
1.2 <i>Objective:</i> Promote legislation at the federal level that will enhance rural health.	Board Executive Director	Ongoing	

## 2.0 - Education Services

**Goal:** To provide educational opportunities, including the annual rural health conference, to our membership to allow them to acquire tools and resources to help them advance rural health in their communities.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
2.1 <i>Objective:</i> Coordinate the Nebraska Rural Health Conference.	Executive Director	April 7, 2021	
2.2 <i>Objective:</i> Coordinate the Nebraska Rural Health Clinics Conference.	Executive Director	April 7, 2021	
2.3 Conduct an additional RHC coding and billing workshop.	Executive Director	September 2021	
2.4 <i>Objective:</i> Explore opportunities to partner with other organizations to create a new rural health conference that will attract other participants for 2020 and beyond.	President Executive Director	December 2021	

## 3.0 - Membership Services

**Goal:** To have an energized, engaged, empowered, diverse and growing membership base with programs and services that provide value and benefit to rural Nebraska.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
3.1 <i>Objective:</i> Implement the Ad Hoc Committee on Membership recommendations to communicate benefits of membership, expanding student membership and recruitment of additional members.	Board of Directors Executive Director	July 2021	
3.2 <i>Objective:</i> Grow and diversify membership by increasing total members by 5%.	Board Executive Director	December 2021	

## 4.0 - Operational

**Goal:** To ensure that our infrastructure is sufficient to achieve our mission through efficient financial policies, governance, staff, office operations and technology.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
4.1 <i>Objective:</i> Select a new executive director and sign a 12 month agreement	Board Executive Director	January 2021	
4.2 <i>Objective:</i> On-board with a thorough orientation with outgoing executive director	Executive Director	February 2021	
4.3 <i>Objective:</i> Enhance the website to include additional links to information, data and other organizations dealing with rural health in Nebraska	Executive Director	December 2021	

## 5.0 – Community Engagement

**Goal:** To provide a forum for the exchange and distribution of ideas, information, research, and methods for improvement of rural health and assist with the development of solutions to rural health problems which are applicable at the community, county, state, regional and national levels.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<p><i>5.1 Objective:</i> Complete Implementation of the campaign titled "I Love Nebraska Rural Health" to raise awareness and visibility statewide to highlight the value of rural health in the state including:</p> <ul style="list-style-type: none"> <li>Develop a central website to build a brand and to help promote the spread the "I Love Nebraska Rural Health" message to ignite conversations statewide</li> <li>Develop tools for engage communities and healthcare providers at the local level in Nebraska to understand the issues and future of rural health.</li> <li>Develop tools to educate the public on changes and issues in rural health care (state and federal level), particularly in Nebraska though telling stories!</li> </ul>	<p>Board Executive Director</p>		

## 6.0 - Financial Stewardship

**Goal:** To sustain the Association’s long-term viability to deliver on our mission with thoughtful strategic choices that ensure we have sufficient financial resources for the future.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<p><i>6.1 Objective:</i> Meet the 2020 budget</p>	Executive Director	January 2021	
<p><i>6.2 Objective:</i> Produce a net margin of 5%.</p>	Executive Director	December 2021	