

# Final

## 2021 Minnesota Doctor's for Health Equity (MDHEQ) Strategic Plan

**Mission:** Educating health professionals to work toward health equity

**Vision:** Health Professionals will use their voice, knowledge, and influence to eliminate the inequities that exist in health and healthcare, while working effectively with their patients, health systems, communities, and decision makers to address health equity wherever they live, work, learn, and play.

Pillar	Objective	Strategy (How to achieve the larger objective)	Responsible Person	Progress update
Quality: Continuously improve quality and operations of the organization	Establish formalized organizational policies/convert SOP's to policies by 7/1/2021	<p>Conduct a gap analysis of organizational processes (Decision tree/role clarity, urgent/on-going issues, <a href="#">committee integration</a>)</p> <p>Assign policies to appropriate groups</p> <p>Draft policies for priority processes</p> <p>Approve at board by 7/1/2021</p>	Executive Director	
	1. Formalized Committee Action Based Deliverables by 2/15/2021	<p>Review charters and 2020 workplans</p> <p>Establish committee-based workplans and a collaborative educational workplan that are connected to the organizational calendar by 2/15/2021</p>	Each Committee Chair/Executive Director	
	2. Implement membership educational programs by 12/31/2021	<p>Establish a structure to connect educational programming among all committees by 1/15/2021</p> <p>Review membership interests to identify members who could lead various educational events by 1/15/2021</p> <p>Develop a membership educational curriculum/calendar, linked to the organizational calendar, by 1/31/2021</p> <p>Implement and evaluate program at end of year (12/31/2021)</p>	TBD	
Service: Ensure supporting communities and membership in a comprehensive manner	3. Implement community stakeholder and legislative educational/outreach programs by 12/31/2021 (sample reference <a href="#">here</a> )	<p>Review membership interests and community member strengths to identify members who could engage in various events by 1/15/2021</p> <p>Develop a stakeholder engagement calendar (inclusive of legislative process), linked to the organizational calendar, by 1/31/2021</p> <p>Implement and evaluate program at end of year (12/31/2021)</p>	Community Engagement Chair	

	<p>4. Establish member activation electronic resource toolkits (tied to policies) that can be used by teams and members by 3/31/2021 (carry over item)</p>	<p>Establish framework for how these tools will be used by 1/1/2021</p> <p>Collaborate with Community Engagement Committee on their toolkit to ensure overlaps are optimized by 1/31/2021</p> <p>Create draft tools and a policy by 2/28/2021</p> <p>Endorse by committee and post to website by 3/31/2021</p>	Membership Committee Chair	
	<p>5. Establish member health equity/policy priority electronic resource toolkits (tied to policies) that can be used by teams and members by 3/31/2021 (carry over item)</p>	<p>Establish framework for how these tools will be used by 1/1/2021</p> <p>Collaborate with Membership Committee on their toolkit to ensure overlaps are optimized by 1/31/2021</p> <p>Create draft tools and a policy by 2/28/2021</p> <p>Endorse by committee and post to website by 3/31/2021</p>	Community Engagement Chair	
<p><b>Finance: Maintain financial viability to remain operating as a non-profit and with good stewardship.</b></p>	<p>1. Increase financial transparency and reporting by 1/1/2021</p>	<p>Effective immediately, link monthly financial statements to board members</p> <p>Create a financial status portion of the monthly newsletter/member forum by 1/1/2021</p>	Treasurer	
	<p>2. Increase financial solvency by 12/31/2021</p>	<p>Create a 5-year business and strategic plan by 2/1/2021 (carry over item)</p> <p>Using the business plan, establish fundraising goals for each year by 3/1/2021</p> <p>Implement fundraising initiatives and meet 2021 goal by 12/31/2021</p>	Treasurer (in collaboration with all members and committees)	
<p><b>Growth: Evaluate and optimize organizational growth</b></p>	<p>1. Expand work beyond the metro area by 12/31/2021</p>	<p>Create a location-based membership google map by 1/1/2021</p> <p>Link map to monthly newsletters and member forum by 1/15/2021</p> <p>Establish a diverse (location, speciality, skills) membership recruitment plan by 3/15/2021</p> <p>Implement recruitment plan and evaluate by 12/31/2021</p>	Membership Chair	
	<p>2. Establish and implement an organizational partnership process by 6/1/2021</p>	<p>Establish a partnership application and management process by 2/15/2021</p> <p>Formalize existing partnerships by 6/1/2021</p>	Community Engagement Chair	

<b>People: Recruit and retain members and contract staff</b>	1. Review staffing and intern needs by 9/1/2021	Review organizational need and budget requirement for interns and ED for FY22 by 6/1/2021  Propose plan for staffing and interns to board by 7/1/2021  Integrate plan and budget into 2022 systems by 9/1/2021	Executive Director	
	2. Review and enhance the officer and transition planning by 6/1/2021	Establish an "as-is" board officers and recruitment/voting policy by 1/1/2021  Solicit feedback and review board recruitment and orientation process by 1/31/2021  Determine transitions of officers and CY22 positions by 5/1/2021  Establish enhanced policy and process by 6/1/2021	Executive Director	
<b>Technology: Implement appropriate technology to enhance operations and member integration/management</b>	Establish an organizational communication plan by 4/1/2021	Launch <i>Wild Apricot</i> member forums by 1/1/2021  Formalize communications coordinator position for organization by 1/1/2021  Conduct gap analysis of communication systems for organization and with stakeholders by 3/1/2021  Establish communication plan tied to a policy by 4/1/2021	Membership Committee Chair	
<b>Legislative: Engage with the legislative process to provide education to officials and membership around policy priorities and the legislative process</b>	Formalize how we work to proactively interface and educate policy makers at all levels by 12/31/2021	Operationalize existing process/SOP for MDHEQ participation in advocacy needs (formally and informally) by 3/1/2021	Community Engagement Chair	