

**WAHQ  
STRATEGIC PLANNING**

**2/26/2001**

<b>WAHQ STRATEGIC PLANNING</b>					
<b><u>GOALS:</u></b>	<b>EDUCATION</b>	<b>NETWORKING</b>	<b>STATE PRESENCE</b>	<b>STRENGTHEN RELATIONSHIP W/ NAHQ</b>	<b>FISCAL RESPONSIBILITY</b>
<b><u>OBJECTIVES:</u></b>	WAHQ Annual Conference/ conference collaborations	Newsletter regional and liaison report	Membership tracking program	Dual membership	Under development
<b><u>OBJECTIVES:</u></b>	Newsletter	Regional networking opportunities	CPHQ reimbursement and CPHQ marketing	Promote NAHQ mentorship	
<b><u>OBJECTIVES:</u></b>	CPHQ study session	Develop State mentorship	Annual membership goal evaluation on survey	Apply for the NAHQ Award of Excellence	
<b><u>OBJECTIVES:</u></b>	Develop video conferencing and/or internet educational offerings.	Web Page	Member ladder and distinguished member award	Leadership Council representatives	
<b><u>OBJECTIVES:</u></b>	Develop BOD training & orientation	Liaison relationships	CPHQ recognition		
<b><u>OBJECTIVES:</u></b>	NAHQ Conference attendee reimbursement				

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**GOAL 1:** Education

**Objectives:** (1) 2 offerings per year, (2) Newsletter, (3) Storyboards, (4) Develop video conferencing, (5) Develop BOD training and orientation

<p><b>Long range objectives: 2005-2007</b></p> <p><b>Intermediate range objectives: 2002-2004</b></p> <p><b>Short range objectives: 2001-2002</b></p>
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<b>Short Range Objectives: 2001-2002</b>	<b>Intermediate Range Objectives: 2002-2004</b>	<b>Long Range Objectives: 2005-2007</b>	<b>The Final Target Objectives: 2007</b>	<b>The Vision of the Goal as Met</b>
Annual WAHQ conference.	Offer annual WAHQ educational conference and attempt to collaborate with another state NAHQ affiliate or other organization for a conference.  Look for an opportunity to collaborate with another organization to present a breakout session.	Explore partnering with another quality organization (i.e., MetaStar).  Reformat storyboard expectations.		
Include photos from the WAHQ conference in the following newsletter.	One article per newsletter from a member at large (other than Board member).	Membership driven newsletter including a newsletter task team chaired by the newsletter editor.	Look at having an electronic newsletter in addition to a paper system.	
Investigate potential for facilitating annual study session for CPHQ  Explore options to do a CPHQ study session in conjunction with the WAHQ Conference	Submit applications annually to host a study session for CPHQ.  Explore options to co-sponsor a CPHQ study session for the CPHQ exam utilizing WAHQ membership expertise.	Annually have a WAHQ co-sponsored CPHQ study session.		
Explore the use of the Internet and Newsletter for education purposes.	Offer annual WAHQ conference and attempt second offering as a videoconference. Look for collaborative efforts with other organizations, colleges, etc.	50% of educational offerings by alternative methods.	Provide 2 alternative educational offerings.	

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**(Continued)**

**GOAL 1:** Education

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**Long range objectives: 2005-2007**  
**Intermediate range objectives: 2002-2004**  
**Short range objectives: 2001-2002**

<b>Short Range Objectives: 2001-2002</b>	<b>Intermediate Range Objectives: 2002-2004</b>	<b>Long Range Objectives: 2005-2007</b>	<b>The Final Target Objectives: 2007</b>	<b>The Vision of the Goal as Met</b>
Develop an orientation packet for new WAHQ Board members (Done 3/1/01)  Identify training needs for the Board.	Provide Board orientation packet to new Board members.	Extend Board orientation to liaison positions.  Maintain current Board orientation program.		
NAHQ Conference attendee reimbursement	Establish guidelines for reimbursement and criteria for selection of WI representative at NAHQ Conference, identify membership access to NAHQ conference representatives, and identify representatives reporting responsibility.			

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**GOAL 2:** Networking

**Objectives:** (1) Newsletter, (2) Region representatives, (3) Develop State Mentorship, (4) Web page, (5) Liaisons

<p><b>Long range objectives: 2005-2007</b>  <b>Intermediate range objectives: 2002-2004</b>  <b>Short range objectives: 2001-2002</b></p>
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<b>Short Range Objectives: 2001-2002</b>	<b>Intermediate Range Objectives: 2002-2004</b>	<b>Long Range Objectives: 2005-2007</b>	<b>The Final Target Objectives: 2007</b>	<b>The Vision of the Goal as Met</b>
<p>Include regional reports, liaison reports, Leadership reports, and State legislation information in the newsletter.</p>	<p>Regional representatives' report, BOD report, liaison reports, government relations' report, and Q &amp; A section to be included with each newsletter.</p> <p>NAHQ Team/activity updates from WAHQ members</p>	<p>Standing column from representatives and liaisons in each newsletter.</p>	<p>A report on both the State level and national level in each newsletter (WAHQ/NAHQ)</p>	
<p>Pilot regional round table discussions at annual conference (Done 3/2000)</p> <p>Explore alternative strategies for regional networking (ongoing).</p>	<p>Evaluate regional round table discussions at annual conference.</p> <p>Survey and follow-up on membership suggestions for networking.</p>			
<p>Evaluate National Mentorship program for possible State Mentorship program and modeling.</p> <p>Add to website: "Interested in WAHQ, notify district rep if interested."</p>	<p>Groom replacements for WAHQ Board positions and look for creative nomination process.</p> <p>Review job descriptions</p> <p>Determine mentorship program for WAHQ</p>	<p>Activate 2 mentors and 2 mentees in State.</p>	<p>Have state mentorship program in place.</p>	
<p>Explore enhancements/expansion with the Web page.</p>	<p>Establish criteria to evaluate Website effectiveness.</p>	<p>Continue to assess use of the Website.</p>		
<p>Identify meaningful liaison relationships (WHA, WHIMA, WSHRM, WAMS, SMS)</p>	<p>Activate liaison involvement with at least 2 groups.</p>	<p>Biannually, Board will review effectiveness of liaison involvement.</p>		

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**GOAL 3:** State presence

**Objectives:** (1) CPHQ reimbursement, (2) Seek study session, (3) Market CPHQ, (4) Year 2000 - Annual membership goal evaluation on survey, (5) Member ladder, (6) Distinguished member award, (7) Web page, (8) Other organizational relationships

<p><b>Long range objectives: 2005-2007</b></p> <p><b>Intermediate range objectives: 2002-2004</b></p> <p><b>Short range objectives: 2001-2002</b></p>
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<b>Short Range Objectives: 2001-2002</b>	<b>Intermediate Range Objectives: 2002-2004</b>	<b>Long Range Objectives: 2005-2007</b>	<b>The Final Target Objectives: 2007</b>	<b>The Vision of the Goal as Met</b>
Redesign effective membership tracking program.	Expand membership to include more healthcare professionals across the continuum.  Evaluate continuation and effectiveness of dual invoicing.			
Review continuation of CPHQ reimbursement  Reevaluate how to better market CPHQs	Continue to offer support for individuals seeking CPHQ  When CPHQs who are members of WAHQ pass the exam, send a letter to the individual's employer recognizing/promoting the value of the CPHQ certification	Encourage membership to seek CPHQ		
Include a review of the goal evaluation on a survey.				
Explore member recognition opportunities for awards.	Explore a member ladder  Establish criteria or recognize awards that members have received.  Acknowledge award/achievement of members in newsletter	Develop a member ladder.	Have a state membership ladder in place.	
List new Wisconsin CPHQs on the Web page, recognize at annual conference, and include in newsletter.	List new Wisconsin CPHQs on the Web page, recognize at annual conference, and include in newsletter.	List new Wisconsin CPHQs on the Web page, recognize at annual conference, and include in newsletter.		

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**GOAL 4:** Strengthen relationship with NAHQ  
**Objectives:** (1) Promote mentorship, (2) Leadership Council Representatives

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**Intermediate range objectives: 2002-2004**  
**Short range objectives: 2001-2002**

<b>Short Range Objectives: 2001-2002</b>	<b>Intermediate Range Objectives: 2002-2004</b>	<b>Long Range Objectives: 2005-2007</b>	<b>The Final Target Objectives: 2007</b>	<b>The Vision of the Goal as Met</b>
Encourage dual membership for current WAHQ members to maintain NAHQ affiliation.				
Evaluate criteria for NAHQ mentorship process	Actively encourage and support State members to seek NAHQ team positions		Have WAHQ representation on NAHQ teams (ongoing).	
Apply to NAHQ for Award of Excellence	Apply annually for Award of Excellence		Wind a gold Award of Excellence	
Explore Leadership Council terms of office	Have State member at large on NAHQ Leadership Council.  Define role of Leadership Council member at large.		Constant WAHQ member at large on the NAHQ Leadership Council.	

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**GOAL 5:** Fiscal Responsibility

**Objectives:** (1)

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**Short range objectives: 2001-2002**

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Goals being developed.				