

# STRATEGIC PLAN 2030

## VISION

Improved health and wellbeing for everyone, everywhere.

## MISSION

To advance academic public health by mobilizing the collective power of our members to drive excellence and innovation in education, research, and practice.

## VALUES



Diversity, Equity, Inclusion,  
and Social Justice



Collaboration



Excellence



Innovation



Agility



Commitment to  
Public Health

## GOALS

**1.**  
Advance solutions to the  
critical public health  
challenges facing society.

**1.1**  
Lead the academic public  
health community in generating  
the knowledge and taking  
collective action to advance  
evidence-based solutions to  
critical public health  
challenges globally.

**1.2**  
Advance the journey on  
diversity, equity, inclusion,  
and social justice in academic  
public health.

**2.**  
Champion the development  
of a diverse and exceptional  
public health workforce.

**2.1**  
Enhance members' ability to  
attract, admit, retain, and  
graduate a diverse and  
inclusive student body.

**2.2**  
Advance the professional  
development and lifelong  
learning of the public health  
workforce.

**3.**  
Uphold and advance  
excellence and innovation  
in teaching, research, and  
practice.

**3.1**  
Strengthen, equip, and train  
leaders for the future of  
academic public health.

**3.2**  
Advance teaching, learning,  
research, practice, and  
scholarship to meet the  
evolving needs of the field.

**3.3**  
Create platforms to support  
member engagement and  
collaboration to advance  
academic public health.

**4.**  
Be the leading voice and  
authority on academic  
public health.

**4.1**  
Serve as the premier data  
resource on academic public  
health for members,  
policymakers, the media,  
and the field of public health.

**4.2**  
Advocate for public health in  
education, research, practice,  
and the use of evidence-based  
decision-making to support  
all policies.

**4.3**  
Promote the value and  
contributions of academic  
public health, our member  
institutions, and the  
Association.

**5.**  
Position ASPPH for  
long-term success and  
sustainability.

**5.1**  
Provide exceptional value to  
our members by embracing  
agility, innovation, and  
business intelligence.

**5.2**  
Nurture an inclusive  
organizational culture that  
supports growth, opportunity,  
wellbeing, and collaboration.

**5.3**  
Operate as an effective,  
sustainable, and well-governed  
organization that is positioned  
for continued growth.