

George Washington University
School of Public Health Alumni Association (PHAA)

Strategic Plan 2006-2008
Revised—2007

Mission Statement

The George Washington School of Public Health Alumni Association (PHAA) is a volunteer organization made up of School of Public Health and Health Services (SPHHS) alumni. PHAA is the voice for alumni as well as prospective graduates. PHAA serves as a liaison between alumni of the School of Public Health and Health Services and current students, and engages the alumni and student bodies through networking, social and professional development events, opportunities to give back through philanthropy and community service and connecting the alumni to their alma mater.

Vision of PHAA

The PHAA envisions several long-term goals which should be accomplished over the next three years. These goals include:

- Institutionalization of a solid structure for SPHSS alumni to invest philanthropy and membership;
- Establishment of a strong networking base between students and alumni;
- Development of opportunities to share and exchange professional experiences among alumni and with current students; and
- Establishment and maintenance of a strong base of support for all alumni to participate, contribute, and benefit from involvement in PHAA and the larger GW alumni association.

Short-term goals build upon this vision and strive to achieve milestones that lead to the achievement of the long-term goals. These include:

- Increase awareness and programming of the PHAA to current students;
- Increase awareness and involvement of PHAA among potential alumni;
- Be receptive of the needs of both the current student body and alumni; and
- Begin to build a culture of philanthropy among SPHHS alumni.

Board and Committee Objectives: 2006-2008

For the 2006-2008 term five Board committees were installed. Board objectives discussed were categorized in the following way, in no priority order, and link to the designated committees:

- Strengthen the organizational and developmental systems of PHAA—Policies and Procedures
- Increase visibility, outreach and credibility of PHAA—Public Relations
- Build a culture of philanthropy among SPHHS alumni—Fundraising
- Provide professional development opportunities—Professional Development
- Improve networks and relationships with community, university, and student organizations through community service—Social and Community service

Objectives and activities will be reviewed annually and the strategic plan will be revised based on developments and priorities of the PHAA. The committees were reviewed during the 2nd annual retreat and have been revised based on PHAA priorities, and the revisions are reflected in the committee descriptions that follow. During 2007-2008, the committee chairs will actively recruit new members and work more closely with other committees as needed.

PHAA collaboration with other organizations

PHSA: PHAA has installed a Board Member at Large position which is filled by the PHSA student-alumni liaison. PHAA will work closely with PHSA to coordinate networking events and other events in which both organizations can benefit. The PHAA Board Member at Large position held by the Director of Student Academic and Career Development Services will liaise with the PHSA.

GWAA: PHAA is an affinity group of the greater George Washington Alumni Association (GWAA). The President of PHAA participates in GWAA annual retreats, meetings, and is a member at large. In addition, the President of PHAA is a member of the Programs committee. Any Board member is welcome to attend meetings along with the President and SPHHS faculty representative.

Other: PHAA will actively seek new relationships with organizations in the greater Washington DC area (e.g. Metropolitan Washington Public Health Association, MWPHA), both public health and non-public health related, as appropriate.

Other activities

PHAA is a non-dues paying organization. Therefore, PHAA will seek opportunities for grants, cost-sharing, and events that do not require funds to participate in addition to budgeted activities.

Policies & Procedures Committee

The Policies and Procedures Committee assisted in the development of the PHAA infrastructure and ensures that operations of the association are properly executed. The committee guides the Board by drafting and revising policies and procedures as it relates to PHAA activities.

2006-2007

Chair: Logan Thornton
GW staff: Rebecca Leonard
Members: Shelly-Ann Sinclair, Ndidi Amutah

2006-2007 Objectives/Activities

- 1) Revise PHAA bylaws to reflect fiscal and structure changes, January 2007, [completed](#)
- 2) Lead the development of the Board strategic plan for 2006-2008, October-December 2006, [completed](#)
- 3) Assist in the development of smooth communication channels and central database store housing to ensure the Board undertakes regular communication and is aware of all developments, December 2006, [completed](#)
- 4) Develop a flow chart that illustrates work flow and organizational structure of Board, December 2006, [to complete for 2007](#)
- 5) Assist other committees as needed related to policies and procedures, ongoing

- 6) Regular meetings to assist in the development of the backbone of the PHAA with the input and feedback of the Board, [ongoing](#)

The policies and procedures committee has completed initial activities to establish necessary documents and procedures for PHAA. The by-laws state that the President is to direct activities according to the strategic plan, by-laws, etc. and will assume the role of managing changes and call a special meeting if PHAA needs to approve revisions as stated in the by-laws. This can be done via email as well; the President will continue to use yahoo groups to seek approval for additional changes as necessary. As such, the President will also ensure that PHAA folders and folder contents reflect PHAA needs as stated in the by-laws and strategic plan, and will follow up with officers, board members, and chairs if revisions and/or additions are needed.

Public Relations and Social Committee

The Public Relations and Social ([PRS](#)) Committee develops and implements activities that will increase visibility of and access to PHAA, assists PHAA with the connection between current students and alumni through networking opportunities, website interfacing and liaises with other committees where necessary. [This committee in 2007-2008 will also include social activities, as an outcome of the 2nd annual retreat.](#)

2006-2007

Chair: Ernest Eugene
GW staff: Kate Duis, Kathy Hunting
Members: Jameta Barlow, Logan Thornton

2006-2007 Objectives/Activities

- 1) Introduce PHAA and its members to alumni and current students, September 2007, [completed](#)
- 2) Publicize opportunities to network (i.e. socials, convocation, etc.) through outreach and messaging, ongoing
- 3) Establish and maintain a website for which members can communicate and engage with PHAA, January 2007, [expected, October 2007](#)
- 4) Develop PHAA logo and business cards, February 2007

2007-2008

Chair: [Vacant](#)
GW staff: Kate Duis, Kathy Hunting
Members: Jameta Barlow, Logan Thornton

2007-2008 Objectives/Activities

- 1) [Explore public health and non-public health organizations to collaborate with, e.g. MWPHA](#)
- 2) Develop materials for key events that promote the visibility and involvement in PHAA
- 3) Work with other committees to publicize activities and promote involvement, e.g. fundraising committee to publicize the capital connection fund, ongoing

Fundraising Committee

As PHAA moves from a dues paying structure to non-dues paying organization, the primary responsibility of the Fundraising Committee is to plan and promote efforts to raise funds for the SPHHS through Special Events

and other Major Gifts Solicitations (e.g., the Capital Connection Fund (CCF)).¹ The committee is responsible for encouraging contributions through direct mail and development efforts; and monitoring the levels of giving. The committee works closely with GW staff in the Office of Advancement in variety of efforts including branding and development.

2006-2007

Co-chairs: Mark Stewart and Nesly Hneich
GW staff: Rebecca Leonard, Mallory Boyd
Alumni members: Christina Hartman

2006-2007 Objectives/Activities

- 1) Partner with the School of Public Health and Health Services plan for process (including criteria), launch, promotion the Capital Connection Fund
- 2) Develop messaging and branding of the CCF and develop criteria for award, Fall 06–Winter 07
- 3) Ensure 100% board participation, January/February 2007
- 4) March/April: Solicitation letter sent to all SPHHS alumni, March/April 2007
- 5) Upload CCF messaging make online giving available on alumni website, Winter/Spring 07
- 6) Work with SPHHS administration to award money for Fall 2007, Summer 2007
- 7) Act as a steward of the CCF in conversations with alum of SPPHS, ongoing
- 8) Develop grant through GWAA for PHAA activity, April 2007
- 9) Explore option to raise money through “gowns for grants” program, Spring 2007

2007-2008

Chair: Vacant
GW staff: Kate Duis, Mallory Boyd
Alumni members: Christina Hartman

2007-2008 Objectives/Activities

- 1) Examine response to CCF appeal and re-evaluate messaging, Fall 2007
- 2) Promote CCF at the November SPHHS gala via handouts and online communication (i.e. in honor and celebration of the school’s 10th anniversary – please make a gift to the CCF), Fall 2007
- 3) Ensure 100% board member gift renewals, Winter 2008
- 4) Solicitation letter sent to all SPHHS alumni, Spring 2008
- 5) Work with SPHHS administration to award money for Fall 2008, Summer 2008
- 6) Evaluate success of the CCF campaign from 2006-2008 and make recommendations for changes, Fall 2008
- 7) [Work with other committees to establish budgets as necessary](#)

Professional Development Committee

The Professional Development Committee (PD) oversees, develops, and implements activities to engage alumni and current students in activities that encourage academic and career growth.

2006-2007

Co-chairs: Edwina Yen and Ndidi Amutah

¹CCF will provide financial assistance for students to take advantage of off-campus research, internships, conferences and other professional development activities.

GW staff: Rebecca Leonard, Mallory Boyd
Members: Jameta Barlow, Mark Stewart, Ernest Eugene, Nesly Hneich
PHSA: Jessica Beaman, Miranda Leathers

2006-2007 Objectives/Activities

- 1) Research DC area PD events that could be promoted through PHAA, Spring 2007
 - 2) Student/Alumni networking happy hour, October 19th 2006, [completed](#)
 - 3) Alumni networking event, April 2007, [completed](#)
 - 4) Explore networking exchange series and other opportunities for PD, Spring 2007
- Speaker/Panel Series- Public Health related (e.g. PAHO, APHA, USAID, Red Cross), Spring 2007

2006-2008

Chair: Ndidi Amutah
GW staff: Kate Duis, Mallory Boyd
Members: Rachel Augustin, Jameta Barlow
PHSA: Janan Saba

2007-2008 Objectives/Activities

- 1) Student/Alumni networking happy hour Spring 2008
- 2) Explore networking exchange series and other opportunities for PD, Spring 2008
- 3) Speaker/Panel Series- Public Health related (e.g. PAHO, APHA, USAID, Red Cross), Spring 2008
- 4) Evaluate PD activities, ongoing
- 5) Corral/Strengthen DC alumni base, ongoing
- 5) Reach out to regional representatives and other public health universities for speaker series and events, Fall2007/Winter 2008
- 6) Develop programs to assist alumni in other areas related to their life (e.g. home ownership, financial planning, Debates/discussion groups, etc.) Spring 2008
- 7) [Work with other committees as necessary](#)

Community Service Committee

The Community Service Committee is responsible for planning and implementing service activities that engage alumni and the greater GWU SPHHS community. The committee establishes and maintains partnerships with various organizations (both internal and external to the University). The committee makes recommendations to the PHAA on community service activities [and leads the organization and implementation of approved activities.](#)

2006-2007

Chair: Shelly-Ann Sinclair
GW staff: Rebecca Leonard, Rebecca Parkin
Members: Jameta Barlow, Edwina Yen, Nesly Hneich
PHSA: Jessica Beaman, Miranda Leathers

2006-2007 Objectives/Activities

- 1) Explore University-wide service initiative, Spring 2007
- 2) Work with SPHHS to develop common agenda for 1-2 community service events, Spring 2007
- 3) Discuss opportunities with GWAA to co-sponsor community service event, Spring 2007

- 4) Organize and carry out one community service event, Summer/Fall 2007, [completed](#)
- 5) Research ongoing community service calendars in the greater DC area for collaboration or promotion through minimal participation

2007-2008

Chair: Christina Hartman
GW staff: Kate Duis, Rebecca Parkin
Members: Jameta Barlow, [Kent Forde](#)
PHSA: Janan Saba

2007-2008 Objectives/Activities

- 1) [Take advantage of community service activities taking place in the greater DC region \(such as X, Y, Z\).](#)
- 2) [Work with SPHHS to organize SPHHS-wide service event similar to the yearly event held by the Medical School](#)
- 3) [Consider toy drive, Fall 2007](#)
- 4) [Work with other committees as necessary](#)

Budget May 2006 – May 2007

Activity	Cost	Source
Public Relations and Social Committee		
Wizards game social event	\$500	GWAA grant; co-funded with GWAA
Reception post-annual meeting	\$350	GWAA grant
Fundraising Committee		
Solicitation mailing and related materials development	\$4,000	Medical Center Advancement Office
Professional Development Committee		
Networking event, Gordon Biersch		Medical Center Advancement Office
Networking event, Old Dominion	\$600	GWAA grant
Research Day sponsorship	\$500	PHAA account
Community Service Committee		
Race for the cure, t-shirts, brunch, refreshments	\$1,450	GWAA grant

Budget May 2007 – May 2008 (additional activities forthcoming)

Activity	Funds	Source
Public Relations and Social Committee		
GW mini university reception	\$300	GWAA grant
Materials Production		
Fundraising Committee		
Solicitation mailing and related materials development	\$ 4,000	Medical Center Advancement Office
Professional Development Committee		
Networking Event	\$200	GWAA grant
Refreshments for speaker series		
Community Service Committee		
Fall community service holiday party/event	\$500	GWAA grant
Race for the cure, t-shirts, brunch, refreshments	\$500	GWAA grant

Sources of funding:

- 1) PHAA account
- 2) GWAA grants
- 3) Medical Center Advancement Office

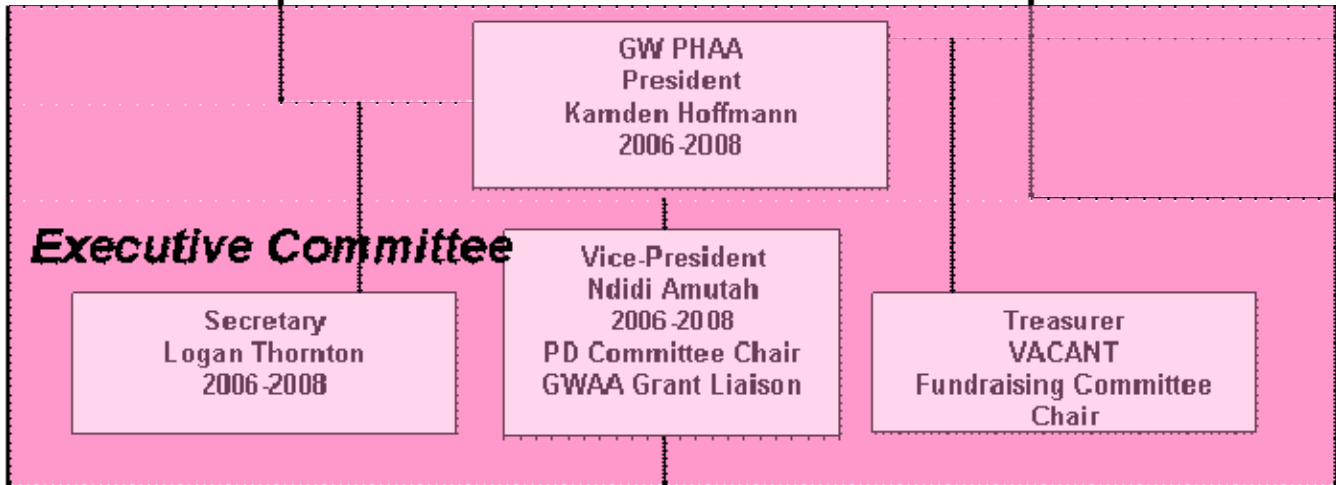
2007-2008 PHAA Activities (budget and non-budget items)

August	Date	Event
September	28-30 th 28 th 29 th	GW Alumni Reunion Weekend Distinguished Alumni Awards Luncheon, 11am-2pm Brunch with President Knapp, Grand Ballroom, Marvin Center, 11am-1230pm
October	2 nd 9 th 16 th	Accreditation meeting, 245-345pm GWAA Programs Committee meeting, 630-730pm Career Fair, Continental Ballroom, Marvin Center, 2-7pm
November	5 th 13-16 th 14 th 15 th 16 th 17 th TBD	Semi-formal reception, evening, National Museum for Women of the Arts Inauguration week “Celebrating Our Strengths, Envisioning the Future” MWPAA meeting GW a Lifelong and Worldwide Community, 9am-4pm Presidential Inauguration and Reception, 1030am, Smith Center GWAA Board meeting/committee meetings, 9am-2pm APHA
December	TBD	Community service event/holiday party
January	15 th	GWAA Programs Committee meeting, 630-730pm
February	7 th	PHSA alumni networking event
March	4 th	GWAA Programs Committee meeting, 630-730pm
April	10 th 11 th	Distinguished Alumni Service Awards Reception, 630-8pm GWAA Board meeting/committee meetings, 8am-4pm
May	TBD	PHAA 2 nd annual meeting and elections
June	1 st 11 th	Race for the Cure GWAA Annual meeting and reception, 6-830pm

GW PHAA Organizational Structure

GWAA
Other affinity groups

SPHHS
Dean Ruth Katz
Associate Dean Kathy Hunting
Associate Dean Rebecca Parkin



Medical Center
Advancement Office
Ex-officio Members
Kate Duis
Lisa Harter

Ex-officio Member
Mallory Boyd
PHSA Liaison

Ex-officio Member
Janan Saba
PHSA Student/Alumni
Liaison

