

WEHA Board Meeting

Friday, April 29th, 2022, 10:00 am

Brian's Cabin-Merrillan, WI

1. Meeting Called to order – **Laura called to order at 10:18 a.m.**
2. Roll Call of officers and directors by the President
 - a. Carrie Pohjola-President - **absent**
 - b. Danielle Vollendorf-President Elect - **absent**
 - c. Michele Williams-Director
 - d. Katie Matulis-Directors - **absent**
 - e. Sarah Ward-Secretary
 - f. Brian Hobbs-Treasurer
 - g. Laura Temke-Director at Large
 - h. DeAnna Simerly-SW Dist VP
 - i. Nicole Kragness-NW Dist VP
 - j. Maddie Wojciuk, SW Dist VP
 - k. Trista Groth-NE Dist VP
3. Approval of the Minutes of the Last Board meeting – **Brian motioned to approve, Nicole 2nd, all approved, none opposed**
4. Additions to the Agenda - **None**
5. Reports of officers and committees –
 - a. District Vice-Presidents
 - i. SE (DeAnna) - **Attached**
 - ii. NW (Nicole) - **Attached**
 - iii. SW (Maddie) - **Attached**
 - iv. NE (Trista) – No Report
 - b. Treasurers Report (Brian) – **Attached. Discussion about having a WEHA Venmo account as a payment option. Brian is going to look into it / create account**
 - c. Education Committee
 - i. Awards and Leadership (Laura) - **scholarships to be launched August 15th – closed by September 15th, EH professional of the year go out this fall. Awards ceremony at WEHA Conference lunch.**
 - ii. Environmental Education (Carrie) – **Meeting Notes Attached**
 - iii. Conference (Brian) – **The Ridge, Lake Geneva Oct 26, 27, 28, 2022.**
***Stipends for 2.5 student mentorship for conference. Brian made a motion to increase budget to be \$1200 per student so that 3 students can attend. DeAnna 2nd, all approved, none opposed.**
***Many speakers already arranged – NEARS, e-commerce, meat/retail crossover, Superior Fresh (Hydroponics), Allergens, water/pools, licensing 101, Food Microbiology, Food safety after fire, Fire, Ecolab, Great Lakes ADA Research, IFPTI Fellowship, wastewater for respiratory disease monitoring, shellfish and shellstock, mushrooms, Carrico for pools.**
***Brainstorming ideas for additional sessions: potato farming, water, challenge studies.**

***Networking/informal pairing of new professionals with more seasoned**

- d. Legislative (vacant)
 - e. Marketing Committee (Carrie)
 - f. Membership (Carol Drury/Nicole) – **Attached**
 - g. Strategic (Maddie) – **Attached**
6. Old Business
- a. WEHA Webinars (DeAnna) – **last one had 60 live watchers and 17 watching later on Youtube, set to end in September. Series options, looking for presenters, which time slot is better, early or later?, *practical bed bug prevention for home visits *cultural considerations *DeAnna will send out schedule for remainder of the year**
 - b. Online document storage (Katie) – **tabled for now**
 - c. Membership Drive (Brian) – **10 new members for \$10**
7. New Business
- a. Handling emails from the WEHA Questions (Carrie and Michele) – **forwarded emails, if you receive one please just answer and respond directly to the inquirer.**
8. Adjourn – **motion to adjourn by Brian at approximately 2:00 p.m. (didn't get this part down)**

WEHA District Vice President Report

Date:

District:

Northeast

Northwest

Southeast

Southwest

Issues to bring to the Board

We are seeing some unique food and additives-CDB fresh juices, Hemp issues

Body art communication hurdles:

“We are having an issue with DSPS not responding to calls and people paying for licenses and not getting them. Is this something WEHA can address? I think we should be able to speak to a person or someone call us back if we have issues. I have personally called DSPS and left a message and no one ever called me back, so I believe them when they tell me they are not getting called back. I have one facility that has paid for a practitioner license twice in one year and have never gotten a license. This gives state agencies a bad name and it totally unprofessional. Just my opinion. “

Information to share with the Membership

UWEC has an upcoming MPH program: By the way, you may have heard that we are preparing an online MPH degree program at UWEC, with plans to enroll the first students in the fall of 2024. Part of our audience includes working environmental health professionals who are looking to gain new managerial/planning skills and the MPH credential.

EH is working with land management to conduct county wide multi-year well water testing study for residents to determine both Bacteria and Nitrate results.

Now a fully registered sanitarian as of December and have 3 new co workers to train/work with

Exciting- We are getting close to our busy season in the lab. This is a great time of the year with a larger amount of lab samples and additional testing.

There have been a lot of challenges in catching up on the overdue inspections.

Looking to put in a water lab at our health department (Polk County)

We had to close/condemn a hotel temporarily due to the fire alarm system not working. Viterbo hosted a water symposium about whats in your water and had Erin Brockovich as a guest speaker. (this hasn't happened yet, but will by the time the board meeting is) We continue to deal with PFAS on French Island. Our rabies control program is struggling with communications with law enforcement, taking people's word that they have their rabies certificate and not sending reports in a timely fashion, this leads to more work on our end with little program support. New to that program

we are reaching out to victims of severe bites. We have added a second social worker to our department who has dedicated time to EH to help with situations when we condemn properties. In the hotel condemnation she helped 7 families temporarily rehome as they were on extended stay at the hotel. she also has been out on 3 personal property condemnations already as well. We are finding this really useful and it has helped to close a gap that we had leaving people without resources when we condemn.

Keeping up with industry. The boom of Air BnB's, Home Bakers, Hemp as a food ingredient.

Dunn County had an entire turnover of staff (EH Manager, EH Specialist, and EH Admin) in the last year. Looking forward to making this program our own!

I think the main thing is we are trying to get back to "normal" -whatever that is and yet still try and move forward with new ideas and trainings.

Since Nicole has become a representative for our Region I have seen more content from WEHA, aside from the DATCP Roadshow. While I haven't been able to attend all WEHA Wednesday meetings it has been nice to see updates and content being provided. The reason I have not joined more meeting is due to scheduling conflicts.

I recently had a tattooist ask when WI will consider making Bloodborne Pathogen training mandatory for all tattooist within WI. I was unsure who to go to with this recommendation. He states that this is a requirement within MN where he is also licensed and he has his WI staff conduct Bloodborne Pathogen Training and feels other Tattooists/Piercing/Microblading shops should be held to the same standard for safety of the Tattooist/Piercer and their clientele.

Looking forward to meeting in person again but did think virtual meetings were simpler to plan and had more attendance due to easier access. Maybe virtual can remain an option at in-person meetings?

The WEHA Webinars are great for updating everyone with new information!

I'm glad to be back in the state! Looking forward to catching up.

Idea for Membership: Reach out to the public health labs to recruit members. We have added our 3 lab technicians who specialize in water testing to the membership this year. We have brought them to WEHA conferences and I think it is a niche we might be missing.

When are board meetings and who all is welcome?

I've really been enjoying the WEHA Webinars!

WEHA District Vice President Report

Date: 4/29/2022

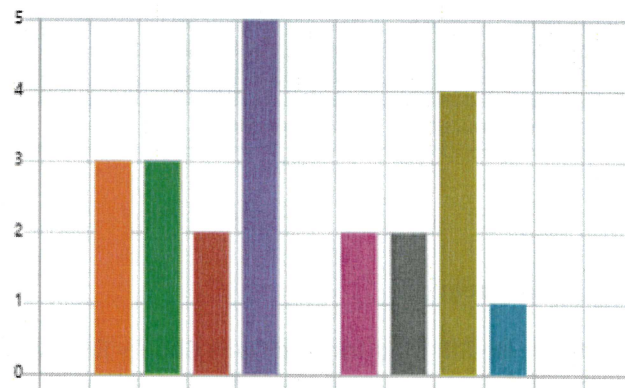
District: South West

Issues/Ideas to bring to the board:

1. What new/existing programs would you like to *participate* in this year? Check all that apply.

[More Details](#)

● College mentorship program	0
● New EH professional mentors...	3
● Virtual meet and greets with t...	3
● In person meet and greets wit...	2
● Webinars	5
● An EH-themed book club	0
● A virtual newsletter	2
● EH-professional (or new profe...	2
● Additional social media prese...	4
● Member interest groups	1
● EH game nights	0
● Other	0



What new/existing programs would you like to participate in this year? Check all that apply.	What is one thing that WEHA can do to better support its members and the EH profession?
New EH professional mentorship program;Additional social media presence;	Create publicity that highlights significant EH problems, threats in Wisconsin communities and role of EH in addressing them!!
Webinars;Virtual meet and greets with the south west region members;EH-professional (or new professional) of the month;	Continue holding webinars on different work areas of EH
New EH professional mentorship program;Webinars;	Focus recruitment efforts on people of color and underserved communities
Webinars;A virtual newsletter;Additional social media presence;Virtual meet and greets with the south west region members;In person meet and greets with the south west region members;	Resources, forums, information sharing.
New EH professional mentorship program;Virtual meet and greets with the south west region members;In person meet and greets with the south west region members;Webinars;A virtual newsletter;EH-professional (or new professional) of the month;Additional social media presence;Member interest groups;	
Webinars;Additional social media presence;	

Updates in our area:

- Public Health Madison and Dane County EH division is expanding with the hearing of two new Sanitarian including a bilingual san and a EH supervisor.
- New posting for position. Trying to catch up from 2 years of COVID.
- SREH is now meeting quarterly; next meeting will be in May/June; trying to have additional counties join (currently have Madison/Dane County, UW-Madison, Sauk, Rock, Vernon, and Rock Counties)
- Onsite HACCP training w/ PHMDC, UW and Rock hosted by DATCP this week
- Discussion about regulating artificial swimming ponds, still a mystery for the Southern Region group
- Starting to see mobile hot tubs in area

WEHA District Vice President Report

Date: 4/29/2022

District:

Northeast

Northwest

Southeast

Southwest

Issues to bring to the Board

See survey results below

Information to share with the Membership

Amy Lewis is no longer with West Allis. She is in Waukesha County now. Her new email is amlewis@waukeshacounty.gov

Q1

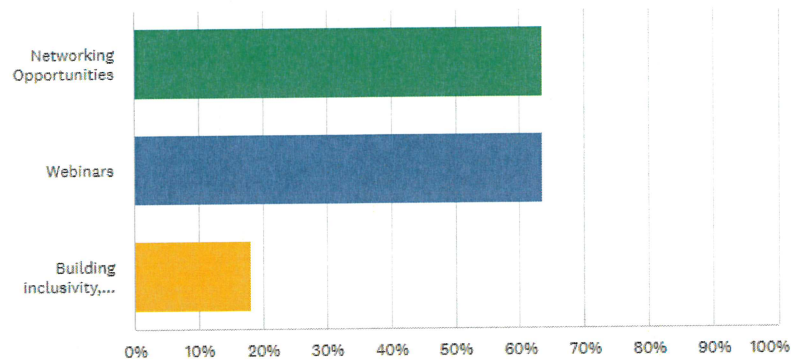


Customize

Save as ▾

What would you like to see from WEHA in the next quarter?

Answered: 11 Skipped: 0

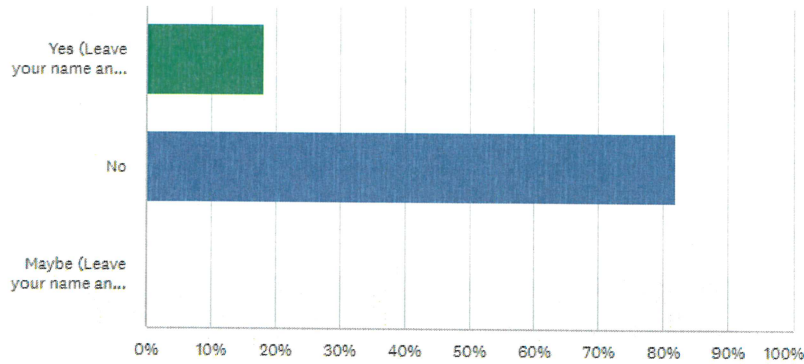


ANSWER CHOICES	RESPONSES
▼ Networking Opportunities	63.64% 7
▼ Webinars	63.64% 7
▼ Building inclusivity, equity, and diversity initiatives into the organization	18.18% 2
Total Respondents: 11	

Comments (0)

Are you interested in scholarship or REHS study trunk materials?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes (Leave your name and contact information in the comment section below)	18.18% 2
▼ No	81.82% 9
▼ Maybe (Leave your name and contact information in the comment section below)	0.00% 0
TOTAL	11

Comments (2)

RESPONSES (2) WORD CLOUD TAGS (0)

🔒 Sentiments: OFF

Add tags ▼ Filter by tag ▼

Search responses 🔍 ⓘ

Showing 2 responses

Adam Barningham, adam.barningham@kenoshacounty.org, 262-605-6746

4/4/2022 8:40 AM

[View respondent's answers](#)

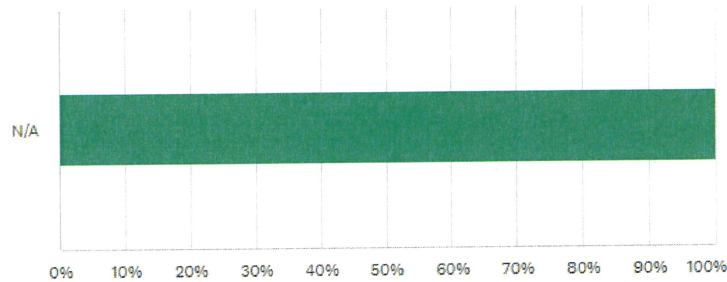
[Add tags ▼](#)

Sadie Schuldt, sschuldt@milwaukee.gov

Q3

Do you have any new employees, expected retirements, or new positions opening up in your department? (You don't need to be a manager to answer, but please provide me with the name of your jurisdiction)

Answered: 5 Skipped: 6



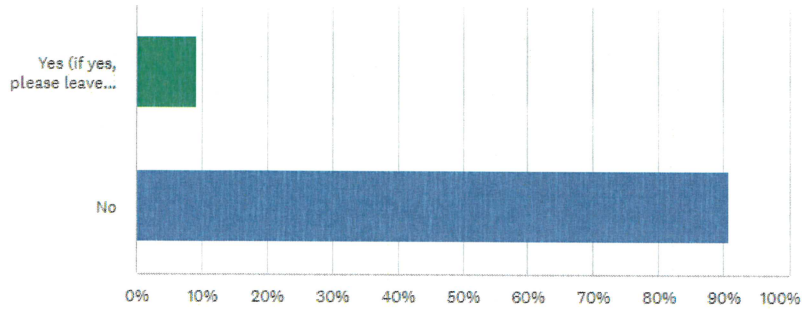
ANSWER CHOICES	RESPONSES
▼ N/A	100.00% 5
TOTAL	5

Comments (5)

- South Milwaukee, St. Francis and Cudahy Consortium
4/8/2022 8:41 AM [View respondent's answers](#) [Add tags](#) ▼
- We will be losing a great inspector, Amy Lewis, she is moving on to Waukesha County!!
4/4/2022 3:25 PM [View respondent's answers](#) [Add tags](#) ▼
- Wauwatosa - New Sanitarian - Whitney Johnson
4/4/2022 12:00 PM [View respondent's answers](#) [Add tags](#) ▼
- Casey Burmeister and I are both new employees with the Kenosha County Division of Health.
4/4/2022 8:40 AM [View respondent's answers](#) [Add tags](#) ▼

Do you have something new, challenging, exciting, or different in you department or personal EH career?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes (if yes, please leave a comment below)	9.09% 1
No	90.91% 10
TOTAL	11

[Comments \(1\)](#)

RESPONSES (1) WORD CLOUD TAGS (0)

Sentiments: OFF

Add tags Filter by tag

Search responses

Showing 1 response

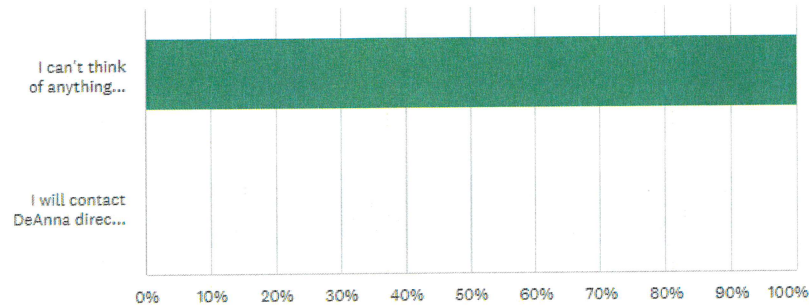
Being a new employee there is a lot of new stuff to learn on a daily basis.

4/4/2022 8:40 AM

[View respondent's answers](#) Add tags

What would you like DeAnna Simerly (your Southeast representative) to know or bring to the WEHA Board?

Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES
I can't think of anything right now	100.00% 10
I will contact DeAnna directly because it is easier to explain in a conversation	0.00% 0
TOTAL	10

Comments (1)

RESPONSES (1) WORD CLOUD TAGS (0)

Sentiments: OFF

Add tags Filter by tag

Search responses

Showing 1 response

DeAnna is doing a great job in providing the webinar trainings and getting EH information out there. Thanks for making these trainings a reality!

4/4/2022 9:54 AM

[View respondent's answers](#)

[Add tags](#)

ANSWER CHOICES	RESPONSES
College mentorship program	12.50% 1
New EH professional mentorship program	37.50% 3
Virtual meet and greets with the Southeast region members	50.00% 4
In-person meet and greets with the Southeast region members	87.50% 7
Webinars	75.00% 6
A virtual newsletter	12.50% 1
EH professional (or new professional) of the month to learn more about each other.	62.50% 5
Total Respondents: 8	

[Comments \(1\)](#)

RESPONSES (1) WORD CLOUD TAGS (0)

Sentiments: OFF

Add tags Filter by tag

Search responses

Showing 1 response

I think all of these are great ideas! Networking, training opportunities & webinars are needed, as most of these were cancelled the last couple of years due to COVID.

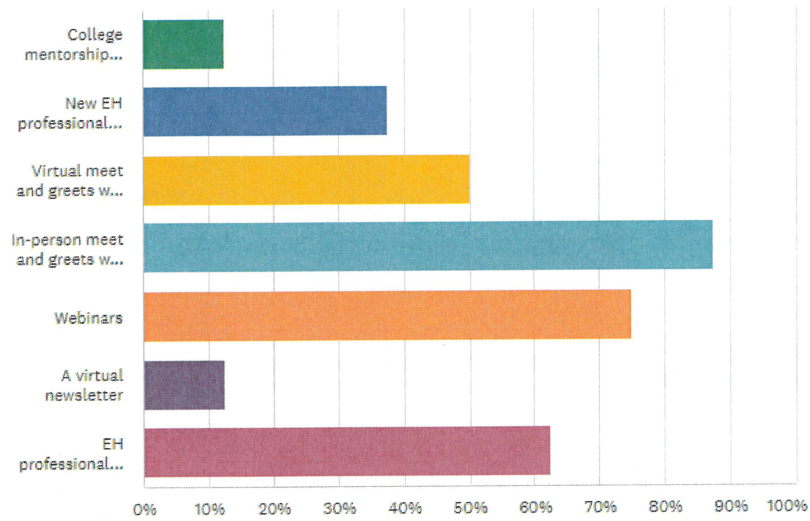
4/4/2022 9:54 AM

[View respondent's answers](#)

Add tags

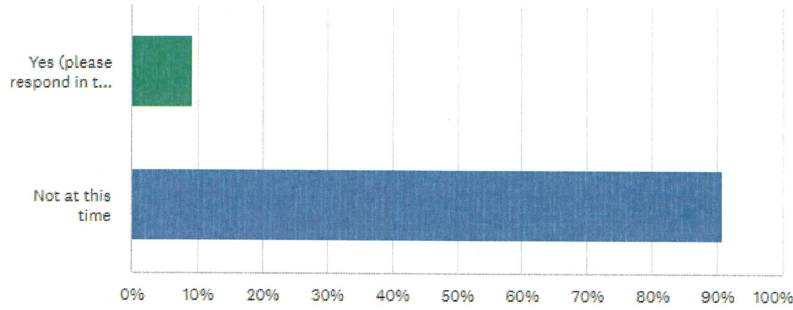
What new/existing programs would you like to participate in this year? Check all that apply. Please note that the survey does not allow DeAnna to see who is checking the boxes. It only provides here feedback on people's interests. If you would like discuss further, please contact DeAnna directly.

Answered: 8 Skipped: 3



Do you have anything else to share?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes (please respond in the comment box below)	9.09% 1
Not at this time	90.91% 10
TOTAL	11

Comments (1)

RESPONSES (1) WORD CLOUD TAGS (0)

Sentiments: OFF

Add tags Filter by tag

Search responses

Showing 1 response

I don't think it was right for me to have to pay \$40 for a renewal membership and when I joined several years ago I paid \$50 (if memory serves well) and now I here all new people paid only \$10. Not very equitable! This makes not want to renew in the future.

Financial Report

April 29, 2022

Summit Credit Union

Business Savings	9.32
Business Dividend Checking	8,257.84
Business Money Market Plus	40.40
48 Month Certificate 4-3-25	3,700.91
48 Month Certificate 4-6-26	<u>3,750.18</u>
	15,758.65

Edward Jones

Amern High Income Trust AHITX	11,271.77
Capital Inc CAIBX (Merged with CIBFX)	57,177.02
Income Fund of America AMECX	22,726.81
New Perspective Fund ANWPX	<u>12,328.88</u>
Total Account Value as of 04/29/22	103,504.48

(-\$5,129.95 value since 01-21-22)

WEHA Education Committee Meeting
March 22nd, 2022

Attendees: Laura, Brian, Carrie, Lindy

Subcommittee Updates

- a. Awards and Leadership-Laura Nothing to report, she will need to find out when it should be sent out, it will coincide with the mentorship notifications. It appears that the emails for Leadership went out 60 days prior to the conference and deadline is 30 days prior.
- b. Conference-Brian Working with hotel on food, next couple of weeks the announcement will go out for registration. Should we have a networking event? Do we charge for it with a minimum number of attendees? Brian suggested let folks go on their own, there is enough to do in Lake Geneva with restaurants on property. Laura promised it will not snow! Brian thought the conference cost would be \$300/\$350.
- c. Environmental Education-Carrie
 - i. RS/REHS Study Trunk-Lindy we've had 2 people request it. One took the exam and passed. She has also included Kathy's PPT's presentations. She has enough materials for 6 trunks. 4 are in use right now.
 - ii. Webinars-Carrie and Deanna Are we able to pull data on the registration numbers for each month going back to the start of the webinars. I think it is important for us to collect the following data:
 - How many registered (break down each month)
 - How many attended live (break down each month)
 - How many views on each of our YouTube videos
 - This will help us determine if the time of day is good, what topics were a hit and which were a miss.
 - I would love feedback from other committee members on what they think would be good data to collect or how we can improve it. What gets measured, gets improved.
 - iii. Conference Speaker Discussion-group Brad Simerly and Matt Murtons (fire inspector in the North Shore that helped write the fire code) would like to present on how sanitarians can identify potential ventilation issues and what to salvage/discard after a fire. I can get a more detailed description if the group is interested in this topic. Laura will secure Ecolab. Brian will be the keeper of the agenda hoping to have Jake help with speakers. Laura discussed topics including professor from Nebraska to discuss allergens, a walk through WEHA time maybe a slide show of old photos, someone from the food research institute in Madison, perhaps HS and the cloud, licensing team facilitated discussion from DATCP including some outlying situations, E-commerce, GloGerm (Brittany Forneigh), Shellfish with Lindy, CFP with Katie, perhaps offer an additional training course as an add-on, Laura-pest control, PHAB accreditation perhaps with Natalie, one session on radon and lead, NEARS? DATCP, Mike IFPTI presentation, ADA requirements Peter Berg, Steph Sticka surface water outbreak investigations lessons learned in rec settings (Sarah Koske, DHS Epi)

We will send out a potential grid by May 1st for the conference.

- iv. Mentorship Program-Lindy Will make a calendar for when announcements go out. She reviewed the timeline for the program. She will send out an email to get mentors to determine how many mentees we can accommodate. Laura suggested a reduced membership to be a mentor, it was decided to do the \$10 membership fee.
- v. Possible RS/REHS "Class" Lindy can talk with Kathy Bates about possibly doing a class. Jeff Phillips used to offer this during WEHA conferences. Table for now.
- vi. Other possible ideas for outreach Tabled for now until other items can be addressed.
- vii. Next meeting-April 26th at 10:30 am via Teams

WEHA Education Committee Meeting Notes

4/26/2022 at 10:30 AM via Teams

Called to Order at 10:30 am by Laura T.

Attendees: Carrie, Brian, Lindy, DeAnna, Laura T, Danielle, Laura S

1. Subcommittee updates
 - a. Awards and Leadership-Laura will send out notices August 15th and due by September 15th. We are doing the Robert Nelson, Wayne Kopp, ENPH of the Year. Laura will work on the form to apply for the Wayne Kopp.
 - b. Conference-Brian. There is a hold up on food with the hotel. Brian will put in the registration a meat option and non-meat option. \$300 members, \$350 non-members and \$200 students.
 - c. Environmental Education-Carrie
 - i. RS/REHS Study Trunk-Lindy. 1 more person requested the trunk and it was just mailed to PHMDC. Olivia from Rock passed and Candy from Lincoln and Tony from DATCP still have the trunks and Lamin from PHMDC also passed and has sent the trunk back. Amanda from La Crosse County also used the trunk and passed. Lindy had the PPTs made into books. Last year we had 7 requests and 3 in 2022. There are 5 total trunks which are all out/in use.
 - ii. Webinars-Deanna. They are going pretty well and DeAnna will need to start collecting data on attendees and views on YouTube. The last webinar was well attended with 60 attendees.
 - iii. Conference Speaker Discussion-Group. When Brian shares the agenda, the highlighted areas are confirmed. Brian will own the grid and speaker forms will be sent to Brian. The registration will be launched beginning of May.
 - iv. Mentorship Program-Lindy. Lindy sent out for mentors/mentees for a response by August 3rd. She had 2 mentor volunteers and we have budgeted for 3 mentees to attend. Brian will need to make a motion to increase the amount per mentee at the upcoming board meeting. Lindy will provide the form for mentorship program and student stipends.
 - v. Possible RS/REHS Class-table
 - vi. Other possible ideas for outreach-tabled
2. Upcoming Meeting Ideas-tabled
3. Next meeting scheduled for June 21st, 2022 via Teams.
4. Meeting adjourned at noon.

Membership Report: April 2022: WEHA Board Meeting

1. As of April 17, 2022, we have 131 members.
 - a. Northeast: 27
 - b. Northwest: 43
 - c. Southeast: 40
 - d. Southwest: 19
 - e. Outside of Wisconsin: 2 (communications through southwest)
 - f. Retired: 6 (communications through region) – in region count
 - g. Students: 1 (communications through region)- in region count
2. End of 2021 membership was at: 139 (difference of -8); by end of April 2021 it was 118: (difference of +13)
 - a. As a result of the membership drive, we had 10 new members.
 - b. We also had 6 new members before the membership drive.
3. It would be interesting to gather what each member does for a profession. From La Crosse, we have started to include our lab technicians in WEHA.
4. I continued to use mail merge to send out the membership cards. Retirees may have received a regular membership card as well as a retiree membership card. Just FYI.
5. I sent the membership spreadsheet to each of the District VP's. They also received an outlook card that has their membership on it so they can send out emails to their group.
 - a. As new members come in, they will receive email and card as well as the District VP will be notified to add them to their list and email contacts.
6. We have members interested in Committees. How do we get these people involved?
7. New NW District VP is doing a phenomenal job. Her newsletter is great.
8. Southeast VP looked at her 2021 list and 2022 list and worked on connecting with any member that had not renewed. This should be done by all of the district VPs. If you need a copy of the 2021 list to do this, let me know.

Submitted by Carol Drury – Membership committee member

Wisconsin Environmental Health Association (WEHA) Strategic Plan Framework

Prepared April 11, 2022

WEHA Strategic Planning Committee

Joanna Jarvis, Meghan Williams, Kate Carlson, Amanda Ramos, Maddie Wojciuk

Introduction

The WEHA Strategic Planning Committee (SPC) has been delegated the following responsibilities as stated in the Wisconsin Environmental Health Association by-laws:

- Develop, implement, and continually assess the Association's Strategic Plan
- Evaluate the Association's mission, set a vision, define long-term goals, and determine the actions needed to achieve them.
- Be a resource for the Board and other standing committees to implement process improvement techniques such as analyzing existing processes, identifying gaps or problems, and develop/implement solutions.
- Assess organizational culture and climate and determine a path forward for addressing any issues.
- Recommend appropriate action to the Board of Directors

To address the aforementioned duties, the WEHA SPC has developed a Strategic Plan Framework. The SPC will utilize a hybrid model to develop a framework to better suit the needs of the organization. A combination of the "Seven Elements Technique", "SWOT Analysis", "Lean Business Planning", and "SMART Goals" were referenced to develop WEHA's Strategic Plan Framework.

The Strategic Plan Framework is a roadmap to creating WEHA's three-to-five-year strategic plan. The framework is divided into three sections:

- Setting the Foundation
- Assessing the Organization's Environment
- Setting and Completing Goals

Each subsection of the framework outlines steps the SPC, Boards, and members will take to develop a comprehensive strategic plan.

Setting the Foundation

The Vision Statement

A vision statement will be created for WEHA and presented to the Board of Directors for approval. According to slidemodel.com, "this is your 'big' statement, taking into account what the ultimate goal for your business is. It's what you want when you finally can say, 'this organization is a great success'" (2019). A timeframe of three to five years will be considered when formulating a vision statement. The vision statement will be realistic as well as formulated to drive WEHA forward as an organization. Key

stakeholders including WEHA SPC members, Board members, and general WEHA members will be part of the brainstorming and approval process.

The Mission Statement

A mission statement will be created for WEHA and presented to the Board of Directors for approval. According to James Chen, “a mission statement is used by a company to explain, in simple and concise terms, its purpose(s) for being” (2021). The mission statement recognizes what WEHA does, why we do what we do, and who our organization serves. Key stakeholders including WEHA SPC members, Board members, and general WEHA members will be part of the brainstorming and approval process.

Core Values

Core values will be created for WEHA and presented to the Board of Directors for approval. Core values guide behavior to ensure that WEHA stays consistent with the mission to drive the organization toward the set vision. The core values “relate to how you intend to do business and usually reflect a *larger picture*” (slidemodel.com, 2019). Core values outline what our commitments are (ex: diversity, sustainability, education, social responsibility, etc.). Three to four core values will be selected by the SPC based on key stakeholder feedback and the SWOT analysis.

Assessing the Organizational Environment

SWOT Analysis

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis will help the SPC assess the current WEHA environment and membership attitudes. The SWOT analysis will help prioritize initiatives, evaluate how the current organizational climate fits with the vision and mission, and form a strategy to lead the organization forward in the next three to five years (Parson, 2021). As in the other steps, key stakeholders will be involved in the analysis. The SPC Committee will prepare a report to present to the WEHA Board for comment.

The following questions will be used to help collect and categorize responses for the SWOT Analysis (Parsons, 2021):

Strengths:

- What organizational processes are successful?
- What assets do we have in your committees, Board, members? (ie. knowledge, education, network, skills, and reputation)
- What physical assets do we have, such as customers, equipment, technology, funds, etc.?
- What competitive advantages do we have over your competition?

Weaknesses:

- Are there things that our organization needs to be competitive?
- What business processes need improvement?
- Are there tangible assets that our organization needs, such as money or equipment?
- Are there gaps on our team?

Opportunities:

- Is our market growing and are there trends that will encourage people to become members?
- Are there upcoming events that our organization may be able to take advantage of to grow membership?
- Do members/customers think highly of you?

Threats:

- Do we have potential competitors who may enter our market?
- Will we always be able to maintain committee participation in order to support membership?
- Could future developments in technology change how we do business?
- Is membership behavior changing in a way that could negatively impact our business?

Setting and Completing SMART Goals

According to MindTools (2022), to make sure your goals are clear and reachable, each one should be:

- **Specific** (simple, sensible, significant)
- **Measurable** (meaningful, motivating)
- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic and resourced, results-based)
- **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive)

Utilizing the SMART Goal framework for setting goals, the SWOT Analysis, the WEHA SPC will plan to set 2 short term goals annually and 3 long term goals for every four-year cycle. Each goal will be evaluated based on the aforementioned time cycle by the SPC with findings brought to the WEHA Board. The goals may include work from the SPC; however, goals set will most likely require attention from WEHA Board Members and Committee to ensure successful completion.

Conclusion

The WEHA by-laws added the Strategic Planning Committee in fall of 2021. The committee is tasked with various duties, including setting and assessing the organization's mission, vision, core values, and strategic plan. The SPC plans to set forth a three to five year strategic plan for WEHA. This will be conducted using the WEHA Strategic Plan Framework. The framework will help guide the SPC in collecting key stakeholder feedback to determine the organization's mission, vision, and core values. A SWOT Analysis will be conducted to assess the current organizational environment. After the foundation is established, the SPC will use the SMART Goal framework to outline short and long term goals for the organization.

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Wisconsin Environmental Health Association (WEHA) Strengths, Weaknesses, Opportunities, and Threats Analysis

Prepared March 28, 2022
WEHA Strategic Planning Committee
Joanna Jarvis, Meghan Williams, Kate Carlson, Amanda Ramos, Maddie Wojciuk

Introduction

The WEHA by-laws added the Strategic Planning Committee in fall of 2021. The committee is tasked with various duties, including setting and assessing the organization's mission, vision, core values, and strategic plan. The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis was conducted and will help the SPC assess the current WEHA environment and membership attitudes. The SWOT analysis will help prioritize initiatives, evaluate how the current organizational climate fits with the vision and mission, and form a strategy to lead the organization forward in the next three to five years (Parson, 2021).

Methods

The strategic planning process began by holding a series of meetings with the Strategic Planning Committee (SPC) members to determine a path forward and methodology to use in the process. The WEHA SPC utilized a hybrid model to develop a strategic planning framework. A combination of the "Seven Elements Technique", "SWOT Analysis", "Lean Business Planning", and "SMART Goals" were referenced to develop WEHA's Strategic Plan Framework.

A Strengths, Weakness, Opportunities, and Threats (SWOT) analysis was identified as a way to gather valuable feedback and information for the plan. The WEHA board and committee members all received the SWOT analysis via email and were given time to fill out the survey.

The following questions were used in the SWOT analysis survey. The questions were taken directly from the WEHA website from the "Who We Are", and "What We Do" sections.

1. Does this statement accurately describe the goal of WEHA?
2. "Our goal is to improve the health and well-being of the people of Wisconsin by focusing on environmental and public health issues."
3. Does WEHA educate and recruit professionally trained individuals to the Environmental Health profession?
4. Does WEHA promote professional certifications and provide continued educational opportunities?
5. Does WEHA recognize outstanding achievement, service and contributions by members?
6. Does WEHA collaborate well across departments and functions?
7. Does WEHA leadership communicate frequently and consistently about what's going on?

8. Does WEHA stimulate forums for dialogue and exchange of information?
9. Does WEHA actively participate in the legislative and political process to promote and advocate for Environmental Health?
10. Does WEHA offer leadership opportunities to members?
11. Do the WEHA Wednesday Webinars provide relevant information to your practice?
12. If you answered "No" in question #10, what subjects would you like covered in future webinars?
13. What would you like to see WEHA invest future funds into?
14. How long have you been a WEHA member?
15. Will you be renewing your WEHA membership next year?
16. What is your career background?
17. In your personal view, what is WEHA doing well on?
18. If you answered "no" or "room for improvement" to any questions, please provide an explanation of why you chose this answer.
19. Please provide any other information or comments that you feel can assist in the growth, development, or change of WEHA.

The following questions were used to categorize poll responses for the SWOT Analysis (Parsons, 2021):

Strengths:

- What organizational processes are successful?
- What assets do we have in your committees, Board, members? (ie. knowledge, education, network, skills, and reputation)
- What physical assets do we have, such as customers, equipment, technology, funds, etc.?
- What competitive advantages do we have over your competition?

Weaknesses:

- Are there things that our organization needs to be competitive?
- What business processes need improvement?
- Are there tangible assets that our organization needs, such as money or equipment?
- Are there gaps on our team?

Opportunities:

- Is our market growing and are there trends that will encourage people to become members?
- Are there upcoming events that our organization may be able to take advantage of to grow membership?
- Do members/customers think highly of you?

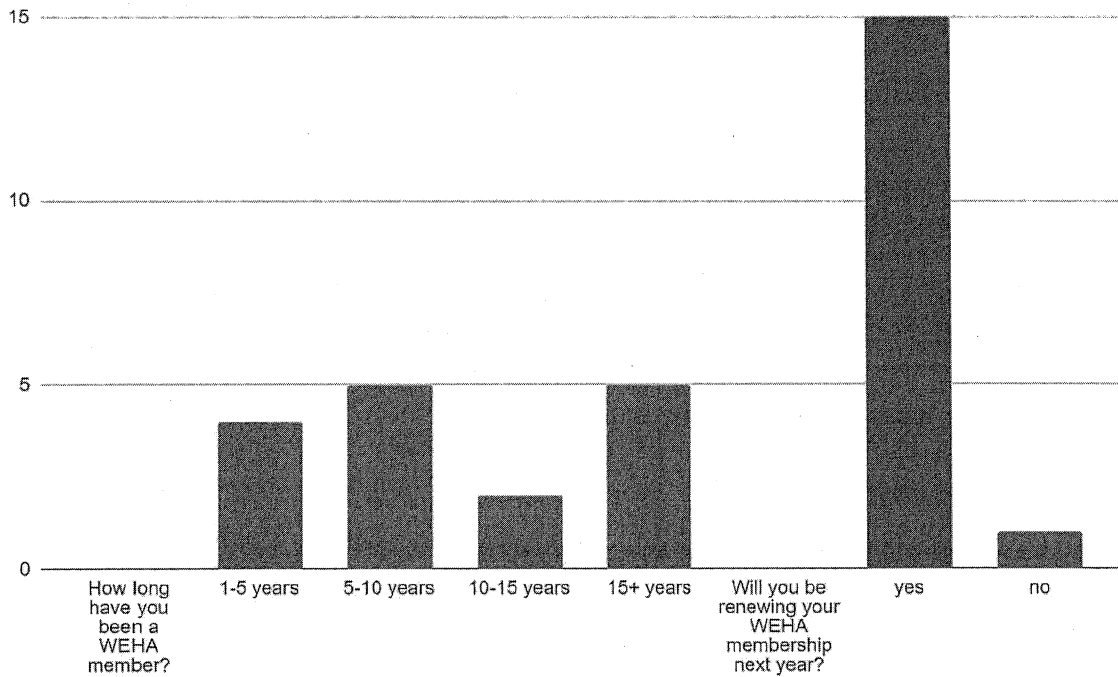
Threats:

- Do we have potential competitors who may enter our market?
- Will we always be able to maintain committee participation in order to support membership?
- Could future developments in technology change how we do business?
- Is membership behavior changing in a way that could negatively impact our business?

Results

Sixteen responses were collected from the SWOT Analysis survey. Demographic information was collected through the survey to review the experience, career backgrounds, and length of time as WEHA members.

Demographic and Interest Summary



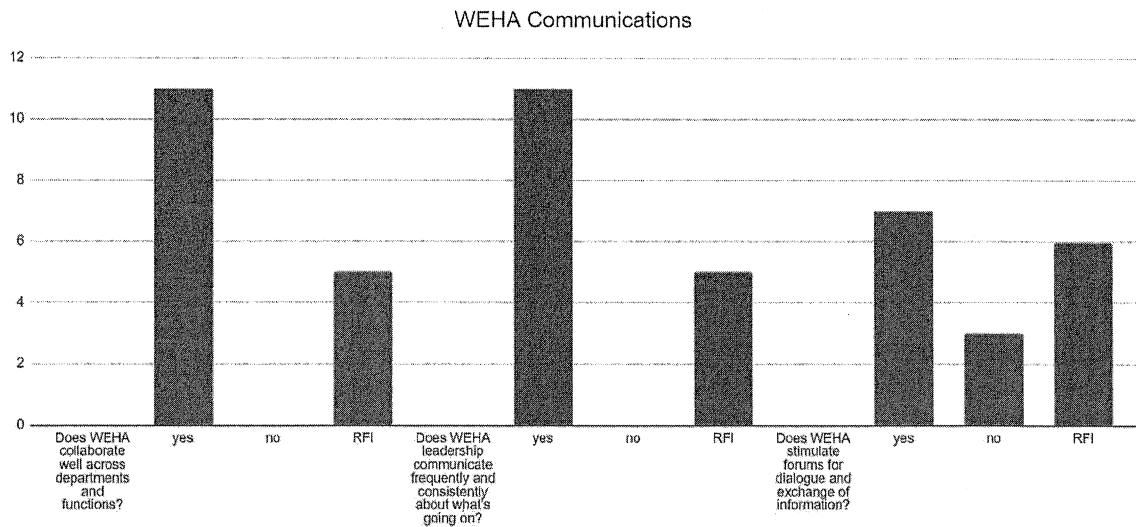
Questions and responses designed to outline strengths, weaknesses, opportunities, and threats are summarized below.

Survey Question	Number of Responses		
	Yes	No	Room for Improvement (RFI)
Our goal is to improve the health and well-being of the people of Wisconsin by focusing on environmental and public health issues.	6	0	10
Does WEHA educate and recruit professionally trained individuals to the Environmental Health profession?	3	0	13
Does WEHA promote professional certifications and provide continued educational opportunities?	10	0	5
Does WEHA recognize outstanding achievement, service and contributions by members?	10	0	6
Does WEHA collaborate well across departments and functions?	11	0	5
Does WEHA leadership communicate frequently and consistently about what's going on?	11	0	5
Does WEHA stimulate forums for dialogue and exchange of information?	7	3	6
Does WEHA actively participate in the legislative and political process to promote and advocate for Environmental Health?	6	2	8
Does WEHA offer leadership opportunities to members?	15	0	1
Do the WEHA Wednesday Webinars provide relevant information to your practice?	16	0	0

The sections above highlighted in red were recognized as weaknesses through the SWOT analysis as the majority of responses for these questions was "room for improvement", or split between "yes", "no", and "room for improvement".

The sections above without color were split, 10-11 members answered "yes", with 5-6 members answering "room for improvement" on these questions.

The sections above highlighted in green are strengths of WEHA, as the majority of the responses were "yes".



The above chart discusses communication between WEHA and its members. 11 members believed WEHA collaborates well across departments and functions, while 5 members said there was room for improvement in this area. 11 members said that WEHA leadership communicates frequently and consistently with what’s going on with the association, while 5 members said there was room for improvement. Finally, members were split on the question, “Does WEHA stimulate forums for dialogue and exchange of information?”- 7 members answered “yes”, 3 answered “no”, and 6 members answered “room for improvement”.

In summary, the charts above are visual representations of the 16 responses by members of the WEHA board as well as the SPC. Through the survey, it was recognized that the areas that show the most strength include WEHA Wednesday Webinars and the availability of leadership opportunities for members. Areas of weakness include WEHA’s main goal, education and recruitment of Environmental Health Professionals, and communication between the association and its members. Areas that show opportunity for growth and change include continued education for its members, recognition for achievement and service of its members, collaboration, and communication.

Discussion

Using the SWOT analysis and the survey results we are evaluating the responses, prioritizing the results and identifying which goals are reasonable. Basing our goals on this analysis and survey results will give us a well-defined strategy for creating our mission, vision, core values and strategic plan. We want this plan to show that we are committed to striving to increase awareness of what we do, recruiting new members and finding new ways to improve education, collaboration and communication.

The SWOT Analysis is condensed and sorted based on WEHA committee duties. The preliminary results are discussed in the table below.

<p>Strengths</p> <p>WEHA Board:</p> <ul style="list-style-type: none"> ● Leadership communication ● Networking opportunities <p>Education:</p> <ul style="list-style-type: none"> ● Leadership opportunities ● CEUs (Webinar Wednesdays, Conference) ● Promotes professional certifications ● Recognizing achievement/contribution ● Promotion of educational opportunities ● Provides resources ● Networking opportunities <p>All:</p> <ul style="list-style-type: none"> ● Collaborating across departments and functions ● Educated group
<p>Weaknesses</p> <p>Education:</p> <ul style="list-style-type: none"> ● Educating and recruiting professionally trained individuals <p>Legislative:</p> <ul style="list-style-type: none"> ● Actively participating in legislative and political processes to promote and advocate for EH <p>Marketing/Membership:</p> <ul style="list-style-type: none"> ● Educating and recruiting professionally trained individuals <p>Strategic Planning:</p> <ul style="list-style-type: none"> ● Evaluating/acting upon stated goal on website: "Our goal is to improve the health and well-being of the people of Wisconsin by focusing on environmental and public health issues." <p>All:</p> <ul style="list-style-type: none"> ● Stimulating a forum for dialogue and exchange of information ● Limited volunteer time and energy to get things accomplished ● Limited opportunity for collaboration for non-board members (also an opportunity)
<p>Opportunities</p> <p>Education:</p> <ul style="list-style-type: none"> ● Educating and recruiting professionally trained individuals ● Providing additional recognition for membership ● Providing more books in RS Study trunk ● Support for software or other forms of learning ● Providing virtual educational options <p>Legislative:</p> <ul style="list-style-type: none"> ● Actively participating in legislative and political processes to promote and advocate for EH <p>Marketing/Membership:</p> <ul style="list-style-type: none"> ● Educating and recruiting professionally trained individuals <p>Strategic Planning:</p>

- Evaluating/acting upon stated goal on website: “Our goal is to improve the health and well-being of the people of Wisconsin by focusing on environmental and public health issues.”

All:

- Utilizing funds for future investment
- Stimulating a forum for dialogue and exchange of information
- Outreach
- Opportunity for collaboration among non-board members

Threats

Education:

- Conference=WEHA’s main event for education, funding, networking, etc.

All:

- Limited to volunteer time
- Limited member engagement
- Funding
- COVID & other distractions

The aforementioned strengths, weaknesses, opportunities, and threats will be evaluated and prioritized by the SPC and key stakeholders. Additional information may be added to the SWOT Analysis through brainstorming and other information gathering sessions. Short term and long-term SMART goals will be developed to reinforce and build upon listed strengths. Weaknesses and opportunities will be assessed with the goal of turning these items into strengths. Threats that are an imminent risk to the organization will be addressed in the goal-forming process.

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