**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.