



## **Proposed Council *Strategic Directions, 2016-2020***

**August 15, 2016**

### ***Overview***

Activities of the Council on Linkages Between Academia and Public Health Practice (Council) are guided by the Council's Strategic Directions. Over the past five years, the Council has made progress related to activities within each of the objective areas and administrative priorities outlined in its [Strategic Directions, 2011-2015](#). During the Council's January 11, 2016 meeting, an initial set of suggested revisions to the Strategic Directions for 2016-2020 was presented based on the current public health environment and activities of the Council. Following the meeting, calls were held with all 21 Council member organizations to hear and discuss suggestions for changes to the Council's Strategic Directions. A tremendous THANK YOU to each Council member organization for the thoughtful and extremely constructive comments and suggestions provided during and following these conversations.

### ***Developing New Strategic Directions***

Input from Council member organizations has provided both specific suggestions about individual objectives, strategies, and tactics within the Strategic Directions, as well as overarching themes about the Council's goals and activities and the way the Council presents its collective work and accomplishments. Council member organizations commented that when the Council was established more than 20 years ago, linkages were an excellent end in and of themselves; however, today, an even greater value and purpose of the Council is as a convener and facilitator of discussions to generate consensus around important public health workforce development needs and ways to address these needs. An overarching theme that came out of these discussions is that the Council is focused on helping to improve the performance of individuals and organizations in public health, with a specific focus on the workforce. Council members recommended substantial changes to the way the Council presents its goals and its work, in order to reflect this important overarching theme.

Based on the discussions with Council member organizations, the draft *Strategic Directions, 2016-2020* was developed and circulated for review, comments, and suggestions. Comments received were incorporated into a second draft for further discussion and a vote on adoption during the August 15, 2016 Council meeting.

### ***Action Item: Vote on Adoption of Strategic Directions, 2016-2020***

The current draft *Strategic Directions, 2016-2020* is included in the meeting materials and will be presented to the Council for additional discussion and a vote on adoption. As a reminder, each Council member organization has one vote, and this vote must be cast by the organization's official Council representative or designee. Once adopted, the *Strategic Directions, 2016-2020* will guide the Council's work through 2020.