

AzPHA 2017 – 2018 Executive Director's Report

AzPHA made progress increasing our membership and better developing our advocacy reach in the last year. We increased our individual membership 23% in the last year (437 members in FY 2017 to 541 in FY 2018). We also provided our members with timely policy updates (50 updates since the October 2017 Conference), targeted Action Alerts, and multiple comments on state public health matters (e.g. agency actions and legislative debates), and federal rulemakings (e.g. Title X, methane rule). We also improved our website content especially our calendar of statewide public health events and blog content. These improvements are also increasing our visibility on search engines.

AzPHA also continued to diversify our revenue sources and improve our financial position (operating reserves), built new relationships with key partners, and enhanced our professional development and networking options.

Key areas of administrative and operational progress included:

- **Increased our Active Individual Memberships 23%** AzPHA now has 541 individual members in good standing (up from 437 in 2017). New members are equally split between persons that presented via organizational and individual memberships. We continue to have 328 persons whose registration has lapsed (more than half of the lapsed members are current or former employees of the ADHS (ADHS is no longer an Organizational Member). Our membership committee continue will be focusing on bringing in new members through networking and working with our partners.
- **AzPHA's Organizational Membership structure was diversified**, making our organization less dependent on large individual organizational members. We now have nearly twenty \$1K/year Organizational members. This more diversified membership portfolio makes less vulnerable from organizational member attrition. Maricopa County Public Health and the Maricopa Integrated Health System remain our core Organizational Members (\$5K/year members). Our organizational membership is now close to \$30K/year. We will continue to focus on building our organizational membership portfolio in the coming year.
- **We strategically improved our partnerships by focusing significant effort on building collaborations** with our county health departments, and these efforts are paying dividends. We have been included in AHLOA meetings and now have more than 50% of our county health departments as [Organizational Members](#).
- **Our Fall 2017 (Opioid Epidemic) and Spring 2018 (Child Health and Safety) conferences were very well attended** (each had 250+ attendees) and on average met our sponsorship goals. Our program evaluations for both conferences provided valuable feedback for future conferences. These successful conferences also produced new

individual members and persons purchased registration fees with a new individual membership.

- **We raised the profile of our communication** advocacy efforts by publishing several op-ed articles in Arizona newspapers, answering media inquiries about several public health issues, providing input on public affairs programming. We continued to issue weekly Public Health Policy updates, bi-weekly Newsletters and targeted Action Alerts.
- We sponsored **exhibits at the Arizona Rural Health Conference, Health Disparities Conference and the AzCHOW Annual Meeting**. We have continued to build a new relationship with the Children's Action Alliance. We are also leveraging our close quarters with the Arizona Alliance for Community Health Centers to build relationships with AACHC staff and coordinate some of our advocacy efforts.
- **AzPHA's membership database (Wild Apricot) continues to improve our business practices**. We have cleaned up member data (more still needs to be done), and organized membership fields. Member tracking is now more organized which helps the Membership Committee to better manage and recruit members.
- **Membership benefits were improved** by implementing monthly webinars that are available to members for free, while encouraging interest in membership among non-members. The webinars also enhance our Professional Development Committee activities- adding a new benefit in addition to our mentoring program.
- **AzPHA formed the foundation for future ad-hoc sections** by implementing a tool in Base Camp to organize activities. The Public Policy Committee successfully piloted the Base camp tool this year, setting the stage for additional ad-hoc section work in the coming year. The tool allows participants to organize meetings, post documents and share messages among members.

Tiffany Luu, our longtime Director of Operations left AzPHA for a position with Esperanca, a nonprofit that does medical relief work. We will be recruiting for this position in the coming weeks.

In short, AzPHA is poised for another successful year. Our progress toward improving our administrative and operational infrastructure positions us well for the coming year. Our enhanced individual and organizational membership and fiscal diversification leave us in a strong position financially as we look toward the future of AzPHA and our Vision of **Healthy Communities for Arizona**.