**Strategic Priority # 3: Education/Conference/Learning Community**

Previous Member Surveys have consistently rated the Annual Conference as one of the things members value most about NYSARH. In the 2018-2020 Strategic Plan, the Board of Directors made the decision to diversify educational offerings to be a more year-round effort, not a single event. The Webinar Series began in 2019. The Webinar Series for 2020-21 has been developed in partnership with the New England Rural Health Association and has secured funding from the Foundation for Community Health. Feedback on the 2020 Virtual Conference has been highly positive.

[Multi-directional learning](http://www.globallearningpartners.com/about/dr.-jane-vella) is a teaching and learning style that focuses on the many interactions that happen between individuals in an educational environment. Using this approach, learning takes place in three ways: learner-to-learner, teacher-to-learner and learner-to-teacher. This approach varies from the typical teacher- or lecture-centered environment where an instructor disseminates information to learners.

At the Board Retreat in August, the word cloud of priorities included: **education, conference**, educational services, student participation, multi-directional conference, webinars, multi-directional learning.

Further, this Strategic Plan will focus on enhancing collaboration and partnerships with other statewide and regional associations with overlapping missions.

* Other State Associations [CHCANYS, NYSPHA, NYSACHO etc.]
* Broader Scope [New England RHA, national organizations, veterans]
* Other Constituencies [EMS, Public Safety, Food, Housing, Transportation]

**Focus Areas for 2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| Enhance Webinar Series | * Marketing
* Collaboration
* CEU/CMEs
 | Webinar Sub- Committee; joint with NERHA | * Attendance
* Feedback
 | Fall-Winter | Engage regular participants | Enhance awareness of NYSARH  |
| NYSARH part of 2021 Public Health Partnership conference  | * Planning
* Marketing
* Sponsorships
* CEU/CMEs
* Posters
* Exhibitors
 | Partnership Sub- Committee | * Registrations
* Feedback
* Revenue
* Student participation
 | Fall-Winter | Positive learning experience | Give members an experience they value |
| National Keynote Speaker at the Annual Meeting | * Planning
* Marketing
* Sponsorships
 | Annual Meeting Sub-Committee | * Attendance
* Press Coverage
 | Spring-Summer | Positive learning experience | Give members an experience they value |
| National Rural Health Day | * Planning
* Marketing
* Sponsorships
 | Awards Sub-Committee | * Attendance
* Press Coverage
 | Summer – Fall | Recognize best practices | Enhance awareness of NYSARH |
|  |  |  |  |  |  |  |

**Focus Areas for 2022-2023**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| Learning Community | Message board/ blog/ Facebook group/Slack/ communication toolClustered by areas of interest:* Chronic disease management
* Food security
* Transportation
* Farm workers
 | Education Committee | TBD | TBD | TBD | TBD |
| Curated content on website | Research on Rural; best practices; etc. | Education Committee | TBD | TBD | TBD | TBD |
| TBD | TBD | TBD | TBD | TBD | TBD | TBD |