



Operationalizing Council Strategic Directions, 2016-2020

April 11, 2017

Overview

In August 2016, the Council on Linkages Between Academia and Public Health Practice (Council) adopted Strategic Directions for 2016-2020. Adoption of the [Strategic Directions, 2016-2020](#) followed a nearly yearlong development process designed to ensure that the Council's work continues to meet ongoing and emerging needs within the public health community. Building on the [Strategic Directions, 2011-2015](#), Council member organizations discussed and provided input on areas in which the Council and its focus on developing consensus can make a valuable contribution, the vital role the Council plays in convening organizations and facilitating discussion, and priorities for strengthening the public health workforce. The *Strategic Directions, 2016-2020* will guide activities of the Council through 2020.

Operationalizing the Strategic Directions

The Council's Strategic Directions provide the structure within which Council activities are pursued. Although the Council does not currently have active work in all areas of the Strategic Directions, the Strategic Directions set the scope of the Council's work based on areas that the Council has collectively determined are important to pursue and is key as activities are prioritized and funding opportunities are sought.

The Strategic Directions serve several important roles for both Council staff and Council member organizations. Council staff use the Strategic Directions to prioritize where their support for Council activities is focused, to organize Council meetings, and to seek funding to advance the work of the Council. The Strategic Directions are ever-present as a high-level guide of what the Council aims to accomplish as Council staff create more detailed work plans and targets for activities that will contribute to achieving these aims.

For Council member organizations, the Strategic Directions articulate areas that the Council as a whole is interested in and provide a framework for the types of topics individual member organizations may wish to raise with the Council. Council member organizations are encouraged to use the Strategic Directions to suggest ideas for Council projects, request input from the Council for their own organizational activities, and support their organizations' proposals for funding. Council member organizations are welcome to explore the Strategic Directions for activities that align with their own organizational priorities, bring these topics to the Council for discussion and action, and use the Strategic Directions to help make the case to funders of the importance of investing in those activities.

Collective Impact

Every Council member organization has a role to play in achieving the goals of the Strategic Directions, and collective effort is essential for progress to be made toward the objectives the Council has set out. The impact of the Council is defined not only by the impact of initiatives of the Council as a whole, but also by the impact Council member organizations contribute individually through activities aligned with the Strategic Directions. Council member organizations are encouraged to adopt key concepts within the Strategic Directions, taking ownership of strategies and tactics and continuing to strengthen the overall impact of the Council. Throughout this year, the 25th anniversary of the Council, Council leadership and staff will be looking for opportunities to highlight individual member organizations' contributions toward the Strategic Directions and share Council successes and achievements.