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Title: A Strategic Planning Process Approach and Experience by The Indiana CTSI Community Health Engagement Program

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In April 2014, the Indiana CTSI Community Health Engagement Program embarked on a year-long process to listen to our stakeholders, reflect on our practices, articulate our goals and objectives, and plan for our next phase of growth. Our strategic planning started with listening to stakeholders (>100 interviews and focus group participants), surveying our entire stakeholder network (with separate sets of questions for community and academic researchers), and using these mixed-methods findings to fuel a two-day planning event. There, we further analyzed our findings, matched them to our existing assets, and generated goals and work groups using a design research approach. This approach used hands-on generative activities which scaffolded from general themes to narrower aims and actions. We had a balance of community and academic as well as new and long-standing stakeholders involved in this event. Our result: five tangible goals with corresponding short term objectives. We learned that while our stakeholders share our passion for improving health, they are not fully aware of our activities and how we might help them and their organizations. We need to define who we are and what we do; improve communication and engagement externally and internally; enhance our training activities; and develop new models for our work. One year into our work plan, we have found that this engaged, audience- rather than content-centered approach has paved an ambitious yet informed path forward with increasing engagement from both community and academic stakeholders.