

The National Commission for Health Education Credentialing, Inc Strategic Plan 2004-2008

The National Commission for Health Education Credentialing (NCHEC) is pleased to report progress on the five-year strategic plan for the years 2004-2008. This plan is guiding the activities of the organization around three major priority areas: 1) Enhance the value and worth of the CHES credential 2) Strengthen and support the NCHEC infrastructure and 3) Support credentialing activities. Goals, objectives, and evaluation measures have been identified for each of the three priority areas and a desired timeline indicated. Specific tasks have been assigned to the NCHEC Board of Commissioners, Division Boards, Officers, the Executive Director, various committees and NCHEC staff.

I. Enhance the value and worth of CHES credential

Goal	Objective	Evaluation Measure	Lead Role	By When	Status/ Completed
1.1 Create certification as a social norm	1.1.a Increase by 50% the number of active CHES	Number of active CHES in NCHEC database	DBPPP	31-Dec-08	In Progress
	1.1.b Develop marketing materials to promote state/local CHES requirements	<ul style="list-style-type: none"> ◆ Marketing materials produced. ◆ Copies of state rules/legislation 	MC	31-Dec-08	In Progress
1.2 Promote the value of the CHES credential	1.2.a Develop and implement a targeted marketing plan for CHES credential	<ul style="list-style-type: none"> ◆ Marketing plan produced. ◆ Quarterly report of strategies implemented 	MC	31-Dec-08	In Progress
	1.2.b Enhance public recognition of CHES		MC, DBD, BOC, ED	Ongoing	In Progress
	1.2.c Enhance professional recognition of CHES	◆ Annual presentations at professional conferences, national, state & local chapter meetings	MC, DBD, BOC, ED	Ongoing	In Progress
	1.2.d Enhance employer recognition of value of CHES		MC, DBD BOC, ED	Ongoing	In Progress

2. Strengthen and support the NCHEC infrastructure

Goal	Objective	Evaluation Measure	Lead Role	By When	Status/ Completed
2.1 Effective and efficient organizational operation	2.1.a Operate under a balanced budget	<ul style="list-style-type: none"> ◆ Revenues/ expenditures report ◆ Balanced Budget 	FC, ED, BOC	1-Jan-05	Dec 2005
	2.1.b All modules of the new database are completed & operational	<ul style="list-style-type: none"> ◆ Online recertifications ◆ Online exam applications ◆ Online transcripts 	Staff	31-Dec-04	Dec 2004
	2.1.c Update employee handbook	◆ Employee Policies & Procedures Handbook	PPC, ED	31-Dec-04	Dec 2004
	2.1.d Update Division Board Operating Codes	◆ Division Board Operating Codes	PPC	31-Dec-04	Dec 2004
	2.1.e Update written policies and procedures for office operations	<ul style="list-style-type: none"> ◆ Updated policies & procedures handbook ◆ New policies & procedures as necessary ◆ Annual review of policies & procedures, bylaws & operating codes 	PPC	31-Dec-05	In Progress
	2.1.f Create Board of Commissioners Operating Code	◆ BOC Operating Code	PPC	31-Dec-05	May 2005
	2.1.g Maintain standards of excellence in the credentialing of health educators	◆ Updates on credentialing industry standards.	ED	Ongoing	In Progress
	2.1.h Pursue NCCA Accreditation	NCCA Accreditation	ED	31-Dec-08	In Progress

**The National Commission for Health Education Credentialing, Inc
Strategic Plan 2004-2008 (cont.)**

2. Strengthen and support the NCHEC infrastructure (cont.)

Goal	Objective	Evaluation Measure	Lead Role	By When	Status/ Completed
2.2 Enhance support services to CHES	2.2.a Enable online application for CHES exam	♦ Online application available	Staff	31-Dec-04	Dec 2004
	2.2.b Implement online recertification process	♦ Online recertification available	Staff	31-Dec-04	Dec 2004
	2.2.c Expand online career services for CHES	♦ Posting of job announcements online ♦ Articles on career development ♦ Expanded relationships with professional partners ♦ Links to other job sites ♦ Online career services	BOC Chair, ED, Staff, MC	31-Dec-06	In Progress
	2.2.d Implement Expanded Opportunities for CECH	♦ Review of comments from public comment period ♦ Articles on Expanded Opportunities ♦ Expanded Opportunities mailed to CHES ♦ Revised Renewal/Recertification Policy Document	DBPD	31-Dec-04	Oct 2004

3. Support credentialing activities

Goal	Objective	Evaluation Measure	Lead Role	By When	Status/ Completed
3.1 To be the recognized certifying body at all levels for the health education profession	3.1.a Affirm status as the credentialing body for entry-level health educators	♦ Responsibilities defined in NCHEC bylaws	BOC, DBCHEs	30-Jun-06	In Progress
	3.1.b Become the credentialing body for advanced-level health education certification	♦ Responsibilities defined in NCHEC bylaws	BOC appointing ad hoc or DB to complete	30-Jun-06	In Progress
3.2 Update competencies of entry- and advanced-level health education specialists	3.2.a Distribute the new/revised competencies to the profession and to professional preparation programs	♦ Publication of entry-level and advanced-level(s) of competencies ♦ Report to professional preparation programs	DBPPP, BOC, CCH	30-Jun-06	In Progress
	3.2.b Develop new Framework document.	♦ Published Framework document	CCH	30-Jun-06	In Progress
	3.2.c Develop updated exam/eligibility requirements	♦ Report on eligibility requirements at all certification levels	DBCHEs	31-Dec-08	In Progress
	3.2.d Develop new study guide(s)	♦ Publication of study guide(s)	DBPPP	31-Dec-08	In Progress
3.3 To be recognized as a proponent of health education accreditation	3.3.a Determine the impact of the SOPHE/AAHE Accreditation Task Force's recommendations regarding accreditation on NCHEC	♦ Report on number of exam candidates from accredited schools and the percentage of existing accredited programs ♦ Make recommendation to the Board of Commissioners ♦ Official NCHEC position statement published	DBPPP, BOC	30-Jun-05	In Progress

Legend for Lead Role abbreviations in Strategic Plan

BOC = Board of Commissioners	DBPPP = Division Board for Professional, Preparation and Practice
CCH = CUP Copyright Holders	ED = Executive Director
DBD = Division Board Directors	FC = Finance Committee
DBCHEs = Division Board for Certification of Health Education Specialists	MC = Marketing Committee
DBPD = Division Board for Professional Development	PPC = Policies & Procedures Committee