



NCHEC Strategic Plan 2010-2014 7/26/10

On May 16, 2010, the Board of Commissioners adopted the 2010-2014 NCHEC Strategic Plan, which included 11 goals and 32 objectives. These goals and objectives were placed within 4 priority areas in accordance with the NCHEC vision and mission statements.

I. Priority Area: Certify health education specialists

Goal #1.1: Ensure the certifications are based on relevant Responsibilities, Competencies, and Sub-competencies

Objective 1.1a: By December 31, 2010, review and re-rubric the CHES test bank based upon the Job Analysis

Goal #1.2: Ensure the certifications are appropriate in scope and content, and for the audiences

Objective 1.2a: By December 31, 2010, create a fully functioning CHES test bank based upon the Health Educator Job Analysis

Objective 1.2b: By April 2011, create a new CHES exam based upon the Health Educator Job Analysis results.

Objective 1.2b: By March 2011, create a fully functioning test bank for the MCHES exam based upon the results of the Health Educator Job Analysis.

Objective 1.2c: By October 2011, create the first MCHES exam based upon the Health Educator Job Analysis results.

Goal #1.3: Ensure the certifications are based on accepted certification standards

Objective 1.3a: As new versions of the CHES and MCHES examinations are created throughout 2010-2014, best practice procedures, as outlined in NCCA standards, will be used in exam construction.

II: Promote Professional Development

Goal 2.1. Increase retention of credential holders (CHES & MCHES)

Objective 2.1a: By December 31, 2014, implement at least two (2) strategies annually to increase the renewal rate by 10% each year.

Goal 2.2: Maintain quality standards for recertification of CHES and MCHES.

Objective 2.2a: By December 31, 2010, establish a system for recertification of MCHES.

Objective 2.2b: By December 31, 2014, increase the number of CHES by 50% who recertify.

Goal 2.3: Improve services to designated providers of continuing education.

Objective 2.3a: By December 31, 2011, develop on-line services section of website for designated providers.

Objective 2.3b: By December 31, 2014, 100% of designated providers will use on-line services in the "Providers Only" section of the NCHEC website to promote continuing education opportunities.

Objective 2.3c: By December 31, 2014, 100% of continuing education events sponsored by designated providers will be promoted and marketed on the NCHEC Web site.

III. Priority Area: Strengthen professional preparation and practice

IV.

Goal #3.1: Enhance quality assurance of the health education specialist: *Priority*

Objective 3.1a: By June 30, 2010, establish review system for the MCHES Experience Documentation Opportunity.

Objective 3.1b: By August 30, 2010, establish review system for MCHES exam application procedures.

Objective 3.1c: By September 30, 2010, publish the Competencies that are the basis for the certification assessments in a New Framework book.

Objective 3.1d: By March 31, 2011, develop and release CHES Study Guide and MCHES Supplement.

Goal #3.2: Increase the number of active certified individuals (CHES & MCHES) *Priority*

Objective 3.2a: By December 31, 2014, increase the number of candidates registered for the CHES exam by 50% (10% each year) annually.

Objective 3.2b: By April 30, 2011, at least 25% of those eligible will apply for MCHES certification through the Experience Documentation Opportunity period.

Objective 3.2c: By December 31, 2014 at least 1200 individuals will take the MCHES exam.

Goal #3.3: Increase the recognition of NCHEC as the premier certifying body of all levels for the health education profession

Objective 3.3a: By December 31, 2014, complete the investigation of the feasibility of subject area CHES certifications.

Objective 3.3b: By December 31, 2014, investigate international opportunities for credentialing

Objective 3.3c: By December 31, 2011, complete a distribution plan for the NCHEC history publication DVD.

Goal#3.4: Maintain ongoing relationships with universities and other organizations to support quality assurance, as appropriate, with the NCHEC mission.

Objective 3.4a: By December 31, 2012, NCHEC will establish liaisons on at least 100 college/universities campuses.

Objective 3.4b: By December 31, 2014, NCHEC will establish a more formal communication channel by sharing updated information on professional preparation and practice with accreditation/approval bodies (SABPAC, AAHE, NCATE, CEPH)

IV. Priority Area: Support and promote the profession

Goal #4.1: Increase the visibility of NCHEC, CHES, and MCHES

Objective 4.1a: By December 31, 2014, a minimum of four (4) presentations per year regarding CHES, MCHES and NCHEC issues will be made at national/regional professional conferences.

Objective 4.1b: By December 31, 2014, at least three (3) articles per year will be published in *NCHEC NEWS* regarding CHES, MCHES or NCHEC issues.

Objective 4.1c: By December 31, 2014, NCHEC will have an organized presence at a minimum of four (4) professional conferences per year.

Objective 4.1d: By December 31, 2010, ensure consistent messaging and designs of all NCHEC print materials and NCHEC website materials.

Objective 4.1e: By December 31, 2014, the number of people visiting the NCHEC website by 20%.

Objective 4.1f: By December 31, 2014, messages for priority audience: CHES, MCHES, and employers will be created.

Goal #4.2: Increase the recognition of the CHES and MCHES credential

Objective 4.2a: By December 31, 2014, the number of employers that include “Preferred” or “Required” CHES for entry-level positions and MCHES for advanced-level positions will increase by 10%.

Objective 4.2b: By December 31, 2014, create a work plan in cooperation with SOPHE, AAHE and any other CNHEO partners to jointly market the profession.

Objective 4.2c: At least one activity a year (from 2010-2014) will be conducted to advocate for the CHES and MCHES credential.