

SOUTH CAROLINA SPEECH-LANGUAGE-HEARING ASSOCIATION

STRATEGIC PLAN: July 1, 2006-December 31, 2008

MISSION STATEMENT

The mission of the South Carolina Speech-Language-Hearing Association (SCSHA), a professional and scholarly organization for speech-language pathologists and audiologists, is to meet the needs of its members and the individuals they serve by promoting and advocating for the highest quality services and professional standards, providing opportunities for professional growth and the exchange of knowledge, and educating the public about communication disorders and the professions of speech-language pathology and audiology.

FOCUS AREA: ADVOCACY

ISSUE: An organized concerted effort by the Association to advocate for the professions and for the individuals they serve will result in policies and procedures that improve access to and funding/reimbursement for quality programs and services in speech-language pathology and audiology.

OUTCOMES

1. Maintain legislative and regulatory advocacy activities related to the professions and the individuals they serve.
2. Increased visibility of the professions and the quality services provided by speech-language pathologists and audiologists with policymakers.
3. Increased involvement by SCSHA members in grassroots advocacy activities.

INDICATORS OF SUCCESS

1. An annual event for state legislators will take place in Columbia and/or local districts.
2. 50% of members who are asked will respond to specific legislative and regulatory issues by participating in grassroots advocacy activities.
3. At least one of the SCSHA legislative and/or regulatory priorities will be approved.

STRATEGIES: 2006

1. By August 15, 2006 the President and Executive Board will have established and implemented a process for selecting and evaluating the effectiveness of SCSHA's lobbyist(s).
2. By November 1, 2006, the Vice President for Governmental Affairs, Legislative Committee and the STAR representative will have developed a multi-year legislative/regulatory advocacy plan promoting increased reimbursement for the provision of speech-language pathology and audiology programs and services in public and private third party payors.
3. By November 1, 2006, the Vice President for Governmental Affairs will have developed and implemented a plan to increase the number of SCSHA members who are involved in the Association's advocacy activities at the state and local level.

STRATEGIES: Multiple Years

1. By December 31, 2006, 2007, and 2008, the Vice President for Governmental Affairs and the Legislative Committee will have provided information for SCSHA members on the importance of advocacy as related to their jobs and how to be an effective advocate.

FOCUS AREA: ADVOCACY

(Cont.)

2. By December 31, 2006, 2007, and 2008, the Vice President for Governmental Affairs and Legislative Committee will have identified the key legislators and education and healthcare legislative committees dealing with issues of interest to SCSHA and implemented a program of routine face-to-face/electronic grassroots contacts with these legislators and committees.
3. By December 31, 2006, 2007, and 2008, the Vice President for Governmental Affairs and Legislative Committee, will have monitored legislative and regulatory proposals and will have provided recommendations for those issues on which the SCSHA should advocate.
4. By December 31, 2006, 2007, and 2008, the Vice President for Clinical and Professional Affairs and the Vice President for Education and Information will have collected extant data and information on communication disorders in South Carolina (e.g. potential number of children and adults with communication disorders, number served, ratio of speech-language pathologists and audiologists to number in need of service, number of speech-language pathologists and audiologists) that can be used in advocacy efforts to inform policy makers.
5. By December 31, 2006, 2007, and 2008, the Vice President for Clinical and Professional Affairs will have contacted SCSHA members to encourage them to participate in the ASHA NOMS project so that there will be more South Carolina outcomes data available that can be used in advocacy efforts to inform policymakers and others about successful program models and interventions that can be used to provide quality services.
6. By December 31, 2006, 2007, and 2008, the Vice President for Governmental Affairs and Legislative Committee will have continued efforts to obtain state/local authorization of and appropriations for a salary supplement for speech-language pathologists and audiologists who hold the Certificate of Clinical Competence.
7. By February 1, 2007, and 2008, the Vice President for Governmental Affairs and the Legislative Committee will have conducted a SCSHA Legislative Day that includes activities to promote SCSHA as a resource for policymakers and to promote SCSHA's legislative and regulatory agenda.

FOCUS AREA: MEMBERSHIP RECRUITMENT AND RETENTION

ISSUE: Continuous growth in the membership of the Association results in an increased number of members who can support the Association, get involved in Association activities and the conduct of its business, and assume leadership positions.

OUTCOMES

1. Increased number of professionals and students who become members of the Association.
2. Increased number of members who annually renew their membership.

INDICATOR OF SUCCESS

1. 1000 SCSHA members by December 31, 2008.

STRATEGIES: 2006

1. By August 1, 2006, the SCSHA Management Office will have studied the feasibility of issuing an annual membership card to all SCSHA members.
2. By December 31, 2006, the Vice President for Planning and Administration and the Membership Committee will have developed a plan for recruitment and retention of SCSHA members including students.
3. By December 31, 2006, the Vice President for Education and Information will have reviewed and updated the SCSHA list of value-added membership benefits and what the SCSHA can do/does for members that can be used to recruit and retain members.

STRATEGIES: Multiple Years

1. By December 31, 2006, 2007, and 2008, the Vice President for Planning and Administration and the Membership Committee will have contacted the student speech-language-hearing organizations in the state to promote their participation in SCSHA activities and membership in the SCSHA.
2. By December 31, 2006, 2007, and 2008, the Vice President for Planning and Administration and the Membership Committee will have contacted ASHA members and others who are not SCSHA members to provide information on the benefit of becoming a member of the SCSHA and promoting membership in the SCSHA.
3. By December 31, 2006, 2007, and 2008, the Vice President for Planning and Administration and the Membership Committee will have contacted members who did not renew their membership to determine why they did not renew their membership and encouraging them to renew their membership.

FOCUS AREA: MEMBER INVOLVEMENT/LEADERSHIP DEVELOPMENT

ISSUE: An increased number of members who get involved in completing SCSHA business and participate in leadership opportunities will result in completion of additional Association sponsored programs and services that will increase the value of being an Association member and provide for future SCSHA leaders.

OUTCOMES

1. Increased number of members who participate in Association operations/committee activities.
2. Increased number of members who participate in Association leadership opportunities.

INDICATORS OF SUCCESS

1. At least 20 members will be first-time participants in Association operations/committee activities.
2. At least 20 members who are not current SCSHA leaders will participate in leadership mentoring/training.

STRATEGIES: 2006

1. By November 1, 2006, the President and Executive Board will have reviewed SCSHA business meeting activities conducted during the annual convention to determine alternative ways to conduct the meeting that will increase member involvement.
2. By November 1, 2006, the President Elect will have developed a plan to increase member involvement in the conduct of association business (e.g. serve as officers and committee chairs/members).
3. By December 31, 2006, the Vice President for Education and Information and the Recognition Committee will have developed a plan to annually recognize members who are participating on SCSHA committees and highlight members who are engaged in activities that promote and give visibility to the professions and the Association.

STRATEGIES: Multiple Years

1. By October 1, 2006, 2007, 2008, the Vice President for Education and Information will have contacted all members using a variety of communication vehicles encouraging them to participate in the SCSHA awards programs.
2. By December 31, 2006, 2007, and 2008, the President and President Elect will have planned and conducted an annual Leadership/Team Building meeting to inform members about SCSHA leadership opportunities and to prepare members to serve as candidates for Association leadership positions and participate on Association committees.

FOCUS AREA: PUBLIC RELATIONS

ISSUE: A comprehensive public relations program is necessary to promote awareness about the professions of speech-language pathology and audiology and the programs and services provided to consumers, associated professionals, policymakers, and others.

OUTCOME: Increased awareness by consumers, other professionals, and policymakers of the professions of speech-language pathology and audiology and the programs and services provided.

INDICATORS OF SUCCESS

1. At least 30 public awareness activities.
2. At least five public service announcements/press releases used by media outlets.

STRATEGIES: 2006

1. By August 1, 2006, Vice President for Education and Information will have contacted ASHA to obtain copies of video and audio public service announcements and other public relations/marketing information that can be used to promote the professions.

STRATEGIES: 2007

1. By April 1, 2007, the Vice President for Education and Information will have contacted major radio and television media outlets in South Carolina asking them to play public service announcements related to the professions.
2. By April 15, 2007, the Vice President for Education and Information will have developed a public relations plan to promote and increase public awareness of the professions and the programs and services they provide to the public that includes three levels of activity—information for members, information for other professionals, and information for the public.
3. By October 15, 2007, the Vice President for Education and Information will have developed a public relations information packet that includes fact sheets, information on how to contact local media outlets for interviews, how to submit articles for publication in local newspapers, and public relations/marketing resources available from ASHA and will have informed members of the availability of the public relations information packet for their use to market and promote the professions and the programs and services provided by speech-language pathologists and audiologists.

STRATEGIES: Multiple Years

1. By December 31, 2006, 2007, and 2008 the President Elect and Executive Board will have contacted other professional/consumer/service organizations (e.g. Sertoma Club, South Carolina Autism Society, Scottish Rite, A.G. Bell, Guidance Counselors, etc.) to provide information related to speech-language pathology and audiology and discuss collaborative projects that could be implemented to benefit both organizations including providing links to each others organizations on their Web-sites.

FOCUS AREA: RECRUITING STUDENTS INTO THE PROFESSIONS

ISSUE: To facilitate recruitment of students into the professions of speech-language pathology and audiology, it is necessary that students in middle and high school are aware of the professions and the employment opportunities available.

OUTCOMES: Increased number of middle and high schools who have information about the speech-language pathology and audiology professions.

INDICATORS OF SUCCESS

1. At least one presentation related to the awareness of and careers in the professions conducted in 75% of the school districts for middle and high school students.
2. At least 20 guidance counselors have been contacted and provided information that can be used to inform students about careers in speech-language pathology and audiology.

STRATEGIES: 2006

1. By December 31, 2006, the Vice President for Clinical and Professional Affairs will have develop a plan for informing middle and high school students about the professions of speech-language pathology and audiology and the employment opportunities available that includes use of SCSHA members employed in the schools to make presentations, participate in career days/job fairs, and provide guidance counselors with information about the professions.
2. By December 31, 2006, the Vice President for Clinical and Professional Affairs and President Elect will have posted on the SCSHA Web-site information that can be accessed by students to learn more about the professions (e.g., links to the Student section of the ASHA Web-site, information about future employment opportunities).

STRATEGIES: 2007

1. July 1, 2007, the Vice President for Clinical and Professional Affairs will have contacted staff in the SC State Department of Education staff who deal with guidance counselors to determine if they will disseminate information about careers in speech-language pathology and audiology to guidance counselors in the SC schools.
2. By December 31, 2007, the Vice President for Clinical and Professional Affairs will have developed information/recruiting packet related to the professions that can be used by members to make presentations and share with guidance counselors.

STRATEGIES: 2008

1. December 31, 2008, SCSHA members will have conducted presentations related to the awareness of and careers in the professions of speech-language pathology and audiology.

STRATEGIES: Multiple Years

1. December 31, 2007 and 2008, the Vice President for Clinical and Professional Affairs and/or other Executive Board member will have participated in any annual meeting of guidance counselors.

FOCUS AREA: ASSOCIATION GOVERNANCE

ISSUE: Efficient governance, management, operations, and adequate financing of the Association results in an Association that can meet and exceed its members' expectations for an efficiently run and financed organization that provides them with value-added programs and services.

OUTCOME:

1. Increased efficiency in the Association's governance structure and process.

INDICATORS OF SUCCESS:

1. SCSHA budget aligned with the SCSHA Strategic Plan.
2. Updated SCSHA bylaws and organizational structure.

STRATEGIES: 2006

1. By July 1, 2006, the Executive Board will have reviewed the SCSHA budget and developed the 2006-2007 budget to be aligned with the SCSHA Strategic Plan.
2. By December 31, 2006, the Past President and Executive Board will have conducted a review of the current SCSHA bylaws, organizational structure, and committee charges to determine if they are appropriate for the future growth of the Association and its member's needs and recommend any revisions, if needed.

FOCUS AREA: CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

ISSUE: Availability of a variety of Association sponsored continuing education/professional development activities results in increased non-dues revenue and in visibility for the Association as a provider of knowledge and information related to communication sciences and disorders that can be used to maintain professional currency and provide value for becoming an Association member.

OUTCOMES

1. Increased availability of Association sponsored state-of-the art continuing education/professional development activities.
2. Increased availability and dissemination of customized knowledge and information.

INDICATORS OF SUCCESS

1. 825 paid participants in the SCSHA annual convention.
2. At least one new continuing education/professional development activity.

STRATEGIES: 2007

1. By December 31, 2007, President Elect will have studied the feasibility of conducting Web-based continuing education and other ways to provide professional development activities.

STRATEGIES: Multiple Years

1. By December 31, 2006, 2007, and 2008, the President Elect and the Convention Chair will have planned and conducted the SCSHA annual convention and fall workshop.