



Strategic Plan
April 2014 – December 2016

TSHA Mission

Empowering members to provide the highest quality, life-changing care for individuals with communication and related disorders.

TSHA Vision

The Texas Speech-Language-Hearing Association is a dynamic professional organization and is the recognized resource for speech-language pathologists, audiologists, and consumers in the state.

GOAL A

TSHA will support governance that empowers volunteers to engage in leadership activities at all levels of the Association.

Objective 1

By September 30, 2014, TSHA will develop and implement a comprehensive, integrated succession plan.

- Owner – President and Past President/President-Elect
- Contributors – Executive Board/Executive Council/TSHA PAC/TSHFoundation

Objective 2

By January 31, 2015, TSHA will create a board culture that will attract, engage and retain leaders.

- Owner – President and State Office
- Contributors – Executive Board/Executive Council and past Executive Board/Executive Council members

GOAL B

TSHA will provide state-of-the-art programming in order to educate members in a dynamic professional climate.

Objective 1

By June 30, 2015 (and ongoing), TSHA will increase continuing education opportunities within the professions, across work settings and disciplines

- Owner – Vice President for Education and Scientific Affairs
- Contributors – Vice President for Professional Services, Vice President for Research and Development, Vice President for Audiology

Objective 2

By January 31, 2015, TSHA will develop and implement the vehicles for using technology to educate members, the public, legislators and other disciplines.

- Owner – Vice President for Research and Development
- Contributors – Vice President for Education and Scientific Affairs, Vice President for Professional Services, Vice President for Audiology, Vice President for Public Information and Marketing, Vice President for Social and Governmental Policy and the State Office.

Objective 3

By December 31, 2016 (and ongoing): TSHA will inform members, legislators, and the public about the professions, the association and the individuals we serve using a variety of print and electronic publications such as the newsletter, website, social media and educational opportunities.

- Owner – Publications Board
- Contributors – All VPs and State Office

GOAL C

TSHA will maintain a well-respected legislative presence and continue to be a resource about speech-language pathology and audiology issues.

Objective 1

By December 31, 2015, TSHA will develop a legislative platform for 2015 and beyond that advocates for the needs of Texans with communication disorders and the professionals who serve them.

- Owner – Director of Government Relations/Legal and Legislative Counsel
- Contributors – Vice President for Social and Governmental Policy and Legislative Team

Objective 2

By December 31, 2016 (and ongoing), TSHA will influence legislation and regulatory change by nurturing collaborative relationships with like-minded groups, stakeholders and policy-makers.

- Owner – Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel
- Contributors –Legislative team

Objective 3

By December 31, 2015, TSHA will develop a network of resource experts who can identify trends and help our members navigate them.

- Owner – Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel
- Contributors –Legislative team

Objective 4

By December 31, 2015 (and ongoing), TSHA will inform our members and stakeholders and inspire them to act in support of our legislative agenda.

- Owner – Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel
- Contributors – Network of resource experts

GOAL D

TSHA will educate and inform SLPs/Audiologists/SLPAs, policymakers, the public, and related professionals about the value of the services provided by the Speech-Language-Hearing professions.

Objective 1

By December 31, 2015 (and ongoing), TSHA will educate and inform policymakers about the value of the services provided by the Speech-Language-Hearing professions.

- Owner – Vice President of Social & Governmental Policy
- Contributors – Vice President of Public Information and Marketing, State Office

Objective 2

By June 30, 2015 (and ongoing), TSHA will educate and inform the public (coaches/athletes, aging population/caregivers, parents) about the value of the services provided by the Speech-Language-Hearing professions.

- Owner – Vice President of Public Information and Marketing
- Contributors – State Office

Objective 3

By June 30, 2015 (and ongoing), TSHA will educate and inform related professionals (healthcare, education) about the value of the services provided by the Speech-Language-Hearing professions.

- Owner – Vice President of Professional Services
- Contributors – Vice President of Education and Scientific Affairs, Vice President of Public Information and Marketing, State Office

Objective 4

By June 30, 2015 (and ongoing), TSHA will educate and inform SLPs/Audiologists/SLP-Assistants/Students about the value of the services provided by the Speech-Language-Hearing professions.

- Owner – Vice President of Professional Services
- Contributors – All VPs, State Office

GOAL E

TSHA will have dynamic mechanisms to promote the highest quality services for individuals with communication and related disorders.

Objective 1

By August 2015, TSHA will develop competency standards for quality services and best practices for SLP Assistants, bilingual/CLD SLPs and SLP Supervisors.

- Owner – Vice President for Professional Services
- Contributors – Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Education and Scientific Affairs and the State office.

Objective 2

By December 30, 2016 (and ongoing), TSHA will inform members of current practice information related to licensure, legislation, ASHA and best practice service provisions.

- Owner – Vice President for Professional Services
- Contributors – Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Education and Scientific Affairs and the State office.

Objective 3

By July 1, 2015, TSHA will provide members with high quality resources including the TSHA website, blogs, CEUs and informational links and documents.

- Owner – Vice President for Professional Services
- Contributors – Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Education and Scientific Affairs and the State office.

Objective 4

By December 30, 2016 (and ongoing), TSHA will promote cross disciplinary intervention and collaboration to insure consistency in quality of client care.

- Owner – Vice President for Professional Services
- Contributors – Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Education and Scientific Affairs and the State office.