

Texas Speech-Language-Hearing Association

Strategic Plan

January 2017 -January 2020

Vision

Enhancing the Quality of Life for the Individuals We Serve

Mission

Empowering Members to Provide the Highest Quality, Life-Changing Care for Individuals with Communication and Related Disorders

Strategic Objectives and Organization Goals

Focus: *Leadership Development*

Organizational Goal A: TSHA will support leadership development at all levels of the association

Strategic Objectives	Person Responsible	End Date
1. TSHA will sustain the TSHA Leadership Academy (TLA) Initiative for three (3) cohorts	President, President-Elect, Past Executive Director/State Office staff	December 2019
2. TSHA will develop the Executive Council Orientation and Leadership training	President, President-Elect, Past Executive Director/State Office staff	Fall, 2017
3. TSHA will develop Executive Board and Board elect leadership orientation program	President, President-Elect, Past Executive Director/State Office staff	December, 2017

Outcome:

- Efficient operation of the Board
- More candidates for office

Indicators of Success:

- Executive Board members reporting high satisfaction in their officer roles
- EB members utilizing information learned in TLA to strengthen future leaders

Focus: *Professional Development/Continuing Education*

Organizational Goal B: TSHA will provide state of the art programming in order to educate members in a dynamic professional climate

Strategic Objectives	Person Responsible	End Date
1. TSHA will update and produce at least two eligibility guidelines	Vice President of Research and Development	June, 2017
2. TSHA will provide two to four online seminars and two in person seminars addressing issues across work settings and disciplines	Vice President for Education and Scientific Affairs, Vice President for Audiology and Vice President for Professional Services	December 2017 December, 2018
3. TSHA will create a committee that will develop guidelines for TSHA sponsored CEU events outside of the convention	VP for Education, Research and Development, Vice President for Professional Services	May, 2017

Outcome:

- Criteria for events and speakers available online
- Updated eligibility manuals available to members

Indicators of Success:

- 2-4 online courses provided to and attended by members
- Increased non-dues revenue from CEU course offerings

Focus: *Legislative and Regulatory Advocacy*

Organizational Goal C: TSHA will maintain a well-respected legislative presence and continue to be a resource about Audiology and SLP issues

Strategic Objectives	Person Responsible	End Date
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1. TSHA will develop a legislative platform that advocates for the needs of Texans with communicative disorders and the professionals who serve them	Vice President for Social and Governmental Policy, Director of Government Relations and Legal and Legislative Counsel	January, 2017
2. TSHA will influence legislation and regulations change by nurturing collaborative relationships with stakeholders and policy makers	Vice President for Social and Governmental Policy, Director of Government Relations and Legal and Legislative Counsel	June, 2017, ongoing
3. TSHA will identify a networks of resource experts within the association that will speak to trends and help members navigate them	Vice President for Social and Governmental Policy, Director of Government Relations and Legal and Legislative Counsel	May 2017

Outcome:

- Legislative and regulatory goals will be displayed on the TSHA website and presented during convention
- Legislative bills and regulations favorable to or opposed by members and consumers will be adopted.
- TSHA will be recognized as the “go to” source on issues related to communication disorders

Indicators of Success:

- Increased # of bills and regulations supporting members and consumer will pass
- Increased number of contacts from policy makers and staff to TSHA

Focus: *Public Relations/Marketing*

Organizational Goal D: TSHA will educate and inform Audiologists, SLP SLPAs, students, policy makers, the public and related professionals about the value of services provided by speech, language and hearing professionals

Strategic Objectives	Person Responsible	End Date
1. TSHA will select thirty (30) members to shadow the TSHA legislative team	Vice President for Social and Governmental Policy, Director of Government Relations and Legal and Legislative Counsel Former EB members identified by location	December, 2017
2. TSHA will utilize technology to increase social media presence and maintain the current website functionality	Vice President for Research and Development, Vice President for Professional Services, Audiology, Vice President of Public Information and Marketing	December, 2017, ongoing
3. TSHA will establish and increase relationships with other related professional organizations	Vice President for Professional Services, Vice President of Public Information and Marketing, Vice President of Audiology	December, 2017, ongoing

Outcome:

- Greater understanding of the legislative and regulatory process
- Frequent relevant postings on TSHA Facebook pages and other social media

Indicators of Success:

- Increased number of TSHA members attending Capitol Day
- Attendance at case event at convention from other disciplines
- Increased number of member clicks on Facebook and other social media sites

Focus: *Student Engagement*

Organizational Goal E: TSHA will increase student membership and engagement in the association

Strategic Objectives	Person Responsible	End Date
1. TSHA will create a student task force to design a student engagement program	Graduate student Board representative , Vice President of Marketing, Vice President for Education and Scientific Affairs, Executive Director and state office	August 2017
2. TSHA will involve student members in legislative activities, PAC projects, and local advocacy projects	Graduate student Board representative, Vice President for Social and Governmental Policy, Director of Government Relations	March 2017, ongoing
3. Every TSHA committee/task force will have at least one (1) student representative	Graduate student Board representative, All VPs, Executive Director and state office	June, 2017, ongoing

Outcome:

- TSHA student task force will have a student engagement plan and will participate in training
- Student representatives will sit on all boards, committees and task forces

Indicators of Success:

- Increased participation by students at Capitol day and other advocacy events/activities
- 75% of committees, boards and task forces will have a student representative

Focus: Association Financial Management

Organizational Goal F: TSHA will ensure the financial viability of the association

Strategic Objectives	Person Responsible	End Date
1. TSHA will increase non-dues revenue activities excluding the convention by 50%	Vice President for Education and Scientific Affairs	December, 2017, ongoing
2. TSHA will increase membership revenue by 3%	Vice President of Marketing, Executive Director, state office	June , 2018
3. TSHA will invest up to 10% of revenue (excluding investment revenue) over expenses	President, elect, Executive Director	December, 2017, ongoing annually

Outcome:

- Two or more high quality online courses offered each year in addition to convention
- More new and lapsed members will join the association

Indicators of Success:

- A 3% or greater increase in membership annually
- At least 10% of non-dues revenue for online offerings is invested annually

Strategic Plan Manager: President and Executive Director

Evaluation of Progress:

2017

<u>1st Quarter</u>	<u>March, 2017</u>
<u>2nd Quarter</u>	<u>June, 2017</u>
<u>3rd Quarter</u>	<u>Sept., 2017</u>
<u>4th Quarter</u>	<u>Dec., 2017</u>

2018

<u>1st Quarter</u>	<u>March, 2018</u>
<u>2nd Quarter</u>	<u>June, 2018</u>
<u>3rd Quarter</u>	<u>Sept., 2018</u>
<u>4th Quarter</u>	<u>Dec., 2018</u>

2019

<u>1st Quarter</u>	<u>March, 2019</u>
<u>2nd Quarter</u>	<u>June, 2019</u>
<u>3rd Quarter</u>	<u>Sept., 2019</u>
<u>4th Quarter</u>	<u>Dec., 2019</u>

- ✓ Are you where you thought you'd be?
- ✓ How far are you off?
- ✓ What is on and off target – What do we need to adapt in our plan?
- ✓ What can we do to be more effective as a team?
- ✓ What emerging strategic topics do we need to identify and solve?