

Texas Speech-Language-Hearing Association

Strategic Plan

January 2020 – January 2023

**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***

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SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Financially sound • Competent and enthusiastic employees and volunteers • Size is large enough to make a difference in the state • Organization has access to expertise and resources • Leadership development program in place 	<ul style="list-style-type: none"> • Risk-averse; resistant to change • Focus on details instead of big picture • Membership is < 30% of potential members • Perceived as exclusive or irrelevant • Limited engagement of majority of members • Challenge to move volunteers through all levels of leadership
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Increase variety of CE: pre-conference sessions, webinars, virtual conferences, regional and specialty conferences, collaboration with other professions and organizations • Provide CE for emerging issues (e.g., supervision, interprofessional collaborative practice, advocating with legislators) • Increase/diversify use of social media to raise awareness and recruit members • Consider offering state-level certifications • Create value proposition statement(s) (potentially tied to work setting) 	<ul style="list-style-type: none"> • Encroachment by other professions • Lack of awareness by legislators and general public • Many providers of CE for the professions • Reimbursement issues affecting professions; inadequate funding of healthcare and education

Strategic Objectives and Organization Goals

Organizational Goal A: Membership

Strategic Objectives	Person Responsible	End Date	Status	Notes
Grow Audiology community using current technology	Audiology	December 2020		
Capture Audiology student members through incentive programs	Audiology	December 2020		
Identify consistent hashtags specifically for Audiology	Audiology	December 2019		
Collaborate with universities and gift graduates from TSHA	President, Grad Student Reps	December 2021		
Create innovative incentives to increase membership through multiple avenues	Member Engagement	October 2021		
Increase membership to obtain 51% of license holders in Texas	Member Engagement	December 2022		
Increase student members to 1,750	Member Engagement	December 2022		
Create calendar that promotes specific areas within the profession	Member Engagement	December 2022		

Organizational Goal B: Leadership Development

Strategic Objectives	Person Responsible	End Date	Status	Notes
Incorporate new volunteers every 2 years (in all committees)	ALL VPs	Ongoing		
Establish order of succession for Chair of each committee	ALL VPs	June 2020		Discuss in the upcoming EC meeting; complete by 6/20
Offer CE opportunity for leadership development (online format)	Research & Development/Member Engagement	December 2022		<ul style="list-style-type: none"> • Soft skills <ul style="list-style-type: none"> ○ Collaborate with regional association/universities • PAC • All incoming Chairs/taskforce leaders <ul style="list-style-type: none"> ○ ASHA leadership webinars available (investigate costs)
Chairs will create task lists for volunteers	ALL VPs	October 2020		<ul style="list-style-type: none"> • Specify for students
Identify volunteer to place and follow up with new volunteers	President	June 2020		
Create mentorship network	President, TLA	December 2021		
Establish a registry of different skills/certifications to pull from	President, Member Engagement	December 2022		<ul style="list-style-type: none"> • Incorporate within membership directory

Organizational Goal C: Quality Education

Strategic Objectives	Person Responsible	End Date	Status	Notes
Create virtual session offered with Convention	Educational & Scientific Affairs	Ongoing		To be completed at the end of each Convention
Identify related professional organizations/partners to offer multidisciplinary CE opportunities	ALL VPs	December 2021		
Set goal to obtain 5 convention session recordings annually	Educational & Scientific Affairs, Research & Development	Ongoing		To be completed at the end of each Convention
Develop 6 CE opportunities that are print based	President, Publications Chair/Board	June 2020		
Create guidelines for creating content	Research & Development	June 2020	In progress	
Investigate potential partnerships to provide CE	Research & Development, President, State Office	December 2021		
Provide resources and CE for Clinical Fellows	Graduate Student Representative	December 2022		
Increase engagement with universities and identify ways they can contribute educationally	Research & Development, Professional Services	June 2020		Discuss in upcoming EC meeting

Organizational Goal D: Advocacy/Awareness

Strategic Objectives	Person Responsible	End Date	Status	Notes
Create resource to provide information on who we are and why we matter	Member Engagement	December 2022		
Create exhibiting pieces (print banners, infographics, PSA videos, value propositions, etc.)	Member Engagement	December 2021		
Create RFP to hire marketing firm to create different material	Member Engagement	December 2022		
Increase the knowledge of the Audiology role in school settings	Member Engagement, Audiology	Ongoing		
Create Speech and Audiology eligibility guidelines	Audiology, Research and Development	December 2022		
Support an external cause (in and out of Convention)	Graduate Student Representative, Member Engagement	December 2021		Incorporate survey to distribute during University Visits
Find ways to use social media to mobilize legislative efforts and beyond	Social & Governmental Policy, Member Engagement	January 2023		Coordination is made with social media representative

Strategic Plan Manager: President and Executive Director

Evaluation of Progress:

2020

<u>2nd Quarter</u>	<u>June/July, 2020</u>
<u>3rd Quarter</u>	<u>Oct., 2020</u>

2021

<u>2nd Quarter</u>	<u>June, 2021</u>
<u>3rd Quarter</u>	<u>Oct., 2021</u>

2022

<u>2nd Quarter</u>	<u>June, 2022</u>
<u>3rd Quarter</u>	<u>Oct., 2022</u>

- ✓ Are you where you thought you would 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?