

Strategic Plan 2008-2010

TEXAS SPEECH-LANGUAGE-HEARING ASSOCIATION (TSHA) STRATEGIC PLAN: January 1, 2008-December 31, 2010

VISION STATEMENT

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.

MISSION STATEMENT

TSHA empowers speech-language pathologists and audiologists by providing professional development, promoting the highest ethical and professional standards, and advocating for legislation and regulation necessary for members to provide evidence-based quality care for individuals with communicative disorders.



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 audiologists and speech-language pathologists with policy makers.
3. Increased involvement by TSHA members in grassroots advocacy activities.

INDICATORS OF SUCCESS

1. At least one event per year for state legislators to take place in Austin and/or in local districts.
2. Annually, 25% of TSHA members participate in grassroots advocacy activities.
3. Up to 90% of legislative and/or regulatory activities included in the public policy agenda are accomplished.
4. Advance the TSHA legislative agenda and prevent passage of legislation that may have a negative impact on the professions.

STRATEGY: 2009

By March 1, 2009, Vice President for Social and Governmental Policy and the Chair of the Task Force on Reimbursement in collaboration with other healthcare associations/organizations, will prepare a report and inform TSHA members of the current status of reimbursement issues related to Medicaid, private insurance, other forms of reimbursement in the State and how they can address these issues at the State and local level to improve reimbursement for services provided.

STRATEGIES: MULTIPLE YEARS

1. By April 1, 2008 and 2010, the Vice President for Social and Governmental Policy will develop and implement a formalized public policy agenda that among other activities, will include actions to promote autonomy for the professions, seek independent practitioner status for speech-language pathologists and audiologists, seek salary increases for speech-language pathologists and audiologists employed in the schools, legislative initiatives related to scope of practices and dyslexia and address the issue of individuals with a bachelor's degree in communication sciences and disorders serving as speech-language pathology assistants, and prepare the Association for the 2013 sunset review of the Texas State Board of Examiners in Speech-Language Pathology and Audiology.
2. By December 31, 2008, 2009, and 2010, the Vice President for Social and Governmental Policy will establish and maintain relationships with other healthcare and education organizations and associations with common interests to discuss mutual issues of concern and identify possible solutions.

Strategic Plan 2008-2010

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

10% increase in members of TSHA by December 31, 2010.

STRATEGY: 2008

By September 1, 2008, the Vice President for Public Information and Marketing and the Membership Committee will review and update the TSHA list of value-added membership benefits and what the TSHA can do/does for members that can be used to recruit and retain members (e.g., What TSHA does for you!).

STRATEGY: 2009

By September 1, 2009, the Vice President for Public Information and Marketing and the Membership Committee will develop and implement a membership recognition program that includes, but is not limited to, recognition for longevity as a member of the Associations, participation as an Association leader, and participation as a contributor to the work of the Association.

STRATEGIES: MULTIPLE YEARS

1. By January 1, 2009 and 2010, the Vice President for Research and Development and the Vice President for Public Information and Marketing will conduct a survey of members and nonmembers which will provide information regarding the needs of targeted segments of the membership such as school-based speech-language pathologist, medical speech-language pathologists, private practice speech-language pathologists and audiologists.
2. By September 1, 2008, 2009 and 2010, the Vice President for Public Information and Marketing and the Membership Committee will develop a member recruitment and retention plan with a special focus on private practice professionals and medical speech-language pathologists and that provides incentives for students to join the Association.
3. By September 1, 2008, 2009 and 2010, the Vice President for Public Information and Marketing will develop and implement new initiatives to develop new volunteer leadership for the Association.
4. By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will contact ASHA members and others who are not TSHA members to provide information on the benefit of becoming a member of TSHA and promoting membership in the TSHA.
5. By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will contact, via letter, email, or phone, members who did not renew their membership to determine why they did not renew their membership and encouraging them to renew their membership.
6. By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will provide information to TSHA members on the value of person-to-person/one-on-one contact and asking members to volunteer to be a local/regional membership liaison for TSHA to promote membership in the TSHA and provide information on the benefits of joining the TSHA that they can use to recruit new members.

Strategic Plan 2008-2010

FOCUS AREA: PROFESSIONAL DEVELOPMENT/CONTINUING EDUCATION

ISSUE

Availability of a variety of Association sponsored professional development/continuing education 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.

POSSIBLE OUTCOMES

1. Increased participation by members in TSHA sponsored professional development/continuing education activities.
2. Increased availability of Association sponsored state-of-the art professional development/continuing education activities.

POSSIBLE INDICATORS OF SUCCESS

1. 4,000 participants in the 2010 TSHA Annual Convention.
2. At least one new professional development/continuing education activity.

STRATEGIES: 2008

1. By July 1, 2008, the Vice President for Professional Services will review implementation of the Eligibility Template Training plan to determine if the structure needs to be refined and how to sustain the project over time.
2. By August 1, 2008, the Chair of the Joint TSHA/TCASE Committee in collaboration with TCASE will determine the feasibility of providing professional development/continuing education activities for speech-language pathology assistants.

STRATEGIES: MULTIPLE YEARS

1. By January 1, 2008, 2009, and 2010, the Vice President for Professional Services and the Vice President for Educational and Scientific Affairs will develop and implement a plan to market TSHA professional development activities to various specialty segments of the membership.
2. By September 2008, 2009, and 2010, the Vice President for Educational and Scientific Affairs and the Program Committee will develop and implement professional development/continuing education activities to meet the needs of medical speech-language pathologists, private practitioners and other specialty areas based on identified needs.
3. By December 31, 2008, 2009, and 2010 the Vice President for Research and Development and the Vice President for Educational and Scientific Affairs, will continue the training, data collection, and reporting components of the Eligibility Template Training plan to ensure that all speech-language pathologists in the schools are prepared to use the Eligibility Template.
4. By December 31, 2008, 2009, and 2010, the Vice President for Professional Services/Vice President for Research and Development and the Chair of the Telepractice Committee will develop and implement a plan to provide members with information on the use of telepractice and other innovative ways to provide programs and services.

Strategic Plan 2008-2010

FOCUS AREA: PUBLIC RELATIONS

ISSUE

A comprehensive public relations program is necessary to promote and increase consumers, other professionals, and policy makers awareness of the professions of speech-language pathology and audiology and the programs and services provided.

OUTCOME

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

INDICATOR OF SUCCESS

At least 10 public awareness activities per year.

STRATEGY: 2008

By July 1, 2008, Vice President for Public Information and Marketing will develop a marketing/communications plan to publicize the professions to various audiences (e.g., consumers, policy makers, other professionals, etc.).

STRATEGIES: MULTIPLE YEARS

1. By August 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Texas Regional Association Coalition (TRAC) will continue development of the regional associations and work to focus activities on leadership development and public awareness campaigns.
2. By September 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing will implement the marketing/communications plan to publicize the professions to various audiences (e.g., consumers, policy makers, other professionals, etc.).

Strategic Plan 2008-2010

FOCUS AREA: TECHNOLOGY/ELECTRONIC COMMUNICATION

ISSUE

Increased use of the TSHA website and email lists by members facilitates the sharing of knowledge and information and discussion of issues related to the professions and the ability of the Association to communicate with members and promote participation in Association activities.

POSSIBLE OUTCOMES

1. Increased number of members and the public who access the Association website.
2. Availability of up-to-date information on the Association website.
3. Increase in the number of members who subscribe to and use the TSHA email lists.

POSSIBLE INDICATORS OF SUCCESS

1. 5% increase in visitors annually to the TSHA website.
2. At least quarterly updates of website information.
3. 25% increase in members who subscribe the TSHA email lists.

STRATEGY: 2008

By July 1, 2008, the Vice President for Professional Services, the Vice President for Public Information and Marketing and the State Office will determine the feasibility of adding additional resources on the TSHA website (e.g. non-member experts in speech-language pathology and audiology and service agencies).

STRATEGY: 2009

By March 1, 2009, the Vice President of Educational and Scientific Affairs and the State Office will study the feasibility of conducting online web-based forums, online surveys, and other electronic options for providing professional development/ continuing education activities and communicating with various segments of TSHA members and non-members.

STRATEGIES: MULTIPLE YEARS

1. By January 1, 2009 and 2010, the Executive Board will identify new areas of content for the website (e.g. legislative and regulatory information, professional locator).
2. By March 1, 2008, 2009, 2010, the Vice President for Professional Services will develop and implement activities to make members aware of the TSHA email lists and how they can use them to share and obtain professional knowledge.

Strategic Plan 2008-2010

FOCUS AREA: PERSONNEL SHORTAGES/PERSISTENT VACANCIES

ISSUE

An adequate supply of qualified speech-language pathologists and audiologists in education and health care employment settings results in the availability of quality programs and services for individuals with communication disorders.

OUTCOMES

1. Maintain current state standards for certification for speech-language pathologists.
2. Increased availability of data and information related to personnel shortages and vacancies.
3. A decreased number of reported vacancies for audiologists and speech-language pathologists employed in education and health care employment settings.

INDICATORS OF SUCCESS

1. Licensure standards/requirements for speech-language pathologists and audiologists maintained.
2. Reduction in reported vacancies from 9.6%.

STRATEGY: 2008

By September 1, 2008, the Vice President for Public Information and Marketing will develop a speech-language pathology and audiology career awareness information packet for middle and high school students that can be disseminated to the schools by the regional associations.

STRATEGIES: 2009

1. By August 1, 2009, the Chair of the TSHA/TCASE Joint Committee will facilitate development and implementation by university programs in communications sciences and disorders a program similar to the Ohio Master's Network Initiatives in Education (OMNIE) designed to ameliorate the speech-language pathology personnel shortage.
2. By January 1, 2009, the Chair of the TSHA/TCASE Joint Committee will establish a lead speech-language pathologist/supervisor network in the state to discuss and identify possible solutions to issues related to providing programs and services in the schools and personnel shortages in the schools.

STRATEGIES: 2010

1. By January 1, 2010, Vice President for Public Information and Marketing will develop a mid-career changing information packet for use at local and university programs to provide information to professionals who may want to become a speech-language pathologist or audiologist.
2. By December 31, 2010, the Chair of the TSHA/TCASE Joint Committee will continue implementation of the TSHA and Texas Council for Administrators of Special Education Joint Committee strategic plan for dealing with personnel shortages in the public schools.

Strategic Plan 2008-2010

FOCUS AREA: ASSOCIATION ORGANIZATION AND MANAGEMENT

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.

POSSIBLE OUTCOMES

1. Increased efficiency in the Association's governance structure and process.
2. Increased efficiency in the management of the Association's business.

POSSIBLE INDICATORS OF SUCCESS

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

STRATEGIES: MULTIPLE YEARS

1. By January 1, 2008, 2009, and 2010, the Past President/President-Elect will conduct a review of the current TSHA bylaws, organizational structure (e.g., composition of the Executive Board and Vice President responsibilities), and Committee/Task Force charges to determine if they are appropriate for implementation of the TSHA strategic plan, the future growth of the Association, and its member's needs and recommend any revisions, if needed.
2. By August 1, 2008, 2009, 2010, the Executive Board will approve an annual budget that is aligned with the TSHA Strategic Plan.

Strategic Plan 2008-2010

2008 WORK PLAN PROGRESS REPORT - FOCUS AREA: ADVOCACY

QUARTERLY REPORT: 1st 2nd 3rd 4th

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 audiologists and speech-language pathologists with policy makers.
3. Increased involvement by TSHA members in grassroots advocacy activities.

INDICATORS OF SUCCESS

1. At least one event per year for state legislators to take place in Austin and/or in local districts.
2. Annually, 25% of TSHA members participate in grassroots advocacy activities.
3. Up to 90% of legislative and/or regulatory activities included in the public policy agenda are accomplished.
4. Advance the TSHA legislative agenda and prevent passage of legislation that may have a negative impact on the professions.

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2009 Strategy: By March 1, 2009, Vice President for Social and Governmental Policy and the Chair of the Task Force on Reimbursement in collaboration with other healthcare associations/ organizations, will prepare a report and inform TSHA members of the current status of reimbursement issues related to Medicaid, private insurance, other forms of reimbursement in the state and how they can address these issues at the state and local level to improve reimbursement for services provided.							
Multi-Years Strategy 1: By April 1, 2008 and 2010, the Vice President for Social and Governmental Policy will develop and implement a formalized public policy agenda that among other activities, will include actions to promote autonomy for the professions, seek independent practitioner status for speech-language pathologists and audiologists, seek salary increases for speech-language pathologists and audiologists employed in the schools, legislative initiatives related to scope of practices and dyslexia and address the issue of individuals with a bachelor's degree in communication sciences and disorders serving as speech-language pathology assistants, and prepare the Association for the 2013 sunset review of the Texas State Board of Examiners in Speech-Language Pathology and Audiology.							
Multi-Years Strategy 2: By December 31, 2008, 2009, and 2010, the Vice President for Social and Governmental Policy will establish and maintain relationships with other healthcare and education organizations and associations with common interests to discuss mutual issues of concern and identify possible solutions.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: MEMBERSHIP RECRUITMENT AND RETENTION

QUARTERLY REPORT: 1st 2nd 3rd 4th

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

10% increase in members of TSHA by December 31, 2010.

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2008 Strategy: By September 1, 2008, the Vice President for Public Information and Marketing and the Membership Committee will review and update the TSHA list of value-added membership benefits and what the TSHA can do/does for members that can be used to recruit and retain members (e.g., What TSHA does for you!).							
2009 Strategy: By September 1, 2009, the Vice President for Public Information and Marketing and the Membership Committee will develop and implement a Membership recognition program that includes, but is not limited to, recognition for longevity as a member of the Associations, participation as an Association leader, and participation as a contributor to the work of the Association.							
Multi-Years Strategy 1: By January 1, 2009 and 2010, the Vice President for Research and Development and the Vice President for Public Information and Marketing will conduct a survey of members and nonmembers which will provide information regarding the needs of targeted segments of the membership such as school-based speech-language pathologist, medical speech-language pathologists, private practice speech-language pathologists and audiologists.							
Multi-Years Strategy 2: By September 1, 2008, 2009 and 2010, the Vice President for Public Information and Marketing and the Membership Committee will develop a member recruitment and retention plan with a special focus on private practice professionals and medical speech-language pathologists and that provides incentives for students to join the Association.							
Multi-Years Strategy 3: By September 1, 2008, 2009 and 2010, the Vice President for Public Information and Marketing will develop and implement new initiatives to develop new volunteer leadership for the Association.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: MEMBERSHIP RECRUITMENT AND RETENTION -CONTINUED

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
Multi-Years Strategy 4: By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will contact ASHA members and others who are not TSHA members to provide information on the benefit of becoming a member of TSHA and promoting membership in the TSHA.							
Multi-Years Strategy 5: By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will contact, via letter, email, or phone, members who did not renew their membership to determine why they did not renew their membership and encouraging them to renew their membership.							
Multi-Years Strategy 6: By November 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Membership Committee will provide information to TSHA members on the value of person-to-person/one-on-one contact and asking members to volunteer to be a local/regional membership liaison for TSHA to promote membership in the TSHA and provide information on the benefits of joining the TSHA that they can use to recruit new members.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: PROFESSIONAL DEVELOPMENT/ CONTINUING EDUCATION

QUARTERLY REPORT: 1st 2nd 3rd 4th

ISSUE

Availability of a variety of Association sponsored professional development/continuing education 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.

POSSIBLE OUTCOMES

1. Increased participation by members in TSHA sponsored professional development/continuing education activities.
2. Increased availability of Association sponsored state-of-the art professional development/continuing education activities.

POSSIBLE INDICATORS OF SUCCESS

1. 4000 participants in the 2010 TSHA Annual Convention.
2. At least one new professional development/continuing education activity.

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2008 Strategy 1: By July 1, 2008, the Vice President for Professional Services will review implementation of the Eligibility Template Training plan to determine if the structure needs to be refined and how to sustain the project over time.							
2008 Strategy 2: By August 1, 2008, the Chair of the Joint TSHA/TCASE Committee in collaboration with TCASE will determine the feasibility of providing professional development/continuing education activities for speech-language pathology assistants.							
Multi-Years Strategy 1: By January 1, 2008, 2009, and 2010, the Vice President for Professional Services and the Vice President for Educational and Scientific Affairs will develop and implement a plan to market TSHA professional development activities to specialty segments of membership.							
Multi-Years Strategy 2: By September 2008, 2009, and 2010, the Vice President for Educational and Scientific Affairs and the Program Committee will develop and implement professional development/continuing education activities to meet the needs of medical speech-language pathologists, private practitioners and other specialty areas based on identified needs.							
Multi-Years Strategy 3: By December 31, 2008, 2009, and 2010 the Vice President for Research and Development and the Vice President for Educational and Scientific Affairs will continue the training, data collection, and reporting components of the Eligibility Template Training plan to ensure that all school-based speech-language pathologists are prepared to use the Eligibility Template.							
Multi-Years Strategy 4: By December 31, 2008, 2009, and 2010, the Vice President for Professional Services/Vice President for Research and Development and the Chair of the Telepractice Committee will develop and implement a plan to provide members with information on the use of telepractice and other innovative ways to provide programs and services.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: PUBLIC RELATIONS

QUARTERLY REPORT: 1st 2nd 3rd 4th

ISSUE

A comprehensive public relations program is necessary to promote and increase consumers, other professionals, and policy makers awareness of the professions of speech-language pathology and audiology and the programs and services provided.

OUTCOME

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

INDICATORS OF SUCCESS

At least 10 public awareness activities per year.

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2008 Strategy: By July 1, 2008, Vice President for Public Information and Marketing will develop a marketing/communications plan to publicize the professions to various audiences (e.g., consumers, policy makers, other professionals, etc.).							
Multi-Years Strategy 1: By August 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing and the Texas Regional Association Coalition (TRAC) will continue development of the regional associations and work to focus activities on leadership development and public awareness campaigns.							
Multi-Years Strategy 2: By September 1, 2008, 2009, and 2010, the Vice President for Public Information and Marketing will implement the marketing/communications plan to publicize the professions to various audiences (e.g., consumers, policy makers, other professionals, etc.).							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: TECHNOLOGY/ ELECTRONIC COMMUNICATION

QUARTERLY REPORT: 1st 2nd 3rd 4th

ISSUE

Increased use of the TSHA website and email lists by members facilitates the sharing of knowledge and information and discussion of issues related to the professions and the ability of the Association to communicate with members and promote participation in Association activities.

POSSIBLE OUTCOMES

1. Increased number of members and the public who access the Association website.
2. Availability of up-to-date information on the Association website.
3. Increase in the number of members who subscribe to and use the TSHA email lists.

POSSIBLE INDICATORS OF SUCCESS

1. 5% increase in visitors annually to the TSHA website.
2. At least quarterly updates of website information.
3. 25% increase in members who subscribe the TSHA email lists.

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2008 Strategy: By July 1, 2008, the Vice President for Professional Services, the Vice President for Public Information and Marketing and the State Office will determine the feasibility of adding additional resources on the TSHA website (e.g. non-member experts in speech-language pathology and audiology and service agencies).							
2009 Strategy: By March 1, 2009, the Vice President of Educational and Scientific Affairs and the State Office will study the feasibility of conducting online web-based forums, on-line surveys, and other electronic options for providing professional development/ continuing education activities and communicating with various segments of TSHA members and non-members.							
Multi-Years Strategy 1: By January 1, 2009 and 2010, the Executive Board will identify new areas of content for the website (e.g. legislative and regulatory information, professional locator).							
Multi-Years Strategy 2: By March 1, 2008, 2009, 2010, the Vice President for Professional Services will develop and implement activities to make members aware of the TSHA email lists and how they can use them to share and obtain professional knowledge.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: PERSONNEL SHORTAGES/ PERSISTENT VACANCIES

QUARTERLY REPORT: 1st 2nd 3rd 4th

ISSUE

An adequate supply of qualified speech-language pathologists and audiologists in education and health care employment settings results in the availability of quality programs and services for individuals with communication disorders.

OUTCOMES

1. Maintain current state standards for certification for speech-language pathologists.
2. Increased availability of data and information related to personnel shortages and vacancies.
3. A decreased number of reported vacancies for audiologists and speech-language pathologists employed in education and health care employment settings.

INDICATORS OF SUCCESS

1. Licensure standards/requirements for speech-language pathologists and audiologists maintained.
2. Reduction in reported vacancies from 9.6%

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
2008 Strategy: By September 1, 2008, the Vice President for Public Information and Marketing will develop a speech-language pathology and audiology career awareness information packet for middle and high school students that can be disseminated to the schools by the regional associations.							
2009 Strategy: By August 1, 2009, the Chair of the TSHA/TCASE Joint Committee will facilitate development and implementation by university programs in communications sciences and disorders a program similar to the Ohio Master's Network Initiatives in Education (OMNIE) designed to ameliorate the speech-language pathology personnel shortage.							
2009 Strategy: By January 1, 2009, the Chair of the TSHA/TCASE Joint Committee will establish a lead speech-language pathologist/supervisor network in the state to discuss and identify possible solutions to issues related to providing programs and services in the schools and personnel shortages in the schools.							
2010 Strategy 1: By January 1, 2010, Vice President for Public Information and Marketing will develop a mid-career changing information packet for use at local and university programs to provide information to professionals who may want to become a speech-language pathologist or audiologist.							
2010 Strategy 2: By December 31, 2010, the Chair of the TSHA/TCASE Joint Committee will continue implementation of the TSHA and Texas Council for Administrators of Special Education Joint Committee strategic plan for dealing with personnel shortages in the public schools.							

Strategic Plan 2008-2010

WORK PLAN PROGRESS REPORT - FOCUS AREA: ASSOCIATION ORGANIZATION AND MANAGEMENT

QUARTERLY REPORT: 1st 2nd 3rd 4th

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.

POSSIBLE OUTCOMES

1. Increased efficiency in the Association's governance structure and process.
2. Increased efficiency in the management of the Association's business.

POSSIBLE INDICATORS OF SUCCESS

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

Strategies	% of Strategy Achieved						Comments
	NS	25%	50%	75%	100%	Elim	
Multi-Years Strategy 1: By January 1, 2008, 2009, and 2010, the Past President/President-Elect will conduct a review of the current TSHA bylaws, organizational structure (e.g., composition of the Executive Board and Vice President responsibilities), and Committee/Task Force charges to determine if they are appropriate for implementation of the TSHA strategic plan, the future growth of the Association, and its member's needs and recommend any revisions, if needed.							
Multi-Years Strategy 2: By August 1, 2008, 2009, 2010, the Executive Board will approve an annual budget that is aligned with the TSHA Strategic Plan.							