

PSHA Strategic Plan 2008

MEMBERSHIP COMMUNICATION

- MEMBERS CONTINUE TO RECEIVE SOMETHING IN THE MAIL EVERY TWO MONTHS (KEYSTATER, POSTCARD, RENEWAL NOTICES)
- TOWN MEETINGS
 - Each year a Town Hall Meeting will be held at the PSHA Convention.
 - In addition, each year a series of Town Hall meetings will be held via conference call (to be held in January and July)
- PSHA Radio
 - Establish PSHA Radio features
 - Action Plan: PSHA President, Past-President, VP for Public Information and Professional Communication, and Student Rep will explore model used by Mississippi
- Website
 - Establish mechanism for more consistent updates, more membership communication (more secure Bulletin Board—such as BlackBoard).

STRATEGIC PLANNING

- Strategic Plan will be placed on PSHA Website for members to view
- Strategic Plan will be updated every five years (next update 2013)

LEGAL COUNSEL

- Establish legal counsel for PSHA
 - Action Plan: PSHA President, Business Office, and VP for Government Relations will assess budget needed for establishing legal counsel for FY 2009-2010.

PROFESSIONAL NETWORK

- Establish a Professional Network of Related Disciplines
 - Action Plan: PSHA President, President-Elect, and Past-President will hold conference calls with Presidents of other related Pennsylvania Presidents in the Summer of 2008. Network will be established by January 2009.

EXPANSION OF CONTINUING EDUCATION OPPORTUNITIES

- Establish a joint relationship with SpeechPathology.com to determine if PSHA members can get a better deal than the \$99 unlimited CEU deal; in exchange PSHA will agree to have members of the SpeechPathology.com Advisory Board and link to their site.
 - Action Plan: PSHA President will contact SpeechPathology.com by July 1, 2008 to propose this deal.
- Establish PSHA sponsored webinars

- Action Plan: PSHA Business Office, VP for Professional Preparation and Continuing Education, and Treasurer will explore cost of this and report to Board at the December 2008 meeting.

RECRUITMENT AND RETENTION OF MEMBERSHIP

- Explore establishing fee structure that rewards service to PSHA and recruitment of new PSHA members.
 - Action Plan: PSHA President, President-Elect, Past-President, Business Office, Treasurer, and VP for Membership & Ethical Practices will explore plan for this and have report submitted to Board by December 2008 / April 2009 to discuss budget implications for next budget year.

TARGETING PERSONNEL SHORTAGES IN PA

- Establish Pennsylvania Higher Education Network (PHEN) consisting of representation of all college/university speech-language/audiology programs in PA.
- Establish a Pennsylvania State Advisory Counsel (PSAC) consisting of various stakeholders that interact with speech-language pathologists and audiologists.
- Establishing a mechanism for recruitment of high school students.
- Establishing a speakers' bureau of SLPs and audiologists willing to speak to high school students at career fairs, and/or allow them to job shadow at their work settings.
 - Action Plan: PSHA President, President-Elect, and VP for Governmental Relations have submitted grant proposal to ASHA to accomplish these objectives. Will report back to Board at June 2008 meeting.

ADVOCACY

- Establish an Advocacy Network consisting of speech-language pathologists, audiologists, consumers, educators, and physicians to lobby for legislation and regulations that impact reimbursement in Pennsylvania.
- Utilize the above Advocacy Network as a starting point to get all PSHA and Pennsylvania ASHA members to query their employers and health insurance carriers as to the availability and breadth of coverage for SLP and Audiology services and then target a more vigorous statewide lobbying effort in this regard.
- Utilize the PSHA Reimbursement Committee led by our ASHA STAR representative to develop an educational presentation to be distributed to all ASHA members in Pennsylvania to apprise speech-language pathologists and audiologists in the state on current reimbursement issues.
- Establish video testimonials of Pennsylvania consumers as a mechanism for educating the public and insurance companies on what services our professions provide and as a lobbying tool for creating legislative initiatives.
 - Action Plan: PSHA President, President-Elect, and VP for Governmental Relations have submitted grant proposal to ASHA to accomplish these objectives. Will report back to Board at June 2008 meeting.

COMMITTEE RESTRUCTURE

- Establish Committees by region, rather than by topic. The Schools Committee, Dysphagia Committee, and Convention Planning Committee would remain.

- Regions would be subdivided into Southwestern, Northwestern, NorthCentral, SouthCentral, Northeastern, Southeastern.
- Each Region will have a Regional Leader, and a Committee of no less than 5 PSHA members.
- Regional Leaders will submit quarterly reports to the PSHA EB. Quarterly (more if needed) phone conferences for each regional committee will be scheduled through PSHA and at least one EB member will participate in each call.
- Regional Leaders will have phone conferences at least two times per year to share ideas and objectives.
- PSHA Past-President and President-Elect will oversee the Regional Committees.
 - Action Plan: PSHA President-Past President, President-Elect will continue to explore this plan and provide specific details for moving forward with it by mid end of 2008.

REGIONAL ASSOCIATIONS

- PSHA will host two calls per year with PSHA/NESHAP/SWPSHA to share ideas and suggestions. Will start in Fall 2008.

STUDENT ACTIVITIES

- Establish Student Network with at least one representative from each institution.
 - Action Plan: Past-President, Student Rep, Alternate Rep will develop this and have in place by June 2009.

SPECIALTY AREAS

- Establish a listing of specialty areas and specialists in PA within those areas as a resource for professionals/consumers.
- Establish recommended guidelines on the role of specialists
 - Action Plan: PSHA EB will work on developing these lists and guidelines at a Board meeting by 2010.

SALARY SUPPLEMENT

- Establish an ad-hoc committee to explore this issue in PA
 - Action Plan: Send out email blast to members to find out who is interested in being on this committee. Email blast will be sent by end of 2008. Committee will be established by mid-year 2009, with further plans developed by 2010.

FUTURE LEADERS PROGRAM

- Establish Future Leaders Program that consists of 5 individuals each year who are selected for program. With mentoring, these individuals will hopefully serve on the EB, or in some other capacity in the future.
 - Action Plan: President and Past-President will explore and develop plan by end of 2009.