

PSHA Strategic Plan 2011

Mission Statement: The Mission of the Pennsylvania Speech-Language-Hearing Association is to advocate for **individuals with communication impairments** and the professionals who serve them in order to insure that the integrity of services is maintained.

Vision: Our goal is to ensure the highest quality of speech-language pathology and audiology services for the consumers in Pennsylvania. We aim to accomplish this by:

- Timely and informative communication with our membership
- Continuing education opportunities for professionals
- Advocating for the highest standards in quality of care by providing professionals with information on evidence-based practice and advocating for professional licensure across all settings
- Establishing programs to target personnel shortages in the professions
- Developing future leaders in the professions by increasing opportunities for students and member professionals.
- Developing task forces to serve as a resource and advocacy group for professionals and consumers in the state.

| DESIRED OUTCOME | EXPECTED COMPLETION | RESPONSIBILITY OF | INDICATORS of SUCCESS |
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| Strategic plan | | | |
| <ul style="list-style-type: none"> • Strategic Plan will be placed on PSHA Website for members to view | October 2011 | VP Public Information/Craven Mgmt | Completed; members made aware |
| <ul style="list-style-type: none"> • Strategic Plan will be reviewed by PSHA EB on yearly basis to determine progress on initiatives and need for new initiatives | Review done every August with final approval at September Board Meeting | EB members | Revisions based on need; Amended Strategic Plan approved at Sept. meeting |

| Membership Communication | | | |
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| <p>Town Hall Meetings</p> <ul style="list-style-type: none"> • Each year a Town Hall Meeting will be held at the PSHA Convention • In addition, Town Hall meetings will be held online in “webinar” format twice per year. | <p>Annual PSHA Convention</p> <p>Webinar (September, January)*Beginning in January 2012</p> | <p>EB/VP Convention Planning/Craven</p> <p>EB/Craven (members of EB will participate in at least one of the two webinars)</p> | <p>Increased attendance and participation</p> |
| <ul style="list-style-type: none"> • ASHA STAR, ASHA SEAL, and ASHA SMAC representatives will each contribute two Keystater articles per year and will provide written report annually to the Executive Board • Maintain Q and A section based on members questions to EB • Continue to expand videos available by videotaping CE sessions provided by Task Forces at the Conventions and making them available on web | <p>ASHA STAR: Spring & Fall ASHA SMAC: Spring & Fall ASHA SEAL: Summer & Winter</p> <p>Ongoing</p> <p>Annually</p> | <p>ASHA STAR, SEAL, SMAC representatives</p> <p>VP Public Information / Craven</p> <p>VP Convention / VP Public Information / Craven</p> | <p>Total of 6 articles (2 each rep); plus written report to EB by each group</p> <p>Placement of all relevant questions from members onto the website</p> <p>Expansion of video library to include video from 75% of Task Forces within two years</p> |
| Professional Network | | | |
| <p>Establish network of related disciplines</p> <ul style="list-style-type: none"> • Pennsylvania Professional Association Alliance (PPAA) (the following groups will be invited) • Pennsylvania Department of Education • Pennsylvania Academy of Audiology • Pennsylvania | <p>Initial Phone Conference to be held by January 2012;</p> | <p>President, President-Elect, Past-President</p> | <p>Network established by PSHA; Increased communication between groups; assessment of needs of each group as it relates to PPAA</p> |

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| <ul style="list-style-type: none"> their work settings. Develop information handouts to send to high schools to promote the professions | January 2012 | President-Elect; VP for Public Information, Task Force on High School Student Recruitment | |
| Targeting Personnel Shortages in PA | | | |
| <ul style="list-style-type: none"> Continue Pennsylvania Higher Education Network (PHEN) consisting of representation of all college/university speech-language/audiology programs in PA. Continue Pennsylvania State Advisory Counsel (PSAC) consisting of various stakeholders that interact with speech-language pathologists and audiologists. | Ongoing | President, Past-President, VP Professional Practices and Continuing Education | Establishing mechanisms to target personnel shortages in all settings; Annual updates in Keystater |
| | Ongoing | President, Past-President, VP Speech-Language Pathology, VP Audiology, Char Molrine | |
| Student Activities | | | |
| <ul style="list-style-type: none"> Establish Student Council with at least one representative from each institution. Establish Student Network with all students interested in being involved in PSHA. | By January 2012 By January 2012 | President-Elect; Student Rep | Increase in student participation in PSHA |
| Task Forces | | | |
| <ul style="list-style-type: none"> Establish/Maintain Task Forces in the following areas, which will report to a specific EB member. The monitoring EB member will serve as | All Task Forces Established with Goals by June 2012 | EB | Increased member participation; increased continuing education available to members; increased advocacy; increased |

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| <p>an ex-officio member of the Task Force and be determined on a yearly basis, depending on the areas of expertise of the EB at that time. Task Forces will be charged with developing continuing ed materials (based on current EBP), developing PSHA resource papers, increasing public awareness about their areas, serving as advocates of their areas, and submitting written goals/updates to the EB. Each Task Force and goals will be listed on the PSHA website along with task force members and reports to the EB. The dates of launch for each task force as well as the due date for goals and monitoring EB member are listed below.</p> | | | <p>public awareness of professions.</p> |
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| Task Force | Date Established | Goals Due | Monitoring EB Member |
|----------------------------|------------------|---------------|----------------------------|
| Telepractice | October 2011 | December 2011 | Janice Tucker/ Val Yura |
| Autism | October 2011 | December 2011 | Craig Coleman |
| Reimbursement for Services | February 2012 | April 2012 | |
| Licensure | Ongoing | December 2011 | Kathy Miller |

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| Schools (Workload & Paperwork) | Ongoing | December 2011 | Janice Tucker/ Val Yura |
| Childhood Apraxia | February 2012 | April 2012 | |
| Stuttering | October 2011 | December 2011 | Craig Coleman/ Barbara Amster |
| Early Intervention | Ongoing | December 2011 | Val Yura |
| Speech Disorders in Children with Hearing Loss | February 2012 | April 2012 | |
| Neurogenic Disorders in Children and Adults | May 2012 | July 2012 | Nancy Carlino |
| Dysphagia in Children and Adults | Ongoing | December 2011 | Nancy Carlino |
| Private Practice | May 2012 | July 2012 | Kathy Miller |
| AAC | May 2012 | July 2012 | |
| Consumer Advocacy | February 2012 | April 2012 | Karen Stein |
| Cleft/Craniofacial | May 2012 | July 2012 | |
| Voice Disorders in Children and Adults | May 2012 | July 2012 | |
| Public Relations | February 2012 | April 2012 | |