

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
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			
<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>

<p>their work settings.</p> <ul style="list-style-type: none"> 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

<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

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	