



PENNSYLVANIA SPEECH-LANGUAGE-HEARING ASSOCIATION  
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### PSHA Strategic Plan 2017-2022

#### PSHA Mission Statement

The mission of the Pennsylvania-Speech-Language Hearing Association is to advocate for speech-language pathologists and audiologists to support professional development and best practices for the individuals they serve.

**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.

Mission Statement Element	Goals: What specific goals derive from the mission statement?	Objectives: What are the objectives for each goal?	Action items: What will we do to meet these objectives?	Outcomes: How will we measure our objectives?	Indicators of Success
Professional Development / Best Practices  <b>Diane Y.</b> Jennifer K. Nancy C.	1. Increase and Retain Membership	1. Increase focus on new and developing professionals a) Look at trends 2. Increase community engagement a) Social activities b) FAQ responses	1. Develop a focus group of recent grads, past student reps, Von Drach winners 2. Develop Special Interest Groups based on professional Interest	Creation of a plan by 2018  4 Interest Groups with 10 followers each by 2018, Follow over 5 years to analysis retention rates	
Advocacy/ Professional Development  <b>Anne G.</b> Pam. S. Susan H.	1. Increase visibility of PSHA to SLP/AUD across PA	1. Webpage with photos and bios of board 2. Highlight/spotlight member accomplishment 3. Indicate areas of expertise for board for mentor availability 4. Increase regional meetings/chats	1. Electronic newsletter 2. Media responsibilities (shared by multiple board members) 3. Define roles/positions of board/committee to increase involvement of each. 4. Develop a policy		

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		<ol style="list-style-type: none"> <li>5. Increase outreach</li> <li>6. Increase presence on social media.</li> <li>7. Increase webinar offerings</li> <li>8. StAMP/STAR/SEAL update in Keystater</li> </ol>	<p>related to social media</p> <ol style="list-style-type: none"> <li>5. Newsletter structure to include social media</li> <li>6. Spotlight members</li> <li>7. Webinars- 1hr offerings</li> <li>8. Monitor Facebook activity thru PSHA or others groups</li> <li>9. Increase visibility &amp; communication from StAMP/STAR/SEAL</li> <li>10. FB administrative rights expanded to VP of communications</li> </ol>		
<p>Advocacy/ Professional Development</p> <p><b>Catie Staltari</b> Mary Beth M.</p>	<ol style="list-style-type: none"> <li>1. Review roles of PSHA officers to align with the mission</li> </ol>	<ol style="list-style-type: none"> <li>1. Review roles and responsibilities of current officers</li> <li>2. Identity existing role to complete PR or develop new role?</li> <li>3. Increase use of SEAL</li> </ol>	<ol style="list-style-type: none"> <li>1. Review and current roles and responsibilities by: <ol style="list-style-type: none"> <li>a. Sending copies of roles/responsibilities to board to review tasks for</li> </ol> </li> </ol>	<p>Complete individual reviews by the next board meeting in May, 2017. Reassessments to be ongoing</p> <p>Committee structures to</p>	

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		<p>(State Education Advocate Leader) / STAR(State Advocate for Reimbursement)/StAMP(State Advocate for Medicare Policy) pairing with a VP role</p> <p>4. Increase development and involvement of committees (e.g. committee for FAQ's)</p> <p>5. Improve recruitment and orientation of board</p>	<p>additions/deletions.</p> <p>b. Board members to send the review to the President, Past Pres. and Pres-Elect.</p> <p>c. Once reviewed, develop committee structure and member responsibilities per board office</p> <p>2. To increase SEAL, STAR and StAMP connection, following role review, identify which board office would best interface with ASHA representative.</p> <p>3. Review current bylaws to assess the need for term limits; guidelines for board members</p>	<p>be established by 2018</p> <p>Ongoing; reassessment</p> <p>Targeted for 2018</p>	

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			<p>to have served on a PSHA committee.</p> <p>4. Review orientation of new board and or committee members to assure information sharing.</p>		
<p>Advocacy/ Professional Development / Best Practices</p> <p><b>Bob Serianni</b> Susan Snyder</p>	<p>1. Increase PSHA involvement across practice settings (university and professional practice)</p>	<p>1. Support scholarship (i.e. research) - portal on web page (e.g. like the SIGs)</p> <p>2. Increase emerging leaders program-fostering committee members' involvement</p> <p>3. Increase mentorship to students from board</p> <p>4. Increase student involvement in committees</p> <p>5. Mentorship data base</p>	<p>1. Develop graduate class resources</p> <p>2. Add CF mentorship from PSHA</p> <p style="padding-left: 20px;">a. Transition to practice</p> <p style="padding-left: 20px;">b. Research mentorship</p> <p style="padding-left: 40px;">i. Can we add a small stipend?</p> <p style="padding-left: 20px;">c. Leadership skills</p> <p>3. Reactivation of committees</p> <p>4. More involvement</p>	<p>Increase membership by 10% by 2019.</p> <p>Retain 95% of current membership year to year.</p> <p>Support 10 CFs in 2018.</p> <p>Provide a financial stipend to a researcher from a university in the Commonwealth of PA in 2018.</p> <p>Coordinate 5 active committees of 7-10 members that address</p>	

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		6. Identify focus group to support mission	form NSSLHA chapters <ul style="list-style-type: none"> <li>a. Develop student role on each committee</li> </ul> 5. Improve CE offerings <ul style="list-style-type: none"> <li>6. Develop EBP resources               <ul style="list-style-type: none"> <li>a. Library resources</li> <li>b. Patient education</li> </ul> </li> <li>7. Conduct surveys of members that leave the association</li> </ul>	professional practice issues.	