Vision

An inclusive, diverse, professional community improving lives by making communication possible for all.

Mission

MnSHA is a volunteer organization advocating for and connecting speech-language pathology and audiology professionals to support the people we serve.
Strategic Objectives and Organization Goals

Focus: Membership

Organizational Goal A: MnSHA will increase membership to 675 in three years

<table>
<thead>
<tr>
<th>Strategic Objectives</th>
<th>Person Responsible</th>
<th>End Date</th>
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</thead>
<tbody>
<tr>
<td>1. MnSHA will have retained 90% of previous two year membership counts (2017, 2018)</td>
<td>Membership committee chair Association management staff/State Office staff</td>
<td>December 2019</td>
</tr>
<tr>
<td>2. MnSHA will engage young professionals to increase student/recent graduate membership to 100 by the end of 2018</td>
<td>VP Communications/Future Professionals Committee</td>
<td>December, 2018</td>
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<tr>
<td>3. MnSHA will contact lapsed members and communicate directly with five non-members in each region to increase membership</td>
<td>Policy Council regional reps/Association management/state office staff</td>
<td>June 2018, ongoing annually</td>
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</tbody>
</table>

Outcome:
- Increased and stable membership across settings and professional age groups

Indicators of Success:
- Increased membership across all categories and professional settings
- Elevated interest in volunteering and sponsoring activities
Focus: Professional Development/Continuing Education

1. Organizational Goal B: Attendance at MnSHA professional development events will increase by 25% (percent)

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<tr>
<td>1. MnSHA will offer one audiology focused CE event per year</td>
<td>VP for Audiology/Association management</td>
<td>December 2018</td>
</tr>
<tr>
<td>2. MnSHA will develop a speaker budget to facilitate paid presenters at Convention and workshops, as well as a measure to determine ROI</td>
<td>Vice President, Professional Development/Convention planning committee/Association management</td>
<td>July 2018</td>
</tr>
<tr>
<td>3. MnSHA will identify 10 mentorship participants annually with one student from each university and identify at least 3 mentors for each university region</td>
<td>Future professionals committee chair/Policy Council regional representatives</td>
<td>October 2018</td>
</tr>
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</table>

Outcome:

- Audiologists will be more engaged in MnSHA
- Convention attendance will grow with consistent high quality CE offerings

Indicators of Success:

- Participation from underrepresented groups (students and Audiology professionals will increase)
- MnSHA will become the “go to” organization for the professional growth and development in the state
Focus: Association Management

Organizational Goal C: MnSHA will increase operational stability within three years as evidenced by a revised Policies and Procedures manual

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<tr>
<td>1. MnSHA will review and revise roles and titles of all positions/committees, and develop an organizational chart</td>
<td>Executive Council leaders/policy Council leadership/Association management</td>
<td>December 2018</td>
</tr>
<tr>
<td>2. MnSHA will implement a financial policy to build reserves to 50 percent of the operating budget in three years, working toward an end goal of 100 percent in six years</td>
<td>President/past and elect/VP Finance/Association management</td>
<td>December 2020</td>
</tr>
<tr>
<td>3. MnSHA will create and implement an annual evaluation of the management company and lobbyist; and develop an annual Board orientation program</td>
<td>President/past and elect/VP Finance/Association management</td>
<td>December 2018, ongoing</td>
</tr>
</tbody>
</table>

Outcome:
- MnSHA will have clearly defined roles and responsibilities for board leaders
- MnSHA will annually evaluate association employees and consultants
- MnSHA will create a plan for financial success that will be transparent and reproducible

Indicators of Success:
- MnSHA’s defined positions and evaluation processes will attract new leadership
- MnSHA’s financial stability will position the association for ongoing success
Focus: *Communications/Public Relations*

1. **Organizational Goal D: MnSHA will increase visibility of the association through monthly communication with members and stakeholders using all communication vehicles**

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<td>1 MnSHA will create a centralized shared calendar to improve communication across internal volunteers</td>
<td>VP of Communications/Website committee/Association management</td>
<td>March 2018</td>
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<tr>
<td>2. MnSHA will host one meet up annually per region with CE or advocacy updates</td>
<td>VP of Communications/ VP Professional Development/ Policy Council regional representatives</td>
<td>November 2019</td>
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<tr>
<td>3. MnSHA will produce at least two hard copy newsletter per year by 2020</td>
<td>VP of Communications/Association management</td>
<td>December 2020</td>
</tr>
<tr>
<td>4. MnSHA will increase association advocacy efforts providing regular legislative updates through association’s communication vehicles</td>
<td>VP of Communication/Association lobbyist</td>
<td>December 2019</td>
</tr>
</tbody>
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**Outcome:**

- Greater understanding of the legislative and regulatory process
- Frequent relevant postings on MnSHA Facebook pages and other social media

**Indicators of Success:**

- Increased number of MnSHA members interested/engaged in advocacy
- Increased number of member clicks on Facebook and other social media sites
Focus: *Advocacy*

1. Organizational Goal E: MnSHA will increase advocacy outcomes by engaging with five stakeholder groups per year

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<td>1. MnSHA will hold a focused meeting with key legislators and members once per year as a town hall/advocacy day at the Capitol</td>
<td>Legislative Steering Committee/lobbyist/Association management/VP Communications</td>
<td>Spring 2018</td>
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<tr>
<td>2. MnSHA will identify 10 potential target stakeholder groups to collaborate with</td>
<td>Legislative steering committee/lobbyist/VP of Health Care and Education/VP Audiology</td>
<td>February 2018, ongoing</td>
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<tr>
<td>3. MnSHA will Increase member engagement through webinars, Call for Advocacy submissions and by holding hot topic sessions at Convention</td>
<td>Legislative steering committee/lobbyist/VP of Communications/VP of Health Care and Education</td>
<td>June 2018 ongoing</td>
</tr>
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**Outcome:**

- MnSHA will have regular communication and collaboration with related stakeholder organizations
- MnSHA members will be actively engaged in the association’s advocacy efforts

**Indicators of Success:**

- Increased participation at Capitol day and other advocacy events/activities
- Stakeholder organizations collaborate with MnSHA on shared advocacy initiatives