

Minnesota Speech-Language-Hearing Association

Strategic Plan

December 2017 –December 2020

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

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

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)**

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

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

Strategic Objectives	Person Responsible	End Date
1. MnSHA will review and revise roles and titles of all positions/committees, and develop an organizational chart	Executive Council leaders/policy Council leadership/Association management	December 2018
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	President/past and elect/VP Finance/Association management	December 2020
3. MnSHA will create and implement an annual evaluation of the management company and lobbyist; and develop an annual Board orientation program	President/past and elect/VP Finance/Association management	December 2018, ongoing

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**

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

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

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

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**