

June, 2019

Wyoming Speech-Language-Hearing Association Strategic Plan

Strategic Plan Manager-Kari Ward

Mission Statement

Connecting speech-language pathologists and audiologists across Wyoming through advocacy, public awareness, and professional development while promoting integrity and leadership.

Vision Statement

WSHA: The unifying force for enhancing communication and quality of life.

Strengths

Convention-supports our motivation to learn-IMASH

We are a small community so it's easier to connect on a more personal basis

Working together well, mutual respect, open to change and ideas

We have a full board and successful conventions

Financially stable and able to support scholarships and grow the field

SLPA program started specifically: Advocating for the inclusion of SLPA in state statutes

Able to reach people on a personal basis

Convention is a chance to network with others in an otherwise isolated area

Social media outreach/new website/new logo

Advocate for SLPs and audiologists with state legislators

StAMP and STAR-results

Financially able to hire a management company in order to reduce the onus on the volunteer board members

- Resulted in growth on the board, reduced stress on members, especially related to convention
- Aids in longevity of members and recruiting new board members (?)

Past UW relations-recruiting future leaders

Passionate board members

Opportunities

Rebrand WSHA-Is/Is not

Personal invitations to join or participate in WSHA

- Colleagues
- Via social media
 - Who is engaging in posts?
 - If we establish groups, inviting those people to participate
 - Discipline?
 - Setting?
 - Age/career stage?
- Explore physical sites-conference
 - Laramie/conference center/partnership
 - Data from last 2-3 conferences

Convention

- Tailoring sessions to address practice changes and issues

Problem solving for our members

- Social media groups/forum/Ask the Expert/Capabilities on social media

On line professional development opportunities

- Supervision
- Ethics

Information-when meetings are held

Promote to new graduates, new license holders (enhance membership)-Also current license holders who are not WSHA members-SLPA students

Newsletter-how to reach nonmembers with our opportunities? Is it being read or received?

Position statements (?) Gun control (?)

Advocacy-being more of a media presence as content experts (TV, news, radio)

Capitalizing on social events at convention for networking and making professional connections

- Yes-also outside of convention

Aspirations

Connectivity-maybe introduce board at beginning of convention and brief what we do

How do we get together with other SLPs and audiologists?

Passionate (???)

- Hx of CEU emphasis
- Need hotel accommodations

Compelling aspiration:

Connect without reinventing the wheel-maybe a “contact us” hyperlink for questions-
SEAL, StAMP, STAR

Different methods=inclusive

Strategic Initiatives:

- Diverse dissemination of information-Facebook, Instagram, Email, Mail, In person
- Forum for questions/concerns/sharing-Facebook Live?

Increasing membership and active involvement

Helping clinicians provide the best services

Getting people invested and interested in changes to our professions

Creating a seamless system for our board and turn over

- Streamlining positions to make them more beneficial and productive
- Having a written “job description with helpful hints (ongoing documents)

Data last five years-easy access

CC on emails with management company (all three presidents?, anyone else)

- Quarterly meetings?
- Written, formal review of executive board and management company
- Google docs-jot down when you have

Increase connectivity though regions or settings-additional board members

Results

At least one new member on board in any capacity each year-seeking the position

At least some new members (quantify %) joining WSHA each year

- What is realistic % or expectation?

More followers on social media and increased participation by members on social media

Connections between members at least 1 time/way each year outside of convention

- Live professional development presentations

Define expectations with Craven to achieve needed support

Clearly define board roles and responsibilities

- Create “living” document
- Delegate
- Accept limitations (adjust perspective)

Advocacy

- Continue to use ASHA eblasts (legislative and regulatory) to promote WSHA.
- Apply for ASHA state association grants.
- Apply for ASHA student advocacy grants.
- SEAL, StAMP, and STAR to communicate advocacy issues to leadership via quarterly and annual postings in the newsletter and on Facebook as appropriate. Need to add contact information for the networks to the web site.
- Revisit at October board meeting the issue of adding background checks for state licensure for those working in the schools. Working towards universal licensure. Need buy in from PTSB.