

NEW JERSEY SPEECH-LANGUAGE-HEARING ASSOCIATION (NJSHA)

STRATEGIC PLAN: January 1, 2015-December 31, 2017

MISSION STATEMENT

The mission of the New Jersey Speech-Language-Hearing Association (NJSHA) is to serve audiologists, speech-language pathologists, and speech, language or hearing scientists by providing resources, information, programs, and services that meet members' needs; promoting public awareness; and advocating for professional standards, legislation, and regulation necessary to provide the highest quality of care for the individuals they serve.

Vision Statement

Making NJSHA the premier organization for speech-language pathologists, audiologists, speech and hearing scientists and those they serve.

FOCUS AREA: ADVOCACY

ISSUE: An organized concerted effort by NJSHA to advocate for the professions and for the individuals they serve.

OUTCOMES:

1. NJSHA will increase the number of student members involved in advocacy training.
2. NJSHA will create an advocacy public relations campaign to involve more members in advocacy issues and to have a means to deliver calls of action to legislators from members.
3. NJSHA will research the feasibility of pursuing universal licensure in the state.

INDICATORS OF SUCCESS:

1. Baseline: 20 students participated in Advocacy Day in Trenton in 2014.
Target: 40 students involved in one or more advocacy activities in 2015, including the ASHA Capitol Hill Advocacy Day on 4/21/15.
2. A process for delivering calls for action will be developed.
3. Recommendations will be given to the Board of Directors regarding universal licensure.

STRATEGIES:

1. By April 21, 2015, 40 students will participate in ASHA Capitol Hill Advocacy Day.
2. By March 2015, NJSHA will develop a mailing list to send VOICES to legislators and other key recipients. The Legislative committee will develop a mailing list to send VOICES to key recipients. BOE, ENT association, NJAA, NJIDA, and others identified.
3. By March 2015, NJSHA will effectively utilize all available resources including ASHA to send specific alerts on specific issues or calls to action.
4. By November 1, 2015, NJSHA will identify an advocacy email system that will allow them to send advocacy emails on specific issues – calls to action.
5. By February 1, 2015 the President will appoint a chair to the Universal Licensure task force.
6. By May 1, 2015, the Universal Licensure Task Force Chair will select committee members to include representatives from school affairs, healthcare and private practice.
7. By January 2016, the task force will present recommendations to the BOD on the feasibility of moving towards universal licensure.

FOCUS AREA: INCREASE PERCEPTION OF NJSHA'S VALUE

ISSUE: Increase awareness of NJSHA through sharing of knowledge and information and discussion of issues related to the professions and the ability of the Association to communicate with members and promote participation in Association activities.

OUTCOMES:

1. NJSHA will collect data on member retention.
2. NJSHA will create public relations activities that will include representation from each NJSHA Committee to ensure NJSHA is more visible at community events.
3. NJSHA will develop PR activities that include representation from each NJSHA committee

INDICATORS OF SUCCESS:

4. NJSHA will collect and review data in order to determine trends and develop next steps.
5. NJSHA's Board of Directors will identify appropriate activities where NJSHA can have a presence to increase visibility.
6. Baseline: 0
Target: 50% of Committee chairs will participate.

STRATEGIES:

1. By April 1, 2015, NJSHA will collect data on member retention and report to Board of Directors.
 - a. How many students become regular members?
 - b. How many life members maintain membership after retiring?
 - c. How many students maintain student membership after first free year?
 - d. How many audiology members join at Convention?
 - e. How many audiology members maintain membership after 1st year?
 - f. How many who join at convention 2014 maintain membership?
 - g. How many new members from 2014 to 2015 renew after 1st year?
 - h. How many members overall renew their membership from 2014-2015?
2. By June 30, 2015, the Membership Committee with assistance from the Higher Education Committee will develop a student survey to determine barriers to student retention. Membership committee will do this.
3. By March 1, 2015, the membership committee will identify a contact at each university to be responsible for dissemination of the student survey.

4. By September 1, 2015, the student survey will be distributed along with the student video. (budget item) The students will be offered a chance to win a free student registration at 2016 Convention by completing the survey.
5. By September 1, 2015, President will convene meeting of committee chairs to discuss how they can contribute to NJSHA's PR campaign. By end of meeting a calendar of events will be discussed to identify what will be achieved by when.

FOCUS AREA: INCREASE NJSHA'S VISIBILITY TO CONSUMERS AND PROFESSIONALS

ISSUE: Continuous growth in the membership of the Association results in an increased number of members who can support the Association, get involved in Association activities and the conduct of its business, and assume leadership positions.

OUTCOMES:

1. NJSHA will track and analyze phone, email and website data to assess the Association's current visibility
2. NJSHA will develop strategies to increase the Association's visibility to consumers and professionals

INDICATORS OF SUCCESS:

1. NJSHA will collect and review data related to inquiries received from the public and website traffic to determine our present visibility.
2. The Visibility Analysis Task Force will provide recommendations to the Board of Directors.

STRATEGIES:

1. By March 2015, members of the Visibility Analysis Task Force will be appointed by the President.
2. By Sept 2015 NJSHA will track and analyze data to determine NJSHA's present visibility. From February to August 2015, track and review website analytics, phone calls (percentage from current members, prospective members and consumers), and emails (current, prospective members and consumers) over a 6 month period.
3. By May 2015, preliminary data will be reviewed by "visibility analysis task force".
4. By Sept 1 2015 the task force will review data (website analytics, phone calls and emails) and formalize recommendations for board review.
5. By March 1, 2015, NJSHA membership committee will develop marketing materials for a public relations campaign
6. By April 2015, NJSHA membership committee will implement the public relations campaign
7. By June 1, 2015, NJSHA will identify and develop schedule for awareness events, months, walks, etc. for NJSHA to participate in.
8. By June 1, 2016, NJSHA will schedule participation in at least 2 events.
9. By July 2016, NJSHA membership committee will assess successfulness of public relations campaign

FOCUS AREA: LEADERSHIP DEVELOPMENT AND MENTORING

ISSUE: An increased number of members who get involved in completing NJSHA business and participate in leadership opportunities will result in completion of additional Association sponsored programs and services that will increase the value of being an Association member and provide for future NJSHA leaders.

OUTCOMES:

1. Increase number of members who participate in Association leadership opportunities
2. Develop a mentoring process for new leaders

INDICATORS OF SUCCESS:

1. Baseline: 0
Target: 10% of members will be 1st time participants in association activities based on 2014 data.
2. Baseline: 0
Target: 25 members will participate in leadership mentoring/training in 2015
3. Baseline: All committees were represented at the NJSHA table at the 2014 convention
Target: All committees will be represented at the NJSHA table at the 2015 convention

STRATEGIES:

1. By May 1, 2015, the Membership Committee will identify potential mentees and mentors
2. By June, 2015 current committee chairs will engage committee members in a discussion regarding new leadership opportunities.
3. By May 1, 2016, the Membership Committee will develop strategies for mentoring new participants.
4. By September 1, 2016, the Membership Committee will pilot a mentor program to pair mentees with seasoned NJSHA members.

FOCUS AREA: ASSOCIATION ORGANIZATION AND MANAGEMENT

ISSUE: Efficient governance, management, operations, and adequate financing of the Association results in an Association that can meet and exceed its members' expectations for an efficiently run and financed organization that provides them with value-added programs and services.

OUTCOMES:

1. Increase efficiency in the management of the Association's business.

INDICATORS OF SUCCESS:

1. Updated NJSHA business practices, policies and procedures, and organizational structure
2. NJSHA budget aligned with the Association's Strategic Plan

STRATEGIES:

1. July 1, 2015, and 2016, the Board of Directors will conduct reviews of the NJSHA Strategic Plan at least quarterly to determine progress made in completing strategies.
2. By April 2015, the President and the Association Management Company will review the NJSHA dues announcement schedule to ensure that all members, even those who have paid for two years, get an announcement each year so they can update their membership information and be aware of other opportunities to participate in Association activities.
3. By May 2015, Treasurer will explore feasibility of a member give back such as reducing membership dues and/or free CE program and present to the Finance committee at the June budget meeting and make recommendations to the Board at the June meeting.
4. By May 1, 2015 President -Elect will work with the Board to determine suggestions for obtaining nominations for the NJSHA Honors and Awards program and submit recommendations to the Board of Directors for possible revisions to the awards program.
5. By July 1, 2015 and 2016, the Treasurer and the Board of Directors will develop and approve an annual budget that is aligned with the NJSHA Strategic Plan.