



Arkansas Speech-Language-Hearing Association Strategic Plan December 2020 – December 2025

Vision Statement

Supporting the human right of effective hearing and communication by providing the highest quality of care for all Arkansans.

Mission Statement

Connecting, learning and communicating with audiologists, speech-language pathologists, future professionals and consumers through:

Advocacy
Education
Mentoring
Networking

Focus Area: Membership

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.

Goal:

1. Increase full, active membership by 10% each year between 2021 and 2025 to reach an active membership of 625+ by February 1, 2025. (Goal will be measured each year based on number of full, active members after annual convention)

Strategies:

- a. Report membership numbers monthly to be reviewed by the board.
- b. Promote ArkSHA benefits quarterly through social media platforms.
- c. Develop a script or survey for use in reaching out to non-renewing members from the previous year by January 1, 2021.
- d. Review and update welcome letter, membership card for new and renewing members by February 1st.
- e. Send script/survey in previous item to non-renewing members from the previous year to collect information on why they did not renew their membership by the end of February each year (2021-2025).
- f. Cross-reference licensure list with membership list to identify potential members in March of each year.
- g. Provide members of the ArkSHA Board with the feedback from non-renewing members including the names from the cross reference with the licensure list for review in the March/April board meeting.
- h. Recruit 5 new members each year (commitment by each member of the ArkSHA BOD) Add one new membership benefit each year.
- i. Reach out to the Arkansas Academy of Audiology (ArAA) to identify opportunities to collaborate each year.

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Goal:

2. Increase student membership to be at least 50% of the enrollment in each graduate university program by February 1, 2025.

Strategies:

- a. Email student benefits flyer to Department/Program Directors in Arkansas and request they share with students annually during orientation.
- b. Examine decreasing the cost of student membership to encourage more student members by December 31, 2021.
 - (1) Examine \$20 and \$10 cost points
- c. Establish ArkSHA Student Liaison at each state higher education institution with a graduate program to facilitate carryover news and sharing of volunteer opportunities with students by January 1, 2025.
- d. Determine number of students in each program by January 1 of each year.
- e. Develop student benefits flyer by March of each year.
- f. Develop congratulatory letter for new graduates by March 1 of each year.
- g. Offer "Gift to Grad" program by May 1, 2021– 1 year of free membership if they have been a student member for 2 consecutive years as a graduate student.
- h. Determine number of students who do not transition to active membership annually.
- i. Present at each university program each year.

Goal:

3. Increase faculty membership to be at least 50% of each university program by February 1, 2025.

Strategies:

- a. Determine number of faculty per program by January 1 of each year.
- b. Create a competition for the program with most ArkSHA faculty members – free ASHA registration for winning school announced in September of each year.
- c. Identify a faculty member at each program to act as ArkSHA partner by August 1 each year; review annually in December.
- e. Develop benefits flyer for faculty members by February 1 each year.
- f. Develop opportunities for faculty presentations and poster sessions at the convention each year.
- g. Actively recruit submissions for research summaries and viewpoints from faculty for ArkSHA newsletter by February 1, 2021.
- d. Identify an ArkSHA representative to attend a faculty meeting at each program annually.

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Focus Area: Communication

Issue: Improving members' and non-members' understanding of the association will enhance engagement in the work of the association. The association needs this increased engagement in order to effectively achieve its vision and mission.

Goal:

Enhance member and non-member understanding and engagement in the work of the association by developing a comprehensive communication plan

Strategies:

- a. Develop social media posting plan by December 31, 2020; Plan to post a minimum of 1 post to all social media platforms each week.
- b. Establish consistent communication with ABESPA by having an ArkSHA representative at each ABESPA meeting by December 31, 2020.
- c. Create feedback button on website for members by December 31, 2021
- d. Establish a role for an ArkSHA Student liaison to assist with social media posts by May 1, 2021.
- e. Implement regional outreach by having one regional meeting annually by February 1, 2022.
- f. Develop regional outreach model by May 1, 2022.
- g. Review and update website by December 31, 2023.
- h. Create a handbook on use of social media by May 1, 2023.
- i. Investigate viability of ArkSHA mentoring program by February 1, 2025.

Focus Area: Funding

Issue: ArkSHA needs to increase its revenue and revenue streams in order to meet its' vision and mission and to increase member benefits going forward

Goal:

Increase revenue streams for the Association.

Strategies:

- a. Establish a Fundraising Committee by February 1, 2021.
- b. Develop a plan to offer consistent virtual continuing education by December 31, 2021.
- c. Develop archived continuing education platform for virtual continuing education by December 2022.
- d. Create contest for developing ArkSHA merchandise by February 1, 2022
- e. Establish the ArkSHA Foundation to support fundraising for scholarships and to support the organization by December 31, 2025.

***Review Association strategic plan progress spreadsheet (located on Board Portal) to document progress annually in December.**