



## Strategic Plan 2019 – 2021 Goals and Strategies

The New York State Speech-Language-Hearing Association (NYSSLHA) represents the interests of over 18,000 licensed speech-language pathologists (SLPs) and audiologists in New York State. NYSSLHA's mission is to empower our members to serve individuals with hearing, communication and related disorders and differences through best practices, professional development and advocacy.

Speech-language pathologists and audiologists work in schools, private practice, hospitals, clinics, and other health and education settings. SLPs assess and treat individuals with speech and language disorders and differences in aspects of communication including comprehension or generation of language, speech or voice production, resonance, speech fluency and swallowing disorders. They provide services to individuals that have suffered strokes, traumatic brain injury and individuals with autism, Down's syndrome, cerebral palsy, Parkinson's disease and many other diseases and conditions.

Audiologists are professionals that practice in the prevention, identification, assessment, and treatment of individuals with hearing impairment or hearing loss, and those with hearing disorders including dizziness, tinnitus, balance disorders and auditory processing disorders. Most people with communication disorders can be helped. Even if the problem cannot be eliminated, speech-language pathologists and audiologists can teach useful and successful strategies to help patients cope. Individuals may not fully regain their capacity to speak and understand or to hear, but with therapy people can live more independently.

Speech-language pathologists and audiologists hold at least a graduate degree, and many audiologists hold a clinical doctorate. SLPs have a supervised clinical experience of at least 400 hour and at least nine months of supervised work experience. Audiologists with a clinical doctorate have at least 1820 hours of supervised clinical experience. Both SLPs and audiologists have passed a licensing exam approved by the New York State Department of Education in their areas of expertise. They are professionals with strong clinical backgrounds and experience.

The New York State Speech-Language-Hearing Association's board of directors developed a strategic plan, now in its second iteration, that will guide the leadership, committees and staff in focusing our resources and energies to ensure our success. Outlined within are the five vital goals that were developed and the strategies that will support them. It is our organization's roadmap to lead us through today's and tomorrow's challenging healthcare and education environment.

**Mission:** Empowering members to serve individuals with hearing, communication and related disorders through best practices, professional development and advocacy.

**Vision:** The leading New York association and resource for professionals in communication sciences and disorders.

**Values:** In serving the members, leadership is guided by these principles:

- Innovation
- Diversity
- Integrity
- Collaboration

## **GOAL**

### **Belong**

**I. Membership Service and Satisfaction** - Provide benefits, services and opportunities that afford advantages to members.

## **STRATEGIES**

The following strategies are program, projects and efforts to advance the five goals:

Provide benefits, services and opportunities that afford advantages to members.

- A. Increase Membership and Improve Member Retention
  - 1. Revise member dues structure by lowering membership fees and offering a two year membership option.
  - 2. Improve retention rate to be above 80 percent with aim of 90 percent retention.
- B. Facilitate Growth in Membership
  - 1. Grow overall membership by 10% yearly through marketing, continuing education offerings and networking events.
- C. Promote Member Engagement.
  - 1. Convention
    - a. Develop professional forum to address sector needs.
  - 2. Student Involvement
    - a. Facilitate engagement through round table topics at Convention
  - 3. Member to Member
    - a. Continue round table topics through discussion boards via the NYSSLHA website.
- D. Obtain input from New York state Speech-Language Pathologists and Audiologists
  - 1. Conduct survey to determine members' needs and satisfaction in various survey methods.
  - 2. Conduct survey of non-members to determine objections for joining and their major challenges for which the association can respond.
  - 3. Establish focus groups across the state to enhance membership satisfaction.
- E. Review and Revise Products and Services to Meet the Needs of Members and Non-Members
  - 1. Identify and re-package all benefits and services to meet the varying needs of diverse member settings and specialties.
  - 2. Develop new benefits for members and increase awareness.