



## DSHPSHWA Strategic Plan 2015-2016

The following strategic plan was developed by the DSHPSHWA Board of Directors at the annual meeting in April 2014. The activities included under each strategic plan area were developed in conjunction with DSHPSHWA membership. Strategic plan areas include:

- Membership/Infrastructure Building
- Communication and Outreach
- Public Policy
- Strategic Relationships

This plan will be used to guide the work of the DSHPSHWA Board through March 2015. If you have any questions, please contact DSHPSHWA at [dshpshwa@hotmail.com](mailto:dshpshwa@hotmail.com).

<b>Strategic Area: Sustainability</b>			
<b>Outcome:</b> Board members will draft a sustainability plan.			
ACTIVITIES/STRATEGIES	TIMELINE	RESPONSIBLE STAFF	COMPLETION DATE
Meet with federal partners to understand current funding constraints.	April 2015	Past President President President Elect	
Define sustainability as it relates to DSHPSHWA	April 2015 – March 2016	Board	
Identify two possibilities to achieve sustainability.	April 2015 – June 2015	Past President President President Elect	



## DSHPSHWA Strategic Plan 2015-2016

### Strategic Area: Membership /Infrastructure Building

**Outcome:** Members will identify at least two benefits of membership.

ACTIVITIES/STRATEGIES	TIMELINE	RESPONSIBLE STAFF	COMPLETION DATE
Assist remaining states and territories that have not been participating in DSHPSHWA (4 remaining: South Dakota, Virginia, District of Columbia and Virgin Islands).	April 2015 - March 2016	President  VP of Membership  VP of Communications/ Outreach	
Reach out to the NCHAM QI and Network liaisons and encourage them to keep states informed of DSHPSHWA activities and encourage membership.	April 2015 – March 2016	VP of Membership  VP of Communications/ Outreach	



## DSHPSHWA Strategic Plan 2015-2016

### Strategic Area: Communication and Outreach

**Outcome:** Members will be informed of the activities of DSHPSHWA.

ACTIVITIES/STRATEGIES	TIMELINE	RESPONSIBLE STAFF	COMPLETION DATE
Maintain the DSHPSHWA website.	April 2015 – March 2016	VP of Communications/ Outreach Member-at-Large-Website/Tech Dev.	
Establish a baseline for 2014 website analytics.	April 2015	VP of Communications/ Outreach Member-at-Large-Website/Tech Dev.	
Establish a goal for 2015 website use.	April – June 2015	Board Member-at-Large-Website/Tech Dev.	
Pilot member online forum.	March 2015 – June 2015	VP of Communications/ Outreach Member-at-Large-Website/Tech Dev.	
Communicate with membership through bi-weekly Facebook and weekly Twitter posts.	March 2015 – June 2016	Member-at-Large-Social Media  Board	
President's bi-monthly updates	April 2015-March 2016	President Board Committees	
Provide at least two educational webcasts/webinars.	April 2015 – March 2016	Member-at-Large-Educational Development/Professional Growth VP of Communications/ Outreach	
Plan and provide education and networking opportunities at the annual meeting.	April 2015 – March 2016	Incoming President	



## DSHPSHWA Strategic Plan 2015-2016

### Strategic Area: Public Policy

**Outcome:** DSHPSHWA will have a voice in initiatives that impact speech and hearing programming at the federal and state levels.

ACTIVITIES/STRATEGIES	TIMELINE	RESPONSIBLE STAFF	COMPLETION DATE
Participate in all face-to-face and phone JCIH meetings.	April 2015 – March 2016	JCIH Rep – Audiology JCIH Rep – Speech Pathology	
Participate in Deaf and Hard of Hearing Alliance (DHHA)	Bi-Monthly	President Incoming President	
Participate in ASHA Health Care Economics Committee (HCEC)	April 2015 – March 2016	HCEC Reps	
Participate in ASHA Audiology Quality Consortium (AQC)	April 2015 – March 2016	AQC Reps	
Participate in CDC Executive Committee Calls	As Needed	President Incoming President	
Participate in NCHAM/HRSA Calls	As Needed	President Incoming President	



## DSHPSHWA Strategic Plan 2015-2016

### Strategic Area: Strategic Relationships

**Outcome:** DSHPSHWA will be involved in important conversations that impact federal and state speech and hearing programming.

ACTIVITIES/STRATEGIES	TIMELINE	RESPONSIBLE STAFF	COMPLETION DATE
Participate in conversations with agencies and organizations (e.g. HRSA, CDC, AAP Task Force as a liaison, NCHAM) about opportunities that allow our organizations to mutually engage in a synergistic manner in initiatives that lead to systems' change in provision of federal and state speech and hearing programming.	TBA	Board Designee	