



DSHPSHWA Strategic Plan 2014-2015

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.

| 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 to do so (4 remaining) | June 2014- January 2015 | VP of Membership VP of Communications/ Outreach | |
| Membership Drive highlighting membership benefits. Reach out to state education liaisons/speech pathologists- | November 2014 | Board VP of Membership VP of Communications/ Outreach | |



DSHPSHWA Strategic Plan 2014-2015

Strategic Area: Communication and Outreach

Outcome: Members will have the opportunity to participate in no less than two DSHPSHWA activities during the 2014-15 membership years.

| ACTIVITIES/STRATEGIES | TIMELINE | RESPONSIBLE STAFF | COMPLETION DATE |
|---|------------------------|--|-----------------|
| Develop the DSHPSHWA website further based on member feedback. | August 2014 | VP of Communications/ Outreach Member-at-Large-Website/Tech Dev. | June 2014 |
| Facilitate member online forum. Evaluate interest and participation to determine if this is effective. | December 2014 | VP of Communications/ Outreach Member-at-Large-Website/Tech Dev. | |
| Communicate with membership through bi-weekly Facebook and weekly Twitter posts. | June 2014 – March 2015 | Member-at-Large-Social Media Board | |
| President's monthly updates | June 2014-March 2015 | President Board Committees | |



DSHPSHWA Strategic Plan 2014-2015

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|--|------------------------------|--|-----------|
| Provide at least two educational webcasts/webinars. | October 2014 January 2015 | Member-at-Large-Educational Development/Professional Growth VP of Communications/ Outreach | July 2014 |
| Plan and provide education and networking opportunities at the annual meeting. | June 2014-March 2015 | Incoming President | |



DSHPSHWA Strategic Plan 2014-2015

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. | June 2014-March 2015 | 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) | June 2014-March 2015 | HCEC Reps | |
| Participate in ASHA Audiology Quality Consortium (AQC) | June 2014-March 2015 | AQC Reps | |
| Participate in CDC Executive Committee Calls | Monthly | President Incoming President | |
| Participate in NCHAM/HRSA Calls | TBA | President Incoming President | |
| Participate in EHDI Re-Authorization 2015 | TBA | Outgoing President President Incoming President | |



DSHPSHWA Strategic Plan 2014-2015

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 | |