

**Strategic Plan**  
**February 29, 2019- February 29, 2022**

**Vision Statement**

Empowering communication professionals to optimize service delivery and quality of life for all.

**Mission Statement**

MSHA supports audiologists and speech-language pathologists through education, networking, maintaining ethical standards, and advocacy for positive change.

**Strategic Objectives and Organization Goals**

**Focus: Membership**

**Strategic Objective: To increase membership by 15% over the next 3 years.**

<b>Organizational Strategies</b>	<b>Person Responsible</b>	<b>End Date</b>
Increase in members, increase in diversity,	All EB & Committee Chairs especially Membership Chair and ED	February 29, 2022
Increase member engagement	All EB & Committee Chairs especially Membership Chair	February 29, 2022
Increase student participation/retention/transit ion to full members	All but specifically University chairs/committee	February 29, 2022
Marketing materials update	VP Marketing	December 31, 2019
Increase in awareness of membership benefits	VP Marketing	February 29, 2022

**Outcome:** An increase in membership by 5% each year for 3 years.

**Indicators of Success:**

- A continued increase noted in membership data in years 2019, 2020, 2021
- At least one EB member representative of a minority group over the three year term
- Increase in diversity across membership comparing 2019 data to 2022 data
- Send at least 8 questionnaires to the membership
- Increase social media interaction on at least 1 platform by 20%

- At least 30 MSHA accomplishments/EB/Committee actions awareness social media posts and/or eblasts
- Increase in student membership by 20%
- Give full membership discount incentive for continued 2 year student membership
- MSHA brochures, Legislative Day, Membership brochures, and School brochures marketing materials have been updated
- At least 30 social media posts regarding benefits of membership and 10 eblasts

**Focus: Finance**

**Strategic Objective: To increase income by 15% over the next 3 years.**

<b>Organizational Strategies</b>	<b>Person Responsible</b>	<b>End Date</b>
MSHA Store	Executive Director and VP:Finance	December 21, 2021
Increase sponsors/advertising	Conference chairs, VP: Marketing and Public Relations	December 31, 2022
Fundraising- possible fall event, silent auction	Fundraising Committee	December 31, 2020
Increase Reserve	VP:Finance	December 31, 2022

**Outcome:** Increased revenue and further financial stability of the association.

**Indicators of Success:**

- Increase monetary reserves by 5% over three years
- One fundraising event planned and held
- Creation of MSHA Store by target date
- Exhibitors increase to 40 exhibitors by target date
- Obtain at least a total of 9 sponsors over the three year term

**Focus: Communication**

**Strategic Objective: To increase internal and external communication.**

<b>Organizational Strategies</b>	<b>Person Responsible</b>	<b>End Date</b>
Rebranding of MSHA	VP:Marketing and PR and	December 31, 2019

	all EB members	
To partner with a minimum of 5 agencies/professions to increase support for MSHA related issues.	All EB members	December 31, 2022
BOD Accountability	All EB members	December 31, 2022

**Outcome:** To create an efficient Executive Board, increase public awareness, and to increase visibility of MSHA.

**Indicators of Success:**

- MSHA sponsored BHSM campaign across state in May
- Partnership with 5 agencies/professions
- All EB and Committee chairs complete TOM reports
- All EB and Committee chairs attend yearly Face-to-face meetings
- Implementation of EB self-evaluations

**Strategic Plan Manager: Executive Director**

**Evaluation of Progress:** Monthly, but formal reports on the listed dates.

<u>First Quarter</u> June 1, 2019 September 1, 2019 December 1, 2019 March 1, 2020	<u>Second Quarter</u> June 1, 2020 September 1, 2020 December 1, 2020 March 1, 2021
<u>Third Quarter</u> June 1, 2021 September 1, 2021 December 1, 2021 March 1, 2022	

## **SWOT Analysis**

### Strengths:

- MSHA promotes increased professionalism
- Strong awareness of professional issues
- Capable and willing leaders
- Diversity in clinical expertise across the BOD and membership
- Strong conference
- Some committees inform membership well
- Well-respected, longstanding organization with good reputation
- Strong lobbying
- Strong financial reserves
- Schools support conference attendance

### Weaknesses:

- Communication -both internal and external
- Engagement with/among members
- Financial status
- Lack of diversity within membership
- Retention of student members who transition to full members
- Audiology participation and membership
- Public awareness of association
- Data collection
- Membership

### Opportunities:

- Increase in positive social media and member engagement in social media
- Increase in membership
- All committees inform membership well
- Increase our public awareness
- Increase external advertising and sponsors for MSHA
- Increase benefits for membership
- Increase in awareness of benefit for professionals
- Increased income, including a MSHA store
- Partnering with other organizations
- Data collection
- Transparency across the association

### Threats:

- Financial status
- Time and energy of volunteers and membership
- Competing with other organizations for membership
- Connecting with all generations, especially younger generations

January 11, 2019: Members in attendance: Kim Ward (President), Amy Rosonet Lebert (Past President), Jeffalyn Trammell (President-Elect), Ashley Grillis (VP:Audiology), Linda Piazza (VP:Healthcare), Courtney Turner (VP:Marketing and Public Relations), Kelly Spence (VP:Schools), Gina Jenkins (VP:CE), Anita Apperley (VP:Finance), and Ricki Garrett (Executive Director).