









PSHA STRATEGIC PLAN







2023

I. MEMBERSHIP

A. Participation




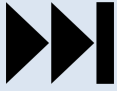

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion	Notes
1. Committees	a. Health Care Committee is holding virtual, 1 hour sessions. Continue this concept with the Committee exploring the possibility of extending the length of these and charging a fee. The Chair of the Committee will lead this discussion and report back to the Board by their June meeting.	Caron, Reethee, Healthcare committee chair (Nancy & Jenna)	Two thematic discussions per fiscal year (July-June)	June of 2024	 	Consider charging - depending on speaker, fee for CEUs, could be flat fee of \$15, consider free for member, cost for CEUs for non-member
	b. Schools Committee is holding virtual, 1 hour sessions. Continue this concept with the Committee exploring the possibility of extending the length of these and charging a fee. The Chair of the Committee will lead this discussion and report back to the Board by their June meeting.	Nicole, Tamara, school committee chairs	Two thematic discussions per fiscal year (July-June)		 	Consider charging - depending on speaker, fee for CEUs, could be flat fee of \$15, consider free for member, cost for CEUs for non-member
2. Convention	a. Debrief on convention by the end of May during the 3 P's meeting. Amy sets up this call. President will also include Mary in these discussions and invite some Convention participants. This will help to inform who will be on the ad hoc "Think Tank" and what its focus should be.	3 Ps and convention committee	Meeting conducted	May of 2023, May 2024	 	Consider yearly until definitive convention routines can continue
	b. Mary to talk to the CO. SLH Association leadership about					

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	alternative convention facility site (Eileen to connect). Explore non-traditional convention options c. · Use ASHA Board of Directors member as a free speaker on advocacy, leadership, or ASHA highlights for future conventions. d. Mary to lead an ad-hoc “Think Tank” this summer to examine both Convention and fall virtual sessions. DONE	VP for convention, open to anyone who wants to help VP for convention & president	3 alternatives to discuss once a year - minimum one per convention	Spring of 2023 Summer of 2023	  	Diane will provide more information about Colorado conference Do not have to limit to ASHA BOD, ASHA staff
3. Town Halls and Member Information Sharing	a. Continue free Town Halls (no CEUs) to update what PSHA is doing and what’s coming up. Record these and hold them at least twice a year. The Think Tank will determine the best time and length for these. b. Louise to develop a slide about PSHA to encourage folks to join state association. Can be used by PSHA members presenting at conferences	3 Ps, VPs and committees Louise	Annual Agenda Created	Minimum of 2 per year Graphic is produced and shared widely	  	summer of 2024 October 30 th Developed – not yet shared. Available here: https://docs.google.com/presentation/d/1uWHouUB4DCRRbpOJxP3lwCUwfpTdqMrP/edit?usp=sharing&oid=103014951800950312848&rt=of=true&sd=true

B. Marketing

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	a. Continue using the free ASHA annual eblast or free set of mailing labels-contact Susan Adams at ASHA (sadams@asha.org) b. Louise to look at adding assistants as a member category to PSHA's governing documents.	President - Dana Louise	blast goes out a membership line/status for SLPAs	Jan/Feb 2024 Discuss at a 3 P call, bring it to board meeting in Dec Jan, and present to members at annual meeting April	 	ASHA will send an email for a legislative ask at any time on top of the one annual eblast bring to the board - assistants should they be voting members?
1. Surveys	a. Work with Susan Adams and ASHA's Survey and Analysis Team to craft a PSHA member survey that will go to all ASHA members in the state. Develop a survey of our own - reach out to ASHA and use their resources	3 Ps and Treasurer - Dana Louise Erin & Nicole	distribute and publish	Spring - Summer 2024	Completed Convention Survey but not membership survey 	3 Ps and Treasurer - Dana Louise Erin & Nicole Dana reached out to Susan for more information
2. Non-Renewals	a. Follow up by phone call or email with members that do not renew	Yvette; VP for membership		reoccurring		
3. Reminders	a. Info being up to date reminder to check	VP for publications; Monica		reoccurring each <i>Keystater</i>		

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4. Finances	a. Nicole will communicate with Diane Yenerall through more regular calls in order to better understand and explore the quarterly financial reports that come from Craven. These calls will take place before the reports go to the Board.	Nicole & Diane	fiscal budgeting	reoccurring each <i>Keystater</i>		*Reference financial strategies listed below
	b. Dana, Erin, and Nancy will explore opportunities for nontraditional revenue sources, such as Foundations, and report back to the Board. check on Missouri and their model	Nancy, & past P's group to develop foundation	eligibility for funding sources	Fall 2024		
5. Leadership	a. All board leaders to provide a brief "live" report at the quarterly meetings of what you've been working on. More detailed reporting to be provided during the monthly leadership calls.	President; Dana - in setting agenda	increased engagement of board members	Ongoing		give the students one year free membership if they engage in the organization. (?)
	b. PLAN leadership development program (Louise)	Past President; Louise	increased engagement of upcoming leaders	Spring 2024	 	
6. Social Media	a. Student Rep to post the PSHA "new graduate rate" for PSHA on Instagram. DONE schedule repeats (in May- August - December	Student Rep/Social Media	increase student membership	December 2023, May 2024, August, 2024		

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	times – to align with graduation)				▶▶	
	b. Brittany to share social media calendar with the Board. Dana will reach out to her. DONE Continuing to push the calendar	Social Media		Complete	✓	Social Media Calendar didn't really evolve into a use resource
	c. Regular posts about rates and what PSHA does for members (student rep and alternative to make pretty canva). Dana/Louise to develop a PSHA slide with a few bullets on what PSHA does that can be used by anyone.	Louise & Dana - taking from town hall slide	engagement with members - encouragement to join		✓	
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C. Advocacy

Goal	Action	Responsibility	Measure of Success	Expected Completion	Completion Date	Notes
1. Collaborations	a. Nicole will reach out to Hope to see what connections can be made with the Department of Education that PSHA doesn't currently have.	Nicole & Schools Committee	positive outcomes for SLPs in schools	Ongoing		Schools Committee action steps communicated
	b. Louise & Dana to work on task force for PDE certification	Louise & Dana	Task force will change PDE certification competencies	Summer 2024		Task force work complete – waiting on PDE feedback
	c. The president, past president, and president elect to continue meetings with OTs and PTs regularly.	President	Trialliance	Ongoing		every two weeks on Wednesday
	d. Talk to Nancy Kuhles in NV. https://www.nvcoalition.com/ regarding The Coalition to Address Personnel Shortages in Special Education and Related Services to see if this is a model that might work for PSHA to create in PA.-Eileen Crowe to connect Dana with Nancy.	Dana		Done		PDE 10 year plan to modify code to change PDE certification processes
	e. Maintain SEAL, StAMP, and STAR reporting to the Board as well as write ups in the newsletter & invite to board meetings	VP for publications (Monica) and President (Dana)		Ongoing		Note new STAR and new SEACDC rep. Need for COA Audiology – also not filled like our board position.

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	f. Maintain relationship with Committee of Ambassador representatives. (invite to board meetings) g. Maintain SEACDC relationship (Elizabeth Christopher). Schools committee & SEAL (Hope Warner) relationship.			Ongoing	  	
2. Finances	a. Continue to apply for ASHA student advocacy grants-Contact Susan Adams b. Apply for state association grants each year-contact Eileen Crowe (ecrowe@asha.org)	Maggie & Madison; Tamara; Louise & Erin Louise & PLAN	Awarded Awarded (in progress)	At Convention	 	Had not finished ASHA grant project so were not eligible for ASHA grant this year. Next year – eligible for both
3. Legislation	a. Continue working with current lobbyist. b. Continue using ASHA legislative/regulatory free “take action” eblasts-Contact Susan Adams c. Monitor interstate compact issue/legislator support.	Tamara (VP for gov relations) President Tamara, 3Ps and Gov relations committee		Ongoing Ongoing	 	

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4. Communication	a. Add more advocacy posts to social media sites. Do one every other month of advocacy updates. VP for Public Information to do these posts.	Reethee (VP for public information) - Jordan to make pretty and Brittany (VP for social media) to post			