

MSHA Strategic Plan for 2015-2018

Focus Area	Goal	Board Member Responsible	Measurement	Time Frame	Status
Membership Recruitment & Retention	<ul style="list-style-type: none"> • Increase MSHA members from all parts of the state. • Retain membership • Increase Student Membership 	VP for Membership All	Increase overall membership by 10% per year	2015-2018	
Advocacy	<ul style="list-style-type: none"> • Ensure adequate Reimbursement for services • Maintain Professional Collaboration • Maintain Scope of Practice/Licensure & consumer protection • Monitor and act on current Legislation 	VP for Advocacy All	Ongoing Ongoing Ongoing/BCBA licensure 2016 Ongoing	2015-2018	
Governance & Business Operations	<ul style="list-style-type: none"> • Ensure financial stability. • Maintain Bylaws appropriate for current workings/needs of the association and profession. • Ensure continuation of affiliation with ASHA. 	All President Treasurer	<ul style="list-style-type: none"> • Meet goal of \$99,000 in savings by 2018 • minimum of one new revenue generating source • ASHA affiliation 	2015-2018	
Public Relations	<ul style="list-style-type: none"> • Ethics • External Communication, website & Advertising • Professional collaboration • MSHA archives of photos/historical materials 	VP for PR All	<ul style="list-style-type: none"> • Increase committee by 1 annually • Completion 2016 • Min of 2 external communications outside of social media and et cetera per year implemented by 2016 • Complete by 2018 	2015-2018	
Continuing Education/Professional Development	<ul style="list-style-type: none"> • Annual Conference • Webinar/Increased CEU opportunities 	VP for Continuing Professional Development VP for SLP/Public Schools VP for SLP/Healthcare	<ul style="list-style-type: none"> • Annual conference • 2016 conference 	2015-2018	