

MSHA Strategic Plan for 2018-2021

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 • Establish University Liaisons 	VP for Membership All	Increase overall membership by 10% per year	2018-2021	
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 Ongoing	2018-2021	
Governance & Business Operations	<ul style="list-style-type: none"> • Ensure financial stability. • Explore different revenue streams • Increase Membership dues 	All President Treasurer	<ul style="list-style-type: none"> • Meet goal of \$99,000 in savings by 2021 • Vote of Membership 	2018-2021	
Public Relations	<ul style="list-style-type: none"> • 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 • Min of 2 external communications outside of social media and et cetera per year implemented in 2019 Complete by 2020 	2018-2021	
Continuing Education/Professional Development	<ul style="list-style-type: none"> • Secure Conference Venues for 2022/23 • Increase Committee Members • Two (2) new Conference Opportunities 	VP for Continuing Professional Development VP for SLP/Public Schools VP for SLP/Healthcare	Ongoing Ongoing Ongoing	2018-2021	