



Illinois Speech-Language-
Hearing Association

Illinois Speech-Language Hearing Association

Strategic Plan

January 2024 – July 2026

Vision Statement

Creating a world where all people communicate effectively, hear optimally, and swallow safely.

Mission Statement

To empower aspiring and practicing audiologists, speech-language pathologists, and assistants through advocacy, education, collaboration, mentoring, and networking.

Strategic Objectives and Organization Goals

Strategic Objective Work Plan

Focus Area: Advocacy

Goal: Increase resources for state advocacy

Strategic Objective: Apply for ASHA student advocacy grants to utilize to build advocacy for professional issues impacting students.

Short Term Strategies	Person Responsible	End Date
1. Action item at June board meeting to plan student advocacy efforts for the year	President Association Management Legislative & Regulatory Affairs Committee Student Involvement Committee	June (Annual)
2. Access announcement on ASHA state leader's site, August, 2024. Susan Adams at ASHA is the point person for this grant.	President Association Management Legislative & Regulatory Affairs Committee Student Involvement Committee	August 2024
3. Coordinate planning with Student Involvement Committee and Legislative & Regulatory Affairs Committee.	President Association Management Legislative & Regulatory Affairs Committee Student Involvement Committee	June (Annual)
4. Review with Association Management	President Association Management Legislative & Regulatory Affairs Committee Student Involvement Committee	June (Annual)

Outcome:

- ISHA is annually applying for available funding to support advocacy efforts.

Indicators of Success:

- **Successful submission of grant application**
- **Successful awards of grants**

Strategic Objective Work Plan

Focus Area: Legislation and Regulation

Goal: Advance, Monitor, and Shape legislation and regulations that impact our profession and constituencies.

Strategic Objective: Review proposed legislation at the February Executive Board meeting with ISHA lobbyist and strategically plan action next steps for legislative priorities.

Short Term Strategies	Person Responsible	End Date
1. Review proposed legislation at February Executive Board Meeting with ISHA Lobbyist	Executive Board Association Management Lobbyist	February (Annual)
2. Monitor and Advocate for Interstate Compact	Executive Board Association Management Representative Council Lobbyist	Ongoing (Continuous)
3. Monitor and Advocate for legislation and regulations that impact state licensure for both SLPs and SLPAs	Executive Board Association Management Legs/Regs Committee Lobbyist	February (Annual)
4. Monitor and Advocate for increased reimbursement rates for Medicare/Medicaid	Executive Board Association Management Legs/Regs committee Lobbyist	February 2025

5. Monitor and Advocate for regulation changes at ISBE to increase accessibility for SLPs to public schools.	Executive Board Association Management Legs/Regs committee Lobbyist	February 2025
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Outcome:

- Increased reimbursement for professions in Illinois
- Decreased barriers to practice for professions in Illinois

Indicators of Success:

- Legislation supported is successfully made into law
- Regulation changes are made to support the professions

Strategic Objective Work Plan

Focus Area: Membership

Goal: Grow ISHA Membership

Strategic Objective: Contact all ASHA members in Illinois to encourage membership

Short Term Strategies	Person Responsible	End Date
1. Use ASHA resources to eblast all ASHA members in Illinois	ASHA (Doanne) Executive Board Association Management Social Media Manager	September (Annual)
2. Survey all ASHA members in Illinois to determine what their priorities for the profession.	ASHA (Doanne) Executive Board Marketing Committee? Association Management	February 2025
3. Utilize webinars to contact those utilizing who are not ISHA members.	Association Management Executive Board	June 2024

Outcome:

- **More information for ISHA to meet the needs of professions in Illinois**

Indicators of Success:

- **Completion of surveys and eblast**
- **Increase in new membership of current ASHA members**

Strategic Objective Work Plan

Focus Area: Membership

Goal: Grow ISHA membership and value to students

Strategic Objective: Increase accessibility of ISHA to students and student members of ISHA

Short Term Strategies	Person Responsible	End Date
1. Monitor free ISHA membership for students.	Association Management	June (Annual)
2. Increase NSSLHA/ISHA connection through design competition for ISHA Convention t-shirt	Student Involvement Committee Marketing Committee Executive Board Association Management	February 2025
3. Initiate job fair at ISHA Convention	ISHA Convention Chairs Association Management	February 2024
4. Highlight student scholarship winners at ISHA Convention	ISHA Convention Chairs Association Management Social Media Manager	February 2024

Outcome:

- Increased engagement of student members at ISHA Convention
- Positive feedback from student attendees of ISHA Convention in convention feedback.

Indicators of Success:

- Increase student members of ISHA
- Increase in early career members of ISHA
- Increase in number of students attending ISHA Convention

Strategic Objective Work Plan

Focus Area: Finance

Goal: Sustain financial viability of ISHA as a state organization.

Strategic Objective: Identify sources of revenue to enhance the financial position of ISHA.

Short Term Strategies	Person Responsible	End Date
1. In-person ISHA Convention	ISHA Convention Chairs Executive Board Association Management	February 2024
2. Financial summary and updates at top of agenda at each Executive Board meeting	Association Management Executive Board	February 2025
3. Consultation with Bostrom analyzing trends in financial revenue of various associations	Association Management Executive Board	September 2024
4. Meet with representatives of related professional associations to share the value of ISHA and learn from them.	President President-Elect Past President	February 2024 (ongoing)

Outcome:

- 1. Budget is not in deficit.**
- 2. ISHA increases financial reserve status to 90% of annual operating budget**

Indicators of Success:

- 1. Convention revenue increases**
- 2. Executive board plans new strategies for revenue from the Bostrom consultation**

Strategic Plan Managers: President-Elect, President and Association Management

Evaluation of Progress:

2024

<u>1st third of the year</u>	<u>2/1/2024</u>
<u>2nd third of the year</u>	<u>6/1/2024</u>
<u>3rd third of the year</u>	<u>9/1/2024</u>

2025

<u>1st third of the year</u>	<u>2/1/2025</u>
<u>2nd third of the year</u>	<u>6/1/2025</u>
<u>3rd third of the year</u>	<u>9/1/2025</u>

2026

<u>1st Third of the year</u>	<u>2/1/2026</u>
<u>2nd third of the year</u>	<u>6/1/2026</u>
<u>3rd third of the year</u>	<u>9/1/2026</u>

- ✓ Are you where you thought you'd be?
- ✓ How far are you off?
- ✓ What is on and off target – What do we need to adapt in our plan?
- ✓ What can we do to be more effective as a team?
- ✓ What emerging strategic topics do we need to identify and solve?

Strategic Plan Meeting Notes

November 2nd and 4th, 2023

-Mission

- To empower aspiring and practicing audiologists, speech-language pathologists, and assistants through advocacy, education, collaboration, mentoring, and networking.

-Vision

- Creating a world where all people communicate effectively, hear optimally, and wallow safely.

-Branding Statements/Tag Lines

- ISHA, embracing the diversity of those we serve.
- Amplifying and advancing voices across the state of Illinois.

Main Focus Area: Advocacy

Strategies:

Apply for ASHA student advocacy grants

Background information-Susan Adams at ASHA is the point person for this grant.

- Look for announcement on ASHA state leader's site, August, 2024
- At June board meeting discuss this at board meeting for all grants.

Apply for ASHA state association advocacy grants

Background Information-Eileen Crowe at ASHA is the point person for state association advocacy grants.

- Look for announcement in January on the ASHA state leader's site
- Discuss at Sept. 2024 Board meeting.
- Subgroup to discuss now (ISBE) for January, 2024 entries. Subgroup led by Kimberly.

Use ASHA free legislative/regulatory eblast

Background Information-Turnaround time is typically 48 hours on the ASHA end.

- VP of Legislative is the point person.
- Reach out to Doanne at ASHA for template and posting requests.

Objectives: Legislative/Regulatory

Review bills at the February board meeting with lobbyist for take action next steps.

Interstate compact-ISHA Legislative and Regulatory Committee works on this.

- Send an update to the members on status
- Post an update in our newsletter
- Create a legislative update section in the newsletter-post beginning in November
- Legislative and Regulatory Committee to post.
- Ashleigh (Representative Council Chair) to post out to all the different area groups all of the Legislative and Regulatory Committee postings.

Share with NSSLHA groups Legislative and Regulatory Committee postings

- Whitney (Social Media Coordinator), Abby (Student Involvement Committee Chair), and staff, will share the student information with the NSSLHA Chair for postings

Medicaid Reimbursement Coalition

Background Information-Billing and Reimbursement Committee members meeting within ISHA, every other month-surveyed members. Committee reports to the board every other month.

- Pilot a single town hall for 2024 for ots, pts, audiologists, and speech during the second or third quarter of 2024.
- Coalition and ISHA Billing and Reimbursement to head up. Staff and Whitney to push out announcements.

ISBE Subgroup

Background Information- Problem with Code wording regarding getting PEL. They require subject area test which is a barrier to entry. Confusion regarding SLPAs.

- Use ASHA state advocacy grant to assist with this.
- Continue with Karen (the SEAL)

Need Code of Ethics for SLPAs

Background Information-currently none for ISHA. Should they be ISHA members?

- Survey our members on this question-SLPA supervision, future prospects for SLPAs.
- Revisit survey idea in second quarter of 2024.
- Revisit this at next board meeting. Ask ISBE subgroup to determine who will be the lead for this. Loop Jim in (meeting this Thursday).

- Post questions on use of SLPAs regarding Code of Ethics to SEALS and ASHA state leader's community.

IDFPR

Background Information-board members for meetings, timeliness. Having staffing issues with the IDFPR board.

- Post updates in our newsletter.
- Whitney and staff to do postings (Legislative and Regulatory Committee and Jim to provide content).
- Share ongoing information on social media sites and newsletter (monthly).
- Call with IDFPR SLP members (Cara and Cathy). Paul to reach out to them.

Reimbursement

Background Information-Wages/raises are an issue, which is tied to reimbursement.

- Do a town hall or push out information on this. Should we do something at Convention on learning how to advocate on this issue?
- Include in a future education series.
- Billing and Reimbursement Committee to flush out ideas that address all of this. Report back to the Board by the June, 2024 board meeting.

Main Focus Area: Membership

Strategies:

- Use ASHA free membership eblast or set of mailing labels (contact Doanne at ASHA for requests).
- Reach out to Doanne at ASHA to do a free survey of all ASHA members in IL. regarding member needs.

Tie NSSLHA events into ISHA

Background information-Students-membership is now free. Student Involvement Committee handles scholarships and mentorships.

- Create a separate ad hoc task force (pull also from Marketing Committee) to address design competition.
- Paul and Bryan can connect the groups before the end of the month.

Job Fair

Background Information-held for the first time.

- Staff will report back to the board on how this went after Convention.
- Will have a Convention Committee meeting after Convention and about how everything went.

Continue CF Webinar

- Do quarterly-Paul and another volunteer (use above task force to coordinate on this)
- Do a post webinar survey and track the number of views and attendees
- Do a more comprehensive year end survey.

Connect with Universities

- Do something at universities.
- Connect with NSSLHA groups, have ISHA swag there. Ask what they'd like to continue. NSSLHA has fundraisers that we don't have.
- Ashleigh to flush out ideas with Student Involvement Committee. Report back to the Board by February.

Continue Scholarships

Background Information-Currently there are two. Donations from members to fund.

- Increase scholarships as funds grow.
- Led by Student Involvement Committee.
- Combine with Honors at Convention (rebranding).

Continue Mentorship Program

Background Information- Program is now in its third year and continuing to grow. Kahla Graham (not on the Board currently) is the point person now (VP of Associations).

Continue Ethics Contest/Video Contest

Background Information-Coordinated by Ethics Education Committee. Now on Tik Tok and Instagram. Approved \$100 additional prize money, \$200 total.

Continue Building Interest in Publishing in the Newsletter

Background information-Now monthly. Just moved in Oct. to monthly format, goes to a 9,000 person distribution list.

Continue Honors Breakfast Highlighting Student Winners

Background Information-(Ethics Education contest, Student/College Bowl, SIRCA, etc.)

- Sarah will talk to Tom Parton and Honors Committee to have these awards (and any others?) Included within the .ppt that is displayed during the breakfast at Convention.

Financial Stability

Background Information-Do all in person CEU events for 2024. Hybrid leads to financial losses. Access to Bostrom Plus which is a free day of consulting services.

- For board meetings, begin by leading with financial reporting first in the agenda.
- In 2024, consider doing a benchmarking study looking at the member benefits of related organizations and compare it with ISHAs.
- Post query to the CSAP listserv first and the ASHA state leader's community.
- Ask at CSAP in Boston this month for feedback.
- Use ASHA Joint Committee HELP form too.
- ISHA has a financial reserve policy. We need to get back to where we are supposed to be as stated in this policy.

Audiologists

Background Information-Is there more social media work we can do to engage them?

- Having quarterly meetings with IL AAA.
- Having more audiology sessions at Convention.
- May want to explore joint convention with IL. AAA (don't bring up on quarterly call with them yet).
- ISHA incoming president and past president to discuss concept first-do this in spring of 2024.

Social Media/Website

Background Information-Need to better track analytics. Google Analytics Four-helps with data analytics.

- Staff to track analytics once every couple of months and share at the Board meetings.

Diversity

Background Information-We have a DEI Committee. Have information on the web site. How do we get more diversity into the field?

- Eileen to share NV. Coalition to Address Personnel Shortages in Special Education and Related Services contact information <https://www.nvcoalition.com/>.
- President, past president, and president elect to post questions to the CSAP community, SEAL community, and ASHA state leader's community.

- Sarah to take information back to the DEI Committee after they receive feedback from these communities.