

Review of the Strategic Plan for the
California Speech-Language Hearing Association

June 25-26, 2004
Hyatt Regency
Sacramento, California

Participants: President, Angela Mandas
President-elect, Tricia Chambers
Secretary, Brian Sharp
Treasurer, Rachel Torres

District-directors
Director-elects
Commissioners
Student Representatives
Paraprofessional Representatives

Administrative Director, Barbra O'Hara
Legislative Advocate, Robert Powell

Facilitator: Linda Pippert

Review of the Strategic Planning Process

Review of the CSHA Slogan, Values, Guiding Principles.

Review of the Priorities for 2001-2003 which were set forth in a document from June 29-30, 2001 at the Board of Directors' meeting "Strategic Planning Session."

Examination of the External and Internal Environmental Changes which affect the organization's planning for the future.

Review of the President's Focus for the past year and anticipated focus for the next year.

Analysis of the Priorities of the Association in terms of the Association Office, the Commissions, and the Districts.

Setting of Goals and Actions Plans:

Additional information or resources—persons, materials, finances.

Narrowing the topic.

Barriers which interfere with implementation.

These reviews and analysis were conducted through small and large group interactions with recorders for each session and synthesis of the ideas presented by each group.

The following priorities were determined for 2004-2005:

1. Recognition, Retention, Recruitment
2. Legislative Issues: on-going and emerging
3. Professional Issues

The Board of Directors set the following goals and action plans for these priority issues:

Recruitment Goals:

1. Each District Director will host a student function:
 - a. SLPA students
 - b. Undergraduate students
 - c. Graduate students
2. Each District will offer an open house for non-member professionals.
3. A new members' breakfast will be hosted at the CSHA convention.
4. District Directors/Advisory Board members will attend the departmental staff meeting of hospitals, schools, agencies, etc to target SLP/SLPAs non-CSHA members.
5. Designate a CSHA faculty representative at each University/College.
6. Regarding the California Council of Training Programs: Directors for SLP and Audiology.
 - a. Designate a CSHA representative to attend council meetings.
 - b. Send a recruitment letter to council members.
 - c. Invite council members to attend CSHA board meetings.
 - d. Research how many council members are CSHA members.
7. Develop a DVD recruitment and highlight video.

Legislative Issues Goals:

1. Each district will contact one state senator, one state assemblyman and one U.S. Congressman by June, 2005 and report to the CSHA board via the quarterly board report.

Action Plans:

- Add this item to the advisory board agenda.
 - Add this item to the board report format.
 - Designate a person and alternate to make the contacts.
 - Develop guidelines for building connections.
2. Develop a plan for e-mail dissemination of issue-specific and group-specific legislative issues by June, 2005.
3. Identify top agencies and consumer groups relative to current legislative topics and establish and maintain contacts, relationships by June, 2005.

Professional Issues Goals:

1. Reimbursement
 - a. STAR representative will identify fiscal intermediaries and reimbursement issues for services provided by SLPAs, CFY/RPEs, and student inters by June, 2005.
2. Professional Standards:
 - a. Work with CSHA webmaster and California Council of Graduate Programs to establish student placement area (with password protection) that is available to college professors, students and field work providers by June, 2005.
 - b. Distribution of a professional standards brochure to parent, teachers, school administrators, and advocacy groups to provide current information about SLP services by June, 2005.
3. Professional Education:
 - a. Establish list serves for areas of interest for members to receive current information by December, 2005.