



*Strategic Plan
2023-2026*

*Setting the P·A·C·E
for our Profession*

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TOPIC I - Board Engagement

A. Strategic Objective: To provide more education to Board members on the responsibilities and duties of their roles.

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
The Executive Board will provide training and transition to incoming board members.	<p>Create an orientation for board members</p> <ul style="list-style-type: none"> Review the Polices & Procedures Manual Reimbursements Board meetings <p>Create a process for the outgoing board member to educate the incoming board member on the duties of the position</p> <p>The ongoing board member will meet with the incoming board meeting by the end of September</p>	All Board Members	<p>Yearly Orientation Created</p> <p>75% of outgoing board members meet with the incoming board member</p>	August 2023	
Provide expectation of roles and commitment	<p>Develop a Conflict of Interest and Commitment Statement</p> <p>Obtain input from all board members on</p>	President, President-Elect, Past President	Conflict Statement to sign yearly and Commitment Statement to sign when becoming a board member	July 2023 and on going	
Revise the P&P Manual to include all roles of board members and to create yearly time lines	<p>Create by weekly meetings to review and revise the P&P Manual</p> <p>Bi weekly with each board member</p>	Committee Board Member and Craven	Updated P&P Manual	July 2023	

B. Strategic Objective: To re-engage committees with more involvement and new members.

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
<p>Increase the involvement of members on committees</p>	<p>Create needs and define expectations and time commitment (micro volunteering)</p> <p>Educate members on active committees</p> <p>Recruit members</p>	<p>Committee Chairs</p>	<p>Three new active committees</p>	<p>January 2023</p> <p>At the Convention</p> <p>At the Convention</p>	

TOPIC II: Continuing Education

A. Strategic Objective: Enhance CE opportunities and access for members across settings and instructional levels

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Provide CE opportunities at all instructional levels across topics/settings	Continue opportunities for introductory content <ul style="list-style-type: none"> • Early career • Career transition (e.g. settings, populations) 	Convention Committee	Continuation	ongoing	
	Create more advanced instruction sessions at KSHA convention <ul style="list-style-type: none"> • Specific Topic (e.g., dysphagia, advanced language) 	Convention Committee <ul style="list-style-type: none"> • VP Healthcare • VP Schools • VP Higher Education 	1-2 topic areas identified	2024 and ongoing	
	Create student focused sessions at KSHA convention <ul style="list-style-type: none"> • Transition to Grad School • CF Information • Licensure • Professional duty 	Convention Committee <ul style="list-style-type: none"> • VP Higher Education 	1-2 topic areas identified	2024 and ongoing	
Provide varied access to CE opportunities	Establish CE offerings outside of convention <ul style="list-style-type: none"> • Live webinars in the Fall • Replay available for one month • Include Audiology and Speech Pathology in offerings 	Continuing education committee <ul style="list-style-type: none"> • VP Healthcare • VP Schools • VP Higher Education 	4 Live Webinars with 1 being audiology specific	Sept 2023 and ongoing	

TOPIC III: DEI

KSHA will increase education and engagement regarding Diversity, Equity, and Inclusion (DEI) within the profession and community at large.

A. Strategic Objective: KSHA will recruit students from diverse populations.

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Recruit students to the profession from diverse populations	Enlist the help of universities with CSD programs to identify schools in their area with diverse populations; encourage attendance at college fairs, career days	DEI Committee Student Liaison	Developed list of at least 5 high schools	December 2024	
	Enlist the help of universities to identify minority student groups currently in on campus	DEI Committee Student Liaison	1-2 campus groups annually	December 2024	
	Develop a brochures with information on the profession and how to pursue the profession	DEI Committee Student Liaison	Brochure Developed	December 2024	
	Participate in college fairs and career days	Communications Committee	2 annually	December 2025 and ongoing	
	Share the brochure and educate guidance counselors on the field of SLP and AUD	Executive board Committee Members			
Increase scholarship support for current CSD students from diverse backgrounds	Develop a KSHA scholarship for individuals from diverse backgrounds	DEI Committee Scholarship/Grants Committee	1 scholarship	February 2023 and ongoing	
	Create a list of scholarships for individuals with diverse backgrounds and link on KSHA's Scholarship page	DEI Committee Scholarship/Grants Committee	3-5 scholarships	February 2024	
	Create option for members to donate specifically to a DEI scholarship fund	DEI Committee Scholarship/Grants Committee	In Place	October 2023	

Provide education on personal and professional development programs/organizations for students from diverse backgrounds	Create links on KSHA’s website (i.e. ASHA Minority Student Leadership Program, NBASLH)	DEI Committee	In Place on the website	March 2023
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B. KSHA will encourage diverse representation on the Executive Council.

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Educate current Executive Council members on DEI	Annual training for Executive Council members regarding DEI	DEI Committee All Board Members	1 training annually	November 2023 and Ongoing	
Regular communication with members regarding KSHA, ASHA, AAA, etc. DEI initiatives	Send quarterly communications (emails, social media posts, etc.) regarding DEI updates/KSHA DEI initiatives	DEI Committee Communications Committee	Quarterly	October 2023 and Ongoing	
Provide education regarding KSHA’s Executive Council to individuals from diverse populations	Board members will host a DEI social event at Convention to recruit and educate members on the roles, opportunities, and responsibilities of the Executive Council	DEI Committee Convention Committee All Board Members	1 event annually	February 2024 and Ongoing	

C. Strategic Objective: KSHA will educate members and the community on DEI

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Provide members with information on ASHA’s DEI Caucuses	Include links on KSHA’s website to ASHA’s DEI Caucuses	DEI Committee Craven Management	In Place	March 2023 and Ongoing	
Encourage community engagement and education activities	Develop a list of events for members to participate in their communities that target diverse populations	DEI Committee Communications Committee	Placement on the website	October 2023 and Ongoing	

Provide DEI resources to members	Develop DEI toolbox utilizing resources from ASHA, AAA Develop DEI tutorial and email/post to social media/website; once tutorial is complete, provide DEI toolbox	DEI Committee Communications Committee	Placement on the website	October 2023 and Ongoing
Increase diversity in KSHA social media posts	Monthly/quarterly spotlight of someone from a diverse background	DEI Committee Communications Committee	Quarterly	October 2023 and Ongoing

TOPIC IV: Professional Empowerment

Strategic Objective: Empower and support KSHA members

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Enhance member access to resources specific to areas of need	Organize resources pages focused on: <ul style="list-style-type: none"> a. Advocacy <ul style="list-style-type: none"> i. compensation ii. workload b. DEI c. Business strategies d. Practice areas <ul style="list-style-type: none"> i. Early Intervention ii. School iii. Private Practice iv. Medical 	President, Past President, President Elect Appropriate VPs and Committee Chairs	2 identified areas updated on the Website	December 2023; Ongoing	
	Locate existing resources to link members to (e.g., ASHA practice portal)			2024 ongoing	
	Conduct Virtual meeting(s) to discuss and share resources			1-2 Meetings w/at least 10 members present	Annually/Ongoing
Provide access to a listing of specialized providers with clinical expertise in advanced practice areas	Create a list of professional contacts by region who provide specialized services (e.g., AAC, fluency, lactation/breastfeeding, voice, tracheotomy, etc.)	President, Past President, President Elect Appropriate VPs and Committee Chairs	Two specialized services identified with at least two resources	December 2023	
	Post on the members only section of KSHA website				
	Communicate with members about network				

TOPIC V: Membership Engagement

A. Strategic Objective: Provide frequent, quality, and accessible communication

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Update Website	<p>Advocacy section on website</p> <p>Professional/Student voice section</p> <p>Website Wednesdays - highlight website features</p>				
Analyze current communication methods	Review click rates regarding current e-blasts	President, President-Elect, Past-President Communications Committee	Review Completed	December 2023	
	Review social media for engagement	President, President-Elect, Past-President Communications Committee	Review Completed	December 2023	
Increase the consistency of communication w/members regarding KSHA’s activities	Send—at least quarterly—e-blasts to the membership (High quality, compacted and meaningful emails)	President	4 e-blasts	January 2023	
	Include a “Chair Chats” section of The Communicator for board members to discuss important topics/needs/ideas within their committees.	Committee Chairs; 3 VPs/ STARS, StAMPS, SEAL	6 per issue	Spring 2023 Issue	

B. Increase professional and student participation in KSHA

Goals	Action	Responsibility	Measure of Success	Expected Completion	Completion Date - Notes
Welcome new KSHA members to the association and introduce the organization	<p>Host a virtual (via Zoom) orientation for all new members in the Spring focusing on: (separate events for prof. and students)</p> <ul style="list-style-type: none"> • Board/Executive Council Structure • Engagement/Networking Opportunities • Communications (including social media) • Emphasize volunteer-based organization • Scholarship opportunities (students) 	President (and 3 board members)	5 new members attend	March 2023 on going	
Encourage networking opportunities for all KSHA members	Create a virtual KSHA Cafe (via Zoom) where members can ask questions (including clinical questions), voice concerns, and/or state opinions.	President (and 3 board members)	1-2 annually with 10 attendees	March 2023 and Ongoing	
Increase presences on social media.	<p>Highlight KSHA’s social media presence/activities via:</p> <ul style="list-style-type: none"> • Instagram • Twitter • Facebook and live stream 	<p>Communications Committee</p> <p>Student Liaison</p> <p>Communications Chair</p>	Increase likes/shares 10%	January 2023 ongoing	
Provide a means for members to connect with other members as mentors.	<p>Develop criteria for members to serve as a mentor in all practice areas and areas for students</p> <p>Work with management company to implement with current database.</p>	<p>Membership Chair</p> <p>Select task force</p>	<p>Program implemented</p> <p>10 mentors registered in first year</p>	December 2023	

