

SHAV Strategic Plan 2020 - 2023

[Advocacy Connection Goal:](#) SHAV Board members will connect with local legislators at a minimum of once per year.

[Advocacy Events Goal:](#) SHAV will hold at least 15 Advocacy events in 3 years. (6 town halls each year, 3 Advocacy Days)

[Advocacy Communication Goal:](#) SHAV will communicate with members regarding advocacy efforts.

[Organization of Board Documents:](#) SHAV will create and maintain documentation online through the SHAV website and through a shared Google Drive.

[Organization/Contingency Planning:](#) SHAV will develop a crisis plan for conference and in person events (Advocacy Day, Screenings, etc.)

[Membership Goal:](#) SHAV will define member benefits, increase membership, and increase volunteer leadership opportunities

[Diversity, Equity and Inclusion:](#) SHAV will promote cultural competence, attract and retain clinicians from minority populations, advocate for access

[Feedback From Strategic Planning Day with ASHA](#)

[Vice President Responsibilities by Goal](#) - NEW - Please review with Strategic Plan

Advocacy Connection Goal: SHAV Board members will connect with local legislators at a minimum of once per year.

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Schedule a meet and greet with legislators after legislative session ends	ALL if comfortable		Session schedules available here <ul style="list-style-type: none"> 2020 - 1/9 VPs scheduled meeting 2021 - 3/9 VPs scheduled meetings 	
Conference Committee look to invite a legislator for a session/panel	VP for Continuing Education, VP for Government Affairs	Whenever speakers are due?	2021 - not included 2022 - invited, but not included 2023 - David Bailey included	
Set up station at conference for handwritten cards to legislators	VP for Continuing Education	3/2021, 3/2022, 3/2023	2021 - Did not complete due to all virtual. Rolled out Advocacy Toolkit 2022 - No station 2023 - No station. Toolkit available. Student letter writing campaign	
Reach out to your local legislator for a chat (card, email or phone call)	ALL	12/2020, 12/2021, 12/2022	Find your legislators here <ul style="list-style-type: none"> 2020 - 1/ VPs contacted legislator 2021 - 3/9 VPs scheduled meetings 	

Outcomes:

Build relationships with legislators, educate them on our professions, increased awareness of the profession

Indicators of Success:

Relationships with 11 state level legislators, increased visibility with national legislators

Legislator panel at 2021/2022/2023 conferences

Barriers:

Member participation in letter/card writing station

Board comfort level with reaching out to legislators

Legislators schedules

Advocacy Events Goal: Complete at least 15 Advocacy events in 3 years. (6 town halls each year, 3 Advocacy Days)

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Continue to apply for ASHA annual state association and student advocacy grants	President	1/2021, 1/2022, 1/2023	2021 - completed and received 2022 - completed and received 2023 - completed and received	ASHA State Grant Website
Advocacy Day	President, VP for Government Affairs	1/2021, 1/2022, 1/2023	2021 - virtual with rollout of Advocacy Toolkit 2022 - held virtually 2023 - Hybrid event	
Town Hall Meetings	VP for SLP, VP for AUD, VP for Membership, 3Ps (?)		2020 - 3 held virtually 2021 - 8 offered, 5 held 2022 - 4 held	<ul style="list-style-type: none"> ● Rebrand name ● Hold minimum of 6 locations statewide ● 1 just for audiologists (Hampton Roads) ● Find weekends to hold them
Prince George Screenings	President, VP for Government Affairs	4/2020, 4/2021, 4/2022	April 2020 canceled April 2021 canceled April 2022 canceled	Research other health fairs/screenings we can support
Public Schools/Career Fairs	President, VP for Government Affairs			Research other school/career fairs
Collaboration with VOTA and VPTA	President, VP for Government Affairs, STAR	9/2020	Amie Boone said she would help with this	

Outcomes:

Increased awareness of the profession, Increased advocacy success

Indicators of Success:

Apply for ASHA state and student advocacy grants

Complete 18 total town hall meetings [6 per year]

Participate in 3 Advocacy Days (virtual and on the Hill)

Complete 3 screenings/health fairs

Visit/advocate at 3 schools/fairs

Collaboration with VOTA and VPTA on common issues facing all service providers

Barriers:

Advertisement of events to members

Reaching working/practicing clinicians

Membership participation

Advocacy Communications Goal: SHAV will communicate with members regarding advocacy efforts.

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
ASHA legislative and regulatory email blasts	VP for communications			
Support SEALs, STAMPs, STARs	ALL		<ul style="list-style-type: none"> ● SEAL report included in 6/2020, ● STAR report included in 6/2020, 11/2020 	<ul style="list-style-type: none"> ● Post in SAG ● Be on board agendas ● Exhibit table at conference

Outcomes:

Increased awareness of the profession, Increased advocacy success

Indicators of Success:

ASHA email blasts sent out to membership

SHAV-a-Gram articles from SEAL, STAMP and STAR

Representatives on Board meeting agendas

Representatives have an exhibit table at 2021, 2022, 2023 conferences

Barriers:

Membership participation

Awareness of SHAV advocacy efforts to members (advertisement of all we do)

Organization of Board Documents: SHAV will create and maintain documentation online and through a shared Google Drive.

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Create Advocacy Flow Chart	VP for Government Affairs	9/2020	Already done?	ADA compliant?
Accurate committee member list	Committee Chairs	6/2020	Updated annually	Committee Listserv
Maintain board roles in Google Docs	President-Elect	9/2020	COMPLETED 5/2021	Board Guidance Document
Overview of board roles for website	President-Elect	9/2020	COMPLETED	
Update P&P document	3Ps with Board approval	9/2020	COMPLETED 11/2020	LINK
Upload P&P document to website	SHAV Office	3/2021	COMPLETED 5/2021	LINK
Committee roles powerpoint posted on website	SHAV Office		Powerpoint already created?	
Keep website up to date	SHAV Office	Ongoing	Training on website management COMPLETED 8/2022	VPs now trained on how to update and maintain website
Create Shared Google Drive	SHAV Office/Craven Management, President-Elect (?)	9/2020	COMPLETED 9/2020	Still need to be sure to make SHAV "owner" of all documented created within the drive

Outcomes:

Increased organization of board documents, Don't lose access with transitioning leadership

Indicators of Success:

Shared Drive created

Board documents uploaded/moved and organized in Drive

Policies and Procedures document updated, approved by board, and uploaded for members

Barriers:

Maintenance of documents with updates from Board

Organization/Contingency Planning: Develop crisis plan for conference/in person events (Advocacy Day, Screenings, etc.)

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Increase understanding of conference contracts	ALL - from Diane		2023 - SHAV 3Ps and VP for Continuing Ed. involved with conference contracts	
Member communication during a crisis	3Ps, VP for Continuing Education, VP for SLP, VP for Aud.		Plan created 9/2020	Contingency and Communication Plan - DRAFT Still need to make into a "to-do" list style
Refunds/Reimbursement options	3Ps and SHAV office		Refer to 2020 conference refunds for guidance	
Virtual options for in-person events	VP for Continuing Education, VP for SLP, VP for Aud.		2021 Conference held virtually	

Outcomes:

Contingency plan for in-person events in the event of emergencies

Indicators of Success:

Crisis Plan in place that outline member communication, refunds/reimbursement/virtual options

Barriers:

Variety of situations to plan for
Extenuating circumstances

Membership Goal: Define member benefits/Increase Membership/Increase volunteer leadership opportunities

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Define member benefits. What do we already offer? What do our members consider tangible?	VP for Member Services	9/2020	Is this already defined somewhere? P&P or By-Laws?	
Analyze membership growth by demographics (age groups, geographically, SLP vs. Aud.)	VP for Member Services	8/2020, 6/2021, 6/2022	Following conference (per Craven guidelines on data)	
Assess volunteer leadership opportunities being offered to members	ALL/Committee Chairs		<ul style="list-style-type: none"> Registered for ASHA Micro-volunteering program (5/2021) 	
SHAV Bucks?? (reinforcement for involvement)			Being disseminated for refunds/prizes	
Alternative continuing education opportunities (webinars)	VP for Continuing Education, VP for SLP, VP for Aud.	Ongoing	“Hold” conference speakers for 2021?	
Analyze participation in conference (date and location, demographics)	VP for Continuing Education, VP for SLP, VP for Aud.	8/2020, 6/2021, 6/2022		
Member spotlight in SAG	VP for Member Services	Ongoing	Quarterly	
Recognize awardees both in person at conference and on social media	VP for Member Services, VP for Continuing Education, VP for Public Relations and Communication		Leading up to conference or post-conference social media posts?	
“Community Highlights” with monthly notecards from SHAV	VP for Member Services		SHAV Shout-Out program created XX/2021	
Ethics webinar for licensure requirement	??			

Membership Renewal Options - Gift to the Grad - Automatic Renewal - Multi-Year Membership	SHAV Office		Student committee working on Gift to the Grad	
Associate Membership for SLPAs (?)			COMPLETED ?	
Mentorship Program	Past President		COMPLETED 11/2020	
Google Sheet with Member Data	VP for Member Services	9/2020	Keep updated annually	Get data from Craven
Create Student Committee	Past President	10/2020	COMPLETED 11/2020	

Outcomes:

Increased member benefits, Increase membership, Increase value of membership

Indicators of Success:

- Increased membership (measurable?)
- Membership renewal options
- Defined member benefits
- Increased participation in mentorship program (measurable?)
- Increase volunteers (measurable)

Barriers:

- Membership commitment
- Time constraints of members to participate in volunteer/leadership opportunities
- Keeping up with CE requirements
- Clarity of SHAV needs

Diversity, Equity and Inclusion: Promote cultural competency in current membership, attract and increase retention of clinician from minority populations, advocate for access to treatment for individuals with communication disorders from culturally and linguistically diverse populations

Organizational Strategies	Person Responsible	End Date	Notes/Data/Final Update	Action Plan
Survey members and other stakeholders before each triannual strategic plan on the current state of diversity and inclusion in our association and in state-wide practice settings	VP for Membership, VP for Governmental and Professional Affairs, VP for Public Relations and Communication	9/2021	Send out one now to gain insight into membership	
Develop web listing to connect culturally competent/bilingual/multilingual clinicians to address shortages of clinicians representing diverse populations	VP for Member Services	1/2022		
Spotlight members whose accomplishments open up access and embrace inclusion	VP for Member Services, VP for Public Relations and Communication	Ongoing	Ex: Diversity and Inclusion award (Honors committee), website honoree	
Develop materials/handouts to assist members in advocating with legislators for increased access to services for the underserved	VP for Governmental and Professional Affairs	1/2022		
Translate all materials/handouts into the top five language spoken in VA	VP for Public Relations and Communication	1/2023	What are the top 5 languages in VA?	
Create Multicultural Track at Annual Conference	VP for Continuing Education, VP for Speech Language Pathology, VP for Audiology	3/2023	Health care/educational disparities, lack of cultural treatment supplies, invite experts to speak (IPE, ASHA SIG 2, Offices of DI at universities)	
Host Webinars/Town Halls on cultural and linguistic diversity, equity and inclusion	VP for Member Services, VP for Speech Language Pathology, VP for	Fall 2022	Ex: unconscious bias, pragmatic language, microaggressions, cultural competence, service delivery	

	Audiology, 3Ps??		to diverse populations, etc.	
Promote resources annually designed to educate members on cultural competence and disseminate intentional social media posts	VP for Public Relations and Communications	Ongoing	ASHA cultural competency website, NBASLH initiatives	
Include intentional plans for recruitment from diverse groups into SHAV planning	VP for Member Services	Ongoing	Career fairs, mentorship, committee membership, board nominations	
Promote Cultural/Linguistic Diversity “badge” for students/faculty at VA universities to retain diverse students	??	?		
Require headings within each Strategic Plan to include multicultural interest, diversity, and inclusion goals and action items	President-Elect	9/2023		
Form Multicultural Competence Task Force to address strategic plans goals annually	3Ps	9/2022	COMPLETED 2022	

Outcomes:

- Addresses diversity, equity and inclusion in all SHAV annual plans moving forward
- Attract and retain clinicians from diverse populations
- Increase diversity in SHAV leadership opportunities
- Advocate for access to equitable therapy services for underserved populations

Indicators of Success:

- Listing of therapists with multicultural focus
- Recognition of clinicians service diverse population needs
- Increase in cultural/linguistic diversity at annual conference

Barriers: