

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

Quarterly Report: ___1st ___2nd ___3rd ___4th

FOCUS AREA: PERSONNEL SHORTAGES

ISSUE: Persistent vacancies for speech-language pathologists in education, health care, and higher education employment settings may result in requests to lower state certification/licensure requirements for speech-language pathologists and audiologists and employment of less qualified individuals to provide services.

OUTCOME:

1. A decreased number of reported vacancies for audiologists and speech-language pathologists employed in education and health care employment settings.

INDICATORS OF SUCCESS: 10% decreased number of reported vacancies for audiologist and speech-language pathologist employed in education and health care employment settings. (Need a baseline for health care settings)

Strategies	% of Strategy Achieved						Comments
	*NS	25	50	75	100	*Elim	
Strategy 1: By December 31, 2006, the ASHA SEAL will have held an initial state-level coalition meeting to discuss the impact of personnel shortages on the needs of children and adults with speech, language, and/or hearing disabilities that includes representatives from other professional and advocacy organizations (e.g. VEA, School Superintendents, Directors of Special Education, parent organizations). (2006)					9/06		Goal met. 5 meetings held in 2006-2007. State Improvement Grant passed. UVM to add distance learning program to expand graduate program fall 08. School Vacancy and SLP compensation/job satisfaction surveys completed. Coalition work to continue through April 2008. See website for details: www.vsha.us 1/08 update-Gather information from school spring
Strategy 2: By December 31, 2006, the President Elect will have held a meeting with UVM to discuss their possible interest in and the feasibility of developing a part time graduate program in order to determine if we should go to VCDR to lobby for funding for such a program. (2006)					11/06		Goal met. State Improvement Grant written and passed to allow UVM to expand graduate program using distance learning technology beginning fall 2008.

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

<p>Strategy 3: By December 31, 2006, selected VSHA Board members will have completed phone surveys with SPED directors and DOE and will have reviewed information posted on School Spring.com to gather baseline information on the number of vacancies for speech-language pathologists in the schools. The information obtained will be compiled and reviewed with Advocacy Committee. (2006) 1/08 Update- In fall '06 tried to gather information but information was insufficient</p>				9/07			<p>Goal-partially met in 2006. Insufficient information from phone surveys. Written survey completed 9/07. Almost half of school districts have vacancies. SchoolSpring.com data not collected. 1/08 School Sprin data will be collected by March 08 meeting</p>
<p>Strategy 1: By June 1, 2007, the ASHA SEAL and President/President-elect will have attended all Vermont Special Education Director Meetings to open communication with the Directors and provide information about the professions, the need for qualified personnel, effective recruitment/retention strategies, the need for using workload factors to determine caseload, and to discuss issues related to dealing with the shortage of speech-language pathologists in the state and the provision of speech-language pathology and audiology services in the schools. (2007)</p>					10/06		<p>Goal met.</p>

* NS = Not started
 Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

<p>Strategy 2: By December 31, 2007, the Department of Education (DOE) Liaison, Vermont SEAL, and the ASHA Legislative Councilor will have studied the feasibility of providing:</p> <ul style="list-style-type: none"> • Sign-on bonuses for recruiting new speech-language pathologists for employment in Vermont schools, • Scholarships and other incentives for graduate students in communication sciences and disorders and speech-language pathology assistants who commit to employment in the state Vermont for a specified period of time, • Incentives (financial and others) for speech-language pathologist employed in the schools to initiate programs in their high schools to recruitment students to pursue careers in speech-language pathology and audiology. 			12/07		1/08	<p>Goal partially met. Initial discussions held.</p> <p>SIG III grant received</p>
<p><u>STRATEGIES: Multiple Years</u> Strategy 1: By December 31, 2006, 2007, and 2008, selected VSHA Board members will have completed phone surveys with SPED directors and DOE and reviewed information posted on School Spring.com to determine if there has been a decrease in the number of vacancies for audiologists and speech-language pathologists. The information will be compiled and reviewed with the Advocacy Committee.</p>		9/07				<p>Ongoing for 2006-07</p>
<p>Strategy 2: By December 31, 2006, 2007 and 2008, the President will have contacted ASHA to gather information about nationwide efforts to address the preparation of qualified personnel that can be used in Vermont and will provide an annual report to the Board related to the information obtained</p>			12/07			<p>Contact with Lemmietta McNeilly at ASHA – regarding personnel shortages. Information collected at SEALs meetings twice yearly and CSAP meeting 11/07.</p>
<p>Strategy 3: By December 2006, 2007, 2008, the President will contact the Vermont Department of Education to find out the annual priorities for the State Improvement Grant program.</p>			10/07			<p>SIG III approved. Board and members informed</p>

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)

Strategic Plan: June 1, 2006-December 31, 2008

Quarterly Report: ___1st ___2nd ___3rd ___4th

FOCUS AREA: ADVOCACY

ISSUE: An organized concerted effort by the Association to advocate for the professions and for the individuals they serve will result in policies and procedures that improve access to and funding/reimbursement for quality programs and services in speech-language pathology and audiology.

OUTCOME:

1. Maintain legislative and regulatory advocacy activities related to the professions and the individuals they serve.
2. Increased visibility of the professions and the quality services provided by audiologists and speech-language pathologists with policymakers.
3. Increased involvement by VSHA members in grassroots advocacy activities.

INDICATORS OF SUCCESS:

1. At least 4 legislative and regulatory advocacy activities initiated related to the professions and the individuals they serve.(including but not limited to VCDR Disability Awareness Day, SLPA, RTI Conference)-1/08 Update Jessie/Susan focus group reviewed special ed monitoring process; Assisted with special ed 2007 update;RTI - introduction at Fall 07 conference,RTI-topic for Spring 08 conference;meeting with DOE re:SLP-A regs
2. At least 2 activities provided for policymakers to increase visibility of the professions and the quality services provided by audiologists and speech-language pathologists. (Disability Awareness Day/ LEA – Special Ed Meetings) Jessie/Kari met with special ed directors
3. 25% of VSHA members will participate in professional grassroots advocacy activities including Response to Intervention (RTI) and State-wide Coalition on personnel shortages.

Strategies	% of Strategy Achieved						Comments
	*NS	25	50	75	100	*Elim	
					4/07		Goal met -First meeting held in April 2007. Developed 4 surveys (SLPs, SLPAs, Parents, Principals, SPED administrators) w/return from SLPs & SPED admin. Surveys to be sent to parents & SLP-As Sped surveys to be analyzed. Meet in 8/07. Report forthcoming by June 08
Strategy 1: By December 31, 2006, the DOE Liaison will have established a VSHA committee to meet with the DOE to discuss issues related to the use, scope of work, and supervision of speech-language pathology assistants (SLPA) in Vermont schools and the need for VSHA to develop a policy statement regarding use re SLPAs. (2006)							
Strategy 2: June 1, 2007, the DOE Liaison will have developed a plan to deal with issues related to use of the Response to Intervention model (including oral literacy) with individuals who have speech, language, and hearing disorders. (2007)							1.Regarding RTI-Jessie: contacted Kate Smythe (Wolcott)-pilot site doing Phonological Awareness software. Kate will keep Jessie informed. Jessie to find out all SLPs in pilot sites. Kari to email SEALS listserve –ask ASHA about oral expression & listening comprehension guidelines. 1/08 Update- Will table this strategy and revisit in 2009 Strategic Plan

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)

Strategic Plan: June 1, 2006-December 31, 2008

Strategy 3: By December 31, 2007, the ASHA Seal will have created a forum for VSHA members to discuss ways to promote a salary supplement for qualified speech-language pathologists employed at the local level (2007)					6/07	Kari put a salary supplement forum on the website 6/07. Continue to involve VT SLPs in discussions.
STRATEGIES: Multiple Years Strategy 1: By December 31, 2006, 2007, and 2008, the President-Elect will have participated in meetings of the Vermont Coalition on Disability Rights (VCDR) and will have requested that VCDR advocate for increased funds for the UVM department of Communication Sciences to implement a part time personnel preparation program to alleviate the shortage of speech-language pathologists in the schools.						VCDR-Susan getting regular updates. SIG 3 grant approved. UVM moving forward.
Strategy 2: By December 31, 2006, 2007, 2008, the Public Relations Committee will have planned for VSHA participation in the Disability Awareness Day.						Ongoing

Quarterly Report: ___1st ___2nd ___3rd ___4th

FOCUS AREA: CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

ISSUE: Availability of a variety of Association sponsored continuing education/professional development activities results in increased non-dues revenue and in visibility for the Association as a provider of knowledge and information related to communication sciences and disorders that can be used to maintain professional currency and provide value for becoming an Association member.

OUTCOME:

1. Increased availability of Association sponsored state-of-the art continuing education/professional development activities.

INDICATORS OF SUCCESS:

1. 2 continuing education/professional development activities.
2. 1 Regional Networking opportunity.

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

Strategies	% of Strategy Achieved						Comments
	*NS	25	50	75	100	*Elim	
Strategy 1: By January 1, 2007, the Programs and Academic Programs Committees will have studied the feasibility and prepared a report on developing professional development network opportunities (e.g., regional or topic related) for members. (2007)					5/07		Networking: Feasibility 100% complete. Dinah is still looking for people to head networking groups.
<u>STRATEGIES: Multiple Years</u> Strategy 1: By December 31, 2006, 2007, 2008, the Program Committee will have developed, marketed, and conducted at least two continuing education/professional development programs per year.					12/06 12/07		Committee work Spring Conference 08-Barbara Moore Brown RTI Fall Conference 08- Terry Bellis Auditory Processing Management

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

<p>Strategy 2: By December 31, 2006 and December 31, 2008, the Academic Programs Committee in collaboration with the UVM Department of Communication Sciences will have planned and conducted professional knowledge update courses/workshop in communication sciences and disorders.</p>					7/07		<p>Goal met. There are 15 enrollees for summer course. Summer 08-no course is planned</p>
--	--	--	--	--	------	--	---

* NS = Not started
 Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)

Strategic Plan: June 1, 2006-December 31, 2008

Quarterly Report: ___1st ___2nd ___3rd ___4th

FOCUS AREA: PUBLIC RELATIONS

ISSUE: A comprehensive public relations program is necessary to promote awareness about the professions of speech-language pathology and audiology and the programs and services provided to consumers, associated professionals, policymakers, and others.

OUTCOME: Increased awareness by consumers, other professionals, and policymakers of the professions of speech-language pathology and audiology and the programs and services provided.

INDICATORS OF SUCCESS:

1. 2 public relations activities. (table at fall 07 conference; parent survey, special ed director survey, slp survey; website; state coalition meetings; awards)
2. Quarterly updates of the VSHA Web-site.

Strategies	% of Strategy Achieved						Comments
	*NS	25	50	75	100	*Elim	
<p>Strategy 1: By December 31, 2006, the Public Relations Committee will have developed a plan for conducting a VSHA public relations program to inform the public about:</p> <ul style="list-style-type: none"> • the importance of communication to the quality of life, • the programs and services provided by speech-language pathologists and audiologists, • the qualifications of speech-language pathologists and audiologists, and to • determine the feasibility of developing VSHA or using ASHA brochures related to communication disorders in children for pediatricians and communication disorders in the elderly for those working with older populations. (2006) 					1/07		<p>Committee developed a plan. VSHA brochure-need to develop for :new members & physicians- *download off website</p> <p style="padding-left: 40px;">*have for conferences *Disability Awareness Day</p> <p>Donna will work with Louise, Christi & Jessie</p>
<p>Strategy 2: By December 31, 2006, the Public Relations Committee will have developed a plan for updating the VSHA Web site on at least a quarterly basis to include reports from the VSHA Board and committees, opportunities for continuing education, recognition of members, among other content. (2006)</p>							<p>Goal met. New website offers more frequent updates as needed.</p>
<p>Strategy 3: By December 31, 2007, the Public Relations Committee will have studied ways to increase use of the VSHA Web site to communicate with VSHA members and the public, including redesign,</p>					9/06		<p>Goal met.</p>

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

and conduct elections. (2006)					ongoing	
Strategy 3: By September 15, 2006, the President and Executive Board will have conducted a review of the current VSHA bylaws and organizational structure and recommended any revisions, if needed. (2006)						Goal met.
STRATEGIES: Multiple Years By December 31, 2006, 2007, 2008, the Treasurer and the Executive Board will have reviewed the VSHA budget and developed the 2007, 2008, and 2009 budget to be aligned with the VSHA Strategic Plan and the responsibilities for the VSHA committees.					1/06 1/07 1/08	Ongoing

Quarterly Report: ___1st ___2nd ___3rd ___4th

FOCUS AREA: MEMBERSHIP RECRUITMENT AND RETENTION

ISSUE: Continuous growth in the membership of the Association results in an increased number of members who can support the Association, get involved in Association activities and the conduct of its business, and assume leadership positions.

OUTCOME:

1. Increased number of professionals and students who become members of the Association.
2. Increased number of members who annually renew their membership.

INDICATORS OF SUCCESS:

1. 120 members of the VSHA, in 2006, 130 in 207, 140 in 2008 (did not meet 130 for 2007)
2. 80% of members retain their membership.

Strategies	% of Strategy Achieved						Comments
	*NS	25	50	75	100	*Elim	
Strategy 1: By September 1, 2006, the President Elect and Membership and Public Relations Committees will have reviewed and updated the VSHA list of value-added membership benefits and what the VSHA can do/does for members that can be used to recruit and retain members.(2006)							Goal met.
Strategy 2: By December 31, 2006, the President Elect and Membership Committee will have developed and conducted a survey							Goal met.

* NS = Not started
Elim = Eliminated

VERMONT SPEECH-LANGUAGE-HEARING ASSOCIATION (VSHA)
Strategic Plan: June 1, 2006-December 31, 2008

of members and nonmembers to collect data and information on needs, recommendations for continuing education, why they do or do not attend the VSHA conferences, access to email and Web-based information, suggestions on how the VSHA can provide value for membership and other data information. (2006)							
Strategy 3: By June 1, 2007, the Membership Committee will have developed a plan for recruitment and retention of VSHA members. (2007)							Goal met. Liz has list of lapsed members. Liz will send email out to lapsed members-send out applications in November. 95 members (10 board members & 7 Life Members)
<u>STRATEGIES: Multiple Years</u> Strategy 1: By December 31, 2006, 2007, and 2008, the Membership Committee will have contacted ASHA members and others who are not VSHA members to provide information on the benefit of becoming a member of the VSHA and promoting membership in the VSHA.							Done for 2006. Done for 2007.
Strategy 2: By December 31, 2006, 2007, and 2008, the Membership Committee will have contacted members who did not renew their membership to determine why they did not renew and encouraging them to renew their membership							Done for 2006. Done for 2007.
Strategy 3: By December 31, 2006, 2007, and 2008 the Membership Committee will get a list of all SLP's and Audiologists with a license in the State of Vermont.							Done for 2006 & 2007.

* NS = Not started
 Elim = Eliminated