



# Strategic Planning



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

**Provided by the American Speech-Language-Hearing Association  
State Advocacy Team**

**Strategic planning** attempts to identify the most significant issues that will confront a state association. It is a process in which you prepare for the future by looking at your choices. It requires dedicated time and attention both prior to, during, and after the strategic planning meetings. It involves commitment and engagement by the majority of the leadership as well as an understanding that the plan will serve as a guideline for moving forward with decisions within the association.

- A process for setting future directions and making strategic decisions
- A means to reduce risk and develop a written, long-range plan
- A vehicle for training new board members and developing consensus among the group



## Information Needed to Prepare for Strategic Planning

- Pre-work - Mission/Vision Worksheets and Board Evaluation
- Most Recent Financial Statement
- Previous Strategic Plan (if any)



## Board/Administrative Staff Responsibilities

- Space, Equipment and Supplies
- Time Commitment (1-2 days)
- Participation Expectations
- Associations Ability to Contribute to Staff Travel Costs

## Feedback

"Thanks so much for facilitating the strategic plan for us! Such a fabulous job! The board has a good pathway for the next several years."

"Thank you for an interesting, motivating training and for your masterful facilitation with our board."

"Your activities were engaging and conducive to our working more comfortably and cohesively as a group."

"I had a very pleasant, productive day with you and my colleagues. Thank you for your time, energy and expertise."

## Contact Your State Liaison

**Central:** Janet Deppe  
jdeppe@asha.org, 301-296-5668

**Northeastern:** Susan Adams  
sadams@asha.org, 301-296-5665

**Western:** Eileen Crowe  
ecrowe@asha.org, 301-296-5667

**Southern:** Cheris Frailey  
cfraily@asha.org, 301-296-5666