

CSAP STRATEGIC PLAN (2017 -2020)

Vision Statement:

CSAP is the premier organization where state leaders meet to cultivate a unique culture of growth and knowledge through collaborative efforts.

Mission Statement:

The mission of CSAP is to:

1. Provide leadership training for state speech-language-hearing association presidents.
2. Be a forum for collaboration and networking among these leaders.
3. Promote communication of professional matters between state speech language hearing associations, ASHA and other related national professional organizations.

FOCUS AREAS:

1. Leadership Training/Professional Development
2. Communication and Collaboration
3. Membership (recruitment, retention, and participation)

REVIEW OF PLAN

This plan as written is subject to modification and should be reviewed at each board meeting. Data relative to the Indicators of Success (e.g., number of members, attendance at meetings, etc.) should be reviewed to determine if outcomes were achieved. Strategies may be added or deleted as determined by the Executive Board.

I. FOCUS AREA: LEADERSHIP TRAINING/PROFESSIONAL DEVELOPMENT

ISSUE:

Availability of a variety of Council sponsored leadership training/professional development activities results in increased non-dues revenue and in visibility for the Council as a provider of knowledge and information related to developing state association leaders and providing association management information that can be used to develop and maintain a successful state association.

OUTCOMES:

- Increased participation by CSAP member representatives in Council sponsored leadership training/professional development activities
- Increased Council sponsored state-of-the art leadership training/professional development activities
- Develop educational webinars to meet the needs of the state associations

INDICATORS OF SUCCESS:

- Increase number of participants in other CSAP conducted professional development activities (e.g., teleseminars, webinars)
- Provide at least one new leadership training/professional development activity per year
- Increase number of positive responses on surveys regarding CSAP Conference Programs
- Offer at least two webinars per year to state associations

STRATEGIES:

(1) Within one month following the Spring and Fall Conferences, the Commissioner on Issues and Planning, President, and the President-Elect will begin to plan the following CSAP meetings (Fall and Spring, respectively) including content based on information obtained from CSAP member representatives on the important information they need to manage their state association. [Note that surveys distributed at the conference should also include additional questions regarding the CSAP organization including its website, communications to members, office response to member inquiries, teleseminar topics, upcoming session ideas, etc.]

(2) The CSAP Executive Board will plan and conduct at least one new leadership training activity annually for CSAP member representatives.

(3) The CSAP Executive Board will develop and begin to implement a plan for broadening the pool of conference attendees (e.g., inviting presidents of state chapters of AAA, student associations—NSSLHA and SAA and/or state licensure boards) by May 2019.

(4) Develop two educational webinars based on survey responses at the Fall and Spring Conferences:

March/April Webinar: Based on previous Fall Conference survey results.

September/October Webinar: Based on previous Spring Conference survey results.

II. FOCUS AREA: COMMUNICATION & COLLABORATION

ISSUE:

The increased need for exchanging information related to managing state associations, developing leaders for state and national association positions, and advocating at the state and federal level for the provision of quality services in all employment settings will require a variety of collaborative efforts among CSAP, ASHA, and other allied and related professional organizations.

OUTCOMES:

- Increased ongoing collaboration between CSAP and ASHA
- Clarification of the roles of CSAP and ASHA as related to providing programs and services for state associations
- Increased collaboration between CSAP and other allied and related professional organizations
- Use of at least one new means of communication with members annually.[Note: communication may be either electronic or non-electronic (e.g., phone call to incoming presidents, CSAP Facebook)
- Semi-Annual updates by CSAP Executive Board and Committee members posted on the Website
- Updates on the website of basic information relating to members (e.g., names, contact information) and upcoming conferences posted in a timely manner (e.g., weekly, monthly)
- Develop methods of communication to keep the state associations connected between conferences

INDICATOR OF SUCCESS:

- At least one-two collaborative projects initiated by or participated in by CSAP annually
- At least 20% increase in hits to the CSAP website
- Get a baseline of number of hits on CSAP website (fall 2017) and compare hits in following fall meeting (2018)

II. FOCUS AREA: COMMUNICATION & COLLABORATION - CONTINUED

STRATEGIES:

- (1)** Annually the President/President-Elect will meet with ASHA Liaisons to discuss and determine possible programming for the Spring and Fall meetings.
- (2)** Twice per year, in conjunction with the Spring and Fall Conferences, CSAP will provide information to its members relative to the ASHA resources as to how they can get involved in ASHA governance activities. The following link shall be provided www.asha.org/about/governance/become-a-volunteer
- (3)** By November 2018, the Executive Board members will be assigned to contact other allied and related professional organizations (e.g. NSSHLA, CAPCSD, AAA, Student organization of AAA, Chair of SLPAC Advisory Councils) to develop a mechanism to exchange and disseminate information between the groups.
- (4)** By August 2018, the past President will present/develop a plan to market CSAP activities (leadership training/professional development, Spring and Fall meetings, conferences, teleseminars, electronic forums and communications, etc.) to current and past CSAP member representatives (alumni).
- (5)** Annually, by March of each year, the Commissioner on Technology will review the CSAP Website (e.g., content, accessibility, user friendliness, etc.) and make recommendations to the Executive Board for changes that need to be made to enhance its value to CSAP members.
- (6)** Annually, by March of each year, the Commissioner on Technology will review all of the CSAP communication vehicles (e.g., email list, Website, e-newsletter, discussion list, broadcast) to determine current usage and utility in meeting the needs of CSAP members and providing a resource for the Executive Board to communicate with CSAP member representatives and to conduct CSAP business and recommend any changes, if needed.
- (7)** On an ongoing basis throughout the year, the Commissioner on Technology and the President, in conjunction with the management firm and/or website support, will maintain CSAP's electronic communication vehicles and ensure that new information is posted in a timely manner (time frame TBD, consideration for quarterly, monthly or biweekly changes,).
- (8)** Annually, after the November Conference, a brief summary including a standard agenda of the conference will be added to the CSAP website as well as the date and location announced for the next CSAP meeting in the spring. The CSAP website will include a listing of current information on all the future meeting dates and places when available.
- (9)** Develop a communications plan to include frequency, topic and delivery method, to conduct discussions on current issues with state associations between Conferences.

III. FOCUS AREA: Membership Recruitment, Retention & Participation

ISSUE:

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

OUTCOMES:

- Maintain and/or increase the number of State Associations that become members of the Council
- Maintain and/or increase the number of State Associations who annually renew their Council membership (in a timely manner)
- Increased number of CSAP member representatives who participate in Council operations/committee activities, meetings, and/or vote in elections

INDICATORS OF SUCCESS:

- Greater than 90% of State Associations who are members of CSAP
- Greater than 90% of State Association that annually renew their CSAP membership (in a timely manner)
- A slate of Executive Board positions to be elected that includes at least two members for each position to be filled

STRATEGIES:

(1) Annually, by September 30th, the Past President (and his/her designees) will contact (e.g., call, survey, email, etc.) CSAP member and nonmember state associations to obtain information on how CSAP can provide programs and services that will increase value to CSAP members, why they do or do not become a member of CSAP, and why they do or do not participate in CSAP meetings and prepare a report for the Executive Board on the results of the contacts.

(2) By January 2018, the Commissioner on Communication will review the information (e.g., documentation, web posting) on the importance and benefits of becoming a member of CSAP.

(3) To follow-up on state associations which do not join/rejoin CSAP, the following protocol will be carried out annually:

(a) By March 1, the management company will provide the President and Treasurer with information regarding the paid/nonpaid states.

(b) By March 31, the President will contact all state associations that have not joined CSAP to provide them with information on the importance and benefits of becoming a member of CSAP, the unique culture of CSAP, and finding out why they have not joined.

(4) The CSAP Executive Board, at the November and May Conferences, will discuss the CSAP organization and its programs and services, to promote the importance and benefits of being a CSAP member, and to obtain information from meeting participants on how CSAP can enhance its programs and services for members.