

MSHA STRATEGIC INITIATIVES

STRATEGIC INITIATIVE: CONTINUING EDUCATION

Issue: *Provide quality continuing education to all spectrums of the profession.*

- Attract medical based and audiology professionals to MSHA by offering continuing education events (fall workshop, more advanced-targeted offerings at convention)
- Continue to partner with Universities, Health Organizations and NSSLHAs to develop relationship
- Provide on-line CEUs - partnership with vendors offering on-line CEUs
- Maintain reasonable Convention price and ability to obtain current number of CEUs during the Convention
- Invite in-state individuals to present as “invited speakers”
- To provide more multicultural and diversity-related issues via workshops or sessions during the convention

STRATEGIC INITIATIVE: ADVOCACY

Issue: *For the association to have a visible presence and cooperative relationship with Governmental Agencies (DESE, Board of Healing Arts, etc.) and to educate members, administrators and other affected parties.*

- Membership involvement in the advocacy processes
- Establish and maintain communication/collaboration with related organizations and agencies

STRATEGIC INITIATIVE: PUBLIC RELATIONS

Issue: *Develop a comprehensive public relation program to promote awareness about the professions of speech-language pathology and audiology.*

- Consumer education
- Retain Missouri graduates

STRATEGIC INITIATIVE: EXECUTIVE BOARD

Issue: *Efficient governance and management of the Association resulting in an Association that can meet and exceed its members' expectations.*

- Advocacy Representative
- Recruitment to Committees and Board positions
- Convention Planning – Program and Location
- Continued communication to the members on MSHA finances

STRATEGIC INITIATIVE: ASHA REPRESENTATION

Issue: *Create an awareness of the state association to Missouri ASHA members and to develop a cooperative relationship with Missouri ASHA representatives in the Advocacy Networks.*

- Visibility of MSHA members/events at ASHA – through the ASHA Leader and Awards
- Collaboration with ASHA Advocacy Networks - AC, STARS, SMAC, SEALS

STRATEGIC INITIATIVE: TECHNOLOGY

Issue: *Utilize technology to provide members with enhanced communication and information.*

- Website Improvements (additional/useful links), on-line newsletter and Discuss