



NJSHA STRATEGIC PLAN

2021-2023

MISSION STATEMENT

NJSHA empowers audiologists, speech-language pathologists, speech, language and hearing scientists and future professionals by providing resources and support to its members and those they serve through:

- Professional Development/Continuing Education;
 - Advocacy;
 - Public awareness; and
 - Networking and mentoring.
-

NJSHA STRATEGIC PLAN
2021 - 2023

A. ADVOCACY

1. Strategic Objective: NJSHA will maintain and increase state level advocacy.
2. Strategic Objective: NJSHA will identify and address insurance issues on behalf of the membership and the clients they serve.
3. Strategic Objective: NJSHA will monitor and support members on encroachment and/or suppression of speech-language pathology and audiology scopes of practice.
4. Strategic Objective: NJSHA will develop resources and support self-advocacy for speech-language pathologists and audiologists in the workplace.
5. Strategic Objective: Improve communication of legislative changes

B. COMMUNICATION

1. Strategic Objective: Educate the public regarding the scope of speech-language pathology and audiology.
2. Strategic Objective: Develop more town halls, roundtables and forums
3. Strategic Objective: Explore current communication methods for their effectiveness and identify new methods to improve communication with members.

**NJSHA STRATEGIC PLAN
2021-2023**

C. LEADERSHIP

1. Strategic Objective: Advance membership engagement via cultivation of leadership at the Committee level and Executive level.
2. Strategic Objective: To Increase Ease of members joining Committees by making adjustments to NJSHA's website

D. MEMBERSHIP EDUCATION AND AWARENESS

1. Strategic Objective: To provide clinical information for evaluation and treatment for D/HH students
2. Strategic Objective: To provide more continuing education opportunities for medical based speech-language pathology to advance their knowledge specific to their settings.
3. Strategic Objective: Increase awareness of issues and principles related to diversity, equity and inclusion (DEI) and social justice.
4. Strategic Objective: Increase awareness of recently published academic and/or clinical research which aligned with best practices.
5. Strategic Objective: To increase awareness of Multicultural standards and best practices as they relate to clinical practice.

**NJSHA STRATEGIC PLAN
2021-2023**

E. NETWORKING AND MENTORSHIP

1. Strategic Objective: Increase membership engagement by establishing small group networks to share expertise within different work settings.
2. Strategic Objective: Increase membership engagement by establishing a networking group to share expertise within different work settings across different regions/locations in New Jersey.
3. Strategic Objective: Establish a mentorship program to provide opportunities for new professionals and/or professionals working in varied work settings
4. Strategic Objective: Increase membership engagement among medically based SLPs and audiologists who work in varied settings.

F. RESOURCES

1. Strategic Objective: NJSHA will be prepared to identify member needs and create new resources as needed in future emergencies
2. Strategic Objective: NJSHA will provide a venue for materials exchange
3. Strategic Objective: NJSHA will expand resources for medical based speech-language pathologists and audiologists
4. Strategic Objective: Enhance membership value by offering discounts on relevant professional materials