

Educational Audiology Association Strategic Plan 2017-2020

I. Introduction

The Educational Audiology Association is an international organization of audiologists and related professionals who deliver a full spectrum of hearing services to all children, particularly those in educational settings. This Strategic Plan is intended to guide the association's activities insuring that resources are allocated in a purposeful manner. Activities associated with this plan are also aligned with the EAA mission and values.

EAA Mission Statement

The mission of the Educational Audiology Association is to act as the primary resource and as an active advocate for its members through its publications and products, continuing educational activities, networking opportunities, and other professional endeavors.

Values Statement

EAA members are our most valued assets, essential participants with a shared responsibility in fulfilling our mission. We recognize that the quality, motivation and performance of EAA members are the key factors in achieving our success. Accordingly, our practices and policies are built on stewardship, integrity, and respect.

STEWARDSHIP - ensuring fiscal responsibility, responding to our members' needs, empowering volunteers, providing quality benefits and services

INTEGRITY - embodying honesty and dependability, valuing dedication and commitment

RESPECT - promoting collaboration and good will, committing to fair treatment

II. Organizational History

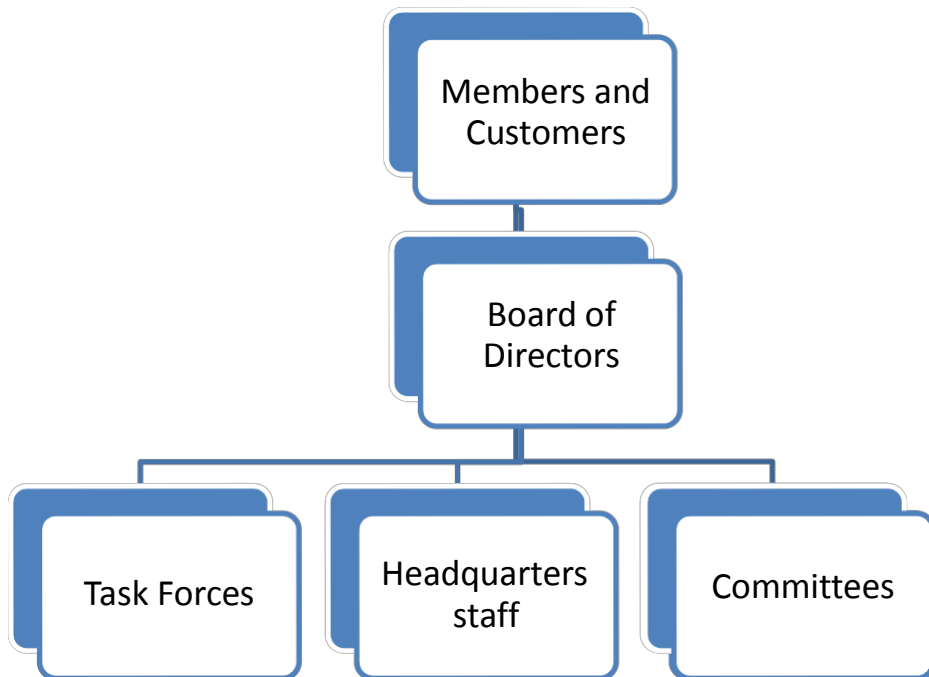
The EAA was formed on November 18, 1983, during the annual ASHA convention, with eight members: Fred Berg, Jim Blair, Dorinne Davis, Bill Johnson, Alice Kreisle, Marvin Pekny, Sherry Press Redler, and Debra Smith. Fred Berg was elected the first president serving from November 1984 through December of 1985. The Association's constitution and bylaws were approved in 1985 and the Association was formally incorporated in March of 1985.

The Association met annually during or before the ASHA Convention each year until 1998 and later periodically during Audiology Now. Meetings were also often held in conjunction with the Alexander Graham Bell Association Convention in even-numbered years.

In June, 1991, EAA joined the Academy of Rehabilitative Audiology at their Summer Institute at Beaver Run Resort in Breckenridge, Colorado for its first major conference. A large portion of the program was devoted to issues of concern to educational audiologists. Since then, EAA has hosted its own summer

conferences every other year in varying sites around the country offering professional development and networking opportunities.

The Educational Audiology Association Board of Directors affirms that its major responsibility for service and support is to its members, primarily audiologists in educational and intervention settings, as well as related professionals and audiologists in other settings who deliver services to children and students. The Board of Directors is charged with servicing the depth of its membership. The Board of Directors will conduct business in a manner that reflects the best interest of the membership. In order to represent the values of the membership in decision-making, the Board of Directors will strive to solicit broad membership input from sources outside of itself and its active volunteer base.



III. Critical Issues

Issues that impact EAA's current services and growth were discussed. As compared to three to five years ago, EAA has fewer members resulting in less operating revenue. Despite this, EAA, through its committee structure, has developed an online presence with media, the newsletter and the journal, and is felt to be responsive in addressing member needs. The listserv, networking opportunities, and resources and materials continue to garner recognition and approval from members. Expectations for the next three to five years include addressing a more diverse membership, expanding virtual and online opportunities, and considering additional meeting options. In order to operate effectively, the Board will continue to articulate board and committee responsibilities and functions as well as review the cost effectiveness of current management services.

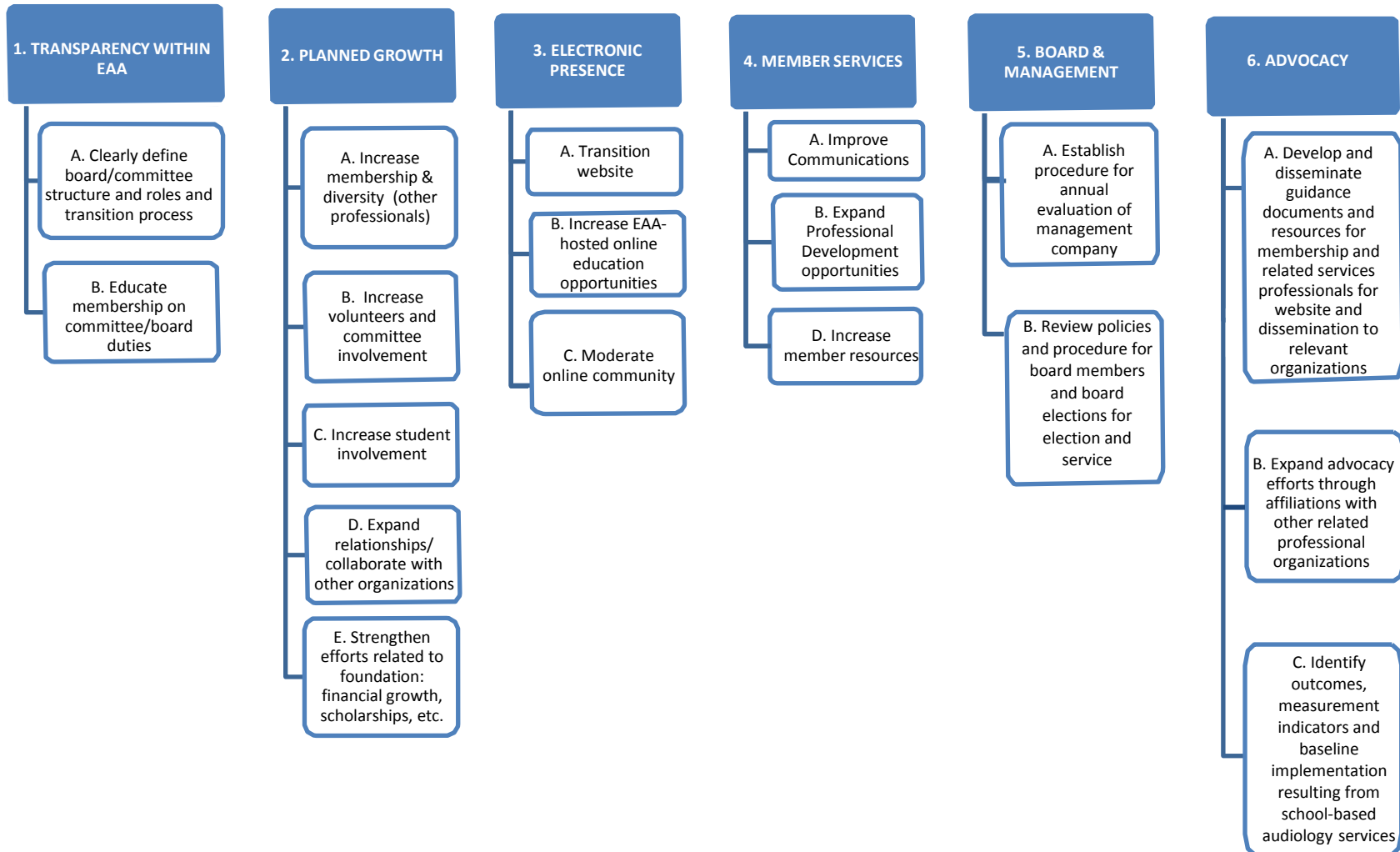
IV. Organization Strategies and Goals

The following key strategy areas were identified:

- Transparency within EAA
- Planned growth
- Electronic presence
- Member services
- Board and management
- Advocacy

The Strategic Plan Overview (Strategic Plan At-A-Glance) and full plan with goals, objectives, and timelines follows. This plan is designed for implementation over three years with annual reviews occurring each June.

Strategic Plan At-A-Glance: Strategies and Goals



2017-2020 Strategic Plan

Strategy 1: Transparency within EAA			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
<p>A. Clearly Define board/committee structure and roles and transition processes</p>	<p>A.1. Create and update board and committee job descriptions. <i>Timeline: By December 31, 2017 and ongoing</i> <i>Who: Board Restructuring Committee</i></p> <p>A.2. Create organizational flow chart <i>Timeline: By March 1, 2017</i> <i>Who: President with review of board</i></p> <p>A.3. Create Protocol and Resources for transition to new board <i>Timeline: December 31, 2017</i> <i>Who: Each Board Member, EAA Office</i></p>		
<p>B. Educate Membership on committee /board duties</p>	<p>B.1. Disseminate information to membership through posting approved board minutes through the website and a link in the <i>EAR Newsletter</i> <i>Timeline: January 1, 2017</i> <i>Who: EAA Office</i></p>		

Strategy 2: Planned Growth			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
A. Increase membership and diversity (other professionals)	<p>A.1. Change the name of EAA to welcome more teachers of the deaf and speech-language pathologists.</p> <p><i>Timeline: June 1, 2017</i> <i>Who: BOD</i></p>		
B. Increase volunteers and committee involvement	<p>B. 1 Identify, recruit and maintain volunteers from the membership to serve on various committees through word of mouth, listserv, social media and EAA Conferences</p> <p><i>Timeline: On-going</i> <i>Who: BOD, Committee Members</i></p> <p>B.2. Create a Board Restructuring Committee to restructure EAA Board to maximize Committee Involvement</p> <p><i>Timeline: January 10, 2017</i> <i>Who: Board Restructuring Committee</i></p>		

<p>C. Increase student involvement</p>	<p>C.1. Invite AuD student members to participate in all committees <i>Timeline: By first committee meeting of year</i> <i>Who: Vice Presidents</i></p> <p>C.2. Invite professionals of related organizations to present at EAA conferences/webinar <i>Timeline: Ongoing</i> <i>Who: VP for Convention or Professional Development</i></p> <p>C.3. Leverage relationship with University professors to help increase student awareness <i>Timeline: Ongoing</i> <i>Who: Membership Committee, BOD</i></p> <p>C.4. Continually advertise membership benefits and why students should join EAA. <i>Timeline: Ongoing</i> <i>Who: Membership Committee</i></p>		
<p>D. Expand relationships/ collaborate with other organizations</p>	<p>D.1. Maintain and establish relationships with organizations with related professionals (i.e. ASHA, AG Bell, AAA, EDHI) by attending/exhibiting at their conferences to inform and encourage pediatric audiologists and/or related professionals of the value of membership in EAA. <i>Timeline: Ongoing</i> <i>Who: President, BOD or committee members attending a conference</i></p>		
<p>E. Strengthen efforts related to foundation: financial growth, scholarships, etc.</p>	<p>E.1. Design and implement publicity campaign to educate members and other potential contributors about the EAA Foundation. <i>Timeline: Ongoing</i> <i>Who: Membership Committee</i></p>		

Strategy 3: Electronic Presence			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
A. Transition website	<p>A.1. Create a bulletin board for members to utilize to access information regarding any and all EAA matters</p> <p><i>Timeline: June 1, 2017</i></p> <p><i>Who: EAA Office</i></p>		
B. Increase EAA-hosted online education opportunities	<p>B.1. Increase webinars to 2 webinars annually in a conference year and 3 webinars in a non-conference year.</p> <p><i>Timeline: Ongoing</i></p> <p><i>Who: VP for Professional Development</i></p>		
C. Moderate online community	<p>C.1. Online community moderator to be named, preferably a member of the SEM committee, to monitor and moderate the online community section of the website.</p> <p><i>Timeline:</i></p> <p><i>Who: Communications Committee</i></p>		

Strategy 4: Member Services			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
A. Improve Communications	<p>A.1. Promote EAR Newsletter semi-annually and distribute to membership. <i>Timeline: July 1, 2017</i> <i>Who: Publications Committee</i></p> <p>A.2. Online Community: Educate users and ask membership to contribute content regularly <i>Timeline: June 1, 2017</i> <i>Who: Communications Committee</i></p>		
B. Expand Professional Development opportunities	<p>B.1. Develop a comprehensive series of webinars to complement the summer Conference <i>Timeline: January 1, 2018</i> <i>Who: Professional Development Committee</i></p> <p>B.2. Develop and implement a program to identify and mentor new educational audiologists. <i>Timeline: January 1, 2018</i> <i>Who: Membership Committee</i></p> <p>B.3. Journal of Educational Audiology fully indexed and searchable on line. Continue <i>Timeline: January 1, 2018</i> <i>Who: Publications Committee, Professional Development</i></p>		

<p>C. Increase Member Resources</p>	<p>C.1. Increase transparency of availability for receiving grants, position statements etc. to membership. <i>Timeline: Ongoing</i> <i>Who: Membership and Advocacy Committees</i></p> <p>C.2. AuD student: mentorship, posting of positions</p> <p>C.2.a. Develop a list of sites that are equipped and are willing to provide supervision to AuD students; post site list on the EAA website for faculty to contact. <i>Timeline: Spring of 2017 with plan to continually update</i> <i>Who: Professional Development Committee</i></p>		
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Strategy 5: Board and Management			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
A. Establish procedure for annual evaluation of management company	A.1. Management firm to send annual evaluation to the board for feedback and continual improvement purposes <i>Timeline: January 10, 2017</i> <i>Who: BOD, EAA Office</i>		
B. Review policies and procedure for board members and board elections for election and service	B.1. Establish criteria for board candidacy (President, Secretary, Treasurer, DAL) Better definition of board positions. <i>Timeline: Before 2018 board election (by June 30, 2018)</i> <i>Who: Past-President, Board Restructuring Committee</i>		

Strategy 6: Advocacy			
Prioritized Goals	Objectives	Commentary	Annual Progress Evaluation Date: June
A. Develop and disseminate guidance documents and resources for membership and related services professionals for website and dissemination to relevant organizations	A.1. Develop new Advocacy Series documents that respond to EAA membership need and current the educational agenda A.2. Develop advocacy guidance to strengthen inter-professional relationships and understanding of professional scopes of practice. A.3. Update and maintain existing Advocacy Series documents. <i>Timeline: 2017-2020 ongoing</i> <i>Who: Advocacy Committee</i>		

<p>B. Expand advocacy efforts through affiliations with other related professional organizations</p>	<p>B.1. Collaborate and disseminate information to other professional organizations regarding value of educational audiology services.</p> <p>B.2. Create collaborative agreements with relevant professional organizations.</p> <p>B.3. Join the Council on the Education of the Deaf (CED).</p> <p><i>Timeline: 2017-2020</i></p> <p><i>Who: Advocacy committee</i></p>		
<p>C. Identify outcomes, measurement indicators and baseline implementation resulting from school-based audiology services</p>	<p>C.1. Collect pilot data on outcome indicators; report data to membership with proposed baseline performance</p> <p>C.2. Revise outcomes and indicators as a result of the pilot data collection and publish final outcomes document. Investigate a repository where outcomes data for school-based audiology services can be collected, maintained and updated.</p> <p><i>Timeline: 2017-2020</i></p> <p><i>Who: Advocacy Committee with Outcomes Project Steering committee</i></p>		