

## **EAA Strategic Plan**

February 1, 2021 → December 31, 2023

## **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*

## January 2021 Organizational Update

EAA was established in 1983 and formally incorporated in 1985. Throughout the years, via regular meetings, conferences, and ongoing commitment of leader members acting as stewards of the association, EAA has maintained a consistent record of serving its membership and the profession of Educational Audiology.

The Board of Directors (BOD) is charged with conducting the Association's business according to its bylaws, policies and procedures, and guiding principles. It continues to do so in partnership with an association management firm.

Since the initiation of the previous strategic plan dated 2017-2020, the BOD has restructured to be a more efficient "bottom up" working body, where VPs are actively engaged in activities and lead committees in their work on behalf of the Association.

A review of the previous two strategic plans, dating back to 2013, suggests that most of EAA's identified goals have remained the same over time. For a volunteer organization of EAA's size (approximately 500-600) growth steps realized may be small and take time. EAA relies on the vision of its BOD, the leadership of its management firm, and its dedicated members and volunteers to ensure that its mission is fulfilled.

# CRITICAL ISSUES

July 31, 2020

A SWOT (strengths, weaknesses, opportunities, and threats) analysis was conducted at the Board of Directors strategic planning meeting in July 2020. A global pandemic prevented the BOD from meeting in person, however members worked diligently to identify critical issues important to the association given the crisis and current understanding of EAA activities.

# MEMBERS IN ATTENDANCE

Kim Ward (President)

Erin Donlin (Past President)

Lisa Cannon (President-Elect)

Sarah Florence (VP Continuing Education)

Cassie Thomas (VP Publications)

Cheryl DeConde Johnson (VP Advocacy)

Caleb McNiece (VP Online  
Communications)

Aurora Weaver (VP Professional Materials)

Susan Dillmuth-Miller (VP  
Awards/Nominations)

Tori Ashton (VP Membership/Public  
Relations)

Hilary Davis (Conference Coordinator)

Brandon Roppel (Student BOD Member)

Diane Yenerall (Craven Management)

Deron Sferra (Craven Management)

## STRENGTHS

- Finances
- Advocacy Work
- Growing Membership
- Skilled and Generous Members
- Active Online Community (Listserv)
- Outstanding Summer Conference
- Supportive Vendors and Good Vendor Relationships
- Teamwork and Leadership of Board of Directors
- Accessible, Capable, and Willing Leaders/BOD
- Awareness of Professional Issues
- New Town Hall Meetings
- Respected Organization / Reputation
- Ability to Quickly React/Respond to Key Issues

## WEAKNESSES

- Declining Memberships in Associations
- Website Navigation, Stagnancy and Clunky Member Center
- Lack of Diversity (BOD, Membership, Profession)
- Board Member Transition Process
- Stagnant Leadership from Management Firm
- Outdated Strategic Plan and Adherence
- Student Awareness & Engagement

*SWOT ANALYSIS*  
*7.31.2020*

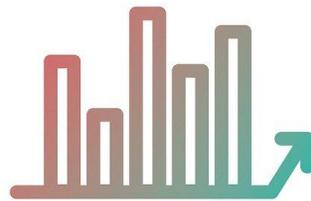
# OPPORTUNITIES

- Social Media Presence
- Volunteer Involvement (Committees and BOD)
- Student Involvement and Increasing Public/AuD Awareness
- Webinars
- Marketing (EAA Store, Journal, Member Benefits)
- Partnerships with Related Organizations & Providers
- Collaboration with Universities
- New Logo/Modernize
- State Reps and Support to States (Chapters)
- Virtual Conference with Expanded Reach
- Partner with Minority Groups to Increase Diversity (e.g. NBASLH)
- Member and Non-Member Surveys

# THREATS

- Free Social Media Channels
- Capacity/Resources of Larger AuD Organizations
- Lack of Role Recognition and Understanding in Education/Admin Circles
- Aging Membership
- Limited Social Media Reach
- COVID Impact of School Role / Relevancy
- No Face-to-Face Conference in 2021
- Outdated Website/Logo/Branding

*SWOT ANALYSIS*  
*7.31.2020*



# STRATEGIC GOALS & OBJECTIVES

## **EXTERNAL MARKETING & STRATEGIC PARTNERSHIPS**

EAA is the premier, recognizable organization for the profession and maintains strategic partnerships which support our members and our mission



- **Rebrand EAA (New logo design)**
- **Modernize Website**
- **Grow Social Media Presence**
- **Strengthen and Build Strategic Partnerships**

## **INTERNAL MARKETING & MEMBERSHIP**

EAA consistently provides high quality resources, education offerings, and advocacy activities that support the growth and involvement of its membership community



- **Promote EAA Activities Regularly**
- **Increase Student Membership & Involvement**
- **Expand Professional Development Offerings**
- **Develop a Mentor Program for New Educational Audiologists**
- **Assess Member Satisfaction**

## **BOARD ORGANIZATION & COMMITMENT TO INCLUSIVITY**

EAA's Board operates in an effective, sustainable, and inclusive manner such that each member feels equipped to fulfill their Board role and works together to improve professional cultural competency and understanding of diverse perspectives



- **Grow Volunteer Interest & Participation**
- **Develop Onboarding Processes for BOD & Committees**
- **Enhance Unity, Efficiency, & Communication Among Board**
- **Identify Opportunities & Increase Diversity & Inclusivity Practices**

# STRATEGY 1: External Marketing & Strategic Partnerships

*EAA is the premier, recognizable organization for the profession and maintains strategic partnerships which support our members and our mission.*



## STRATEGY 2: Internal Marketing & Membership

*EAA consistently provides high quality resources, education offerings, and advocacy activities that support the growth and involvement of its membership community.*

A	<b>Promote EAA Activities Regularly</b>	<ul style="list-style-type: none"><li>• Develop videos &amp; graphics for use across website &amp; social media platforms</li><li>• Develop shared calendar of social media posts, with various board members responsible for creating regular posts</li><li>• Update website at least monthly with information on activities of BOD or current activities of EAA</li></ul>
B	<b>Increase Student Membership &amp; Involvement</b>	<ul style="list-style-type: none"><li>• Include a student member on all committees</li><li>• Promote student membership to all AuD university programs</li><li>• Develop at least one student-focused event at EAA conference (including volunteer opportunities)</li></ul>
C	<b>Expand Professional Development Offerings</b>	<ul style="list-style-type: none"><li>• Host 2 webinars/year in conference years &amp; 3/year in non-conference years</li><li>• Continue to hold every other year summer conference</li><li>• Explore additional options for virtual events</li></ul>
D	<b>Develop a Mentor Program for New Educational Audiologists</b>	<ul style="list-style-type: none"><li>• Develop conference breakout session or online module for new educational audiologists (“bootcamp”)</li><li>• Consider discounted membership for first year EAA members &amp; their mentor</li><li>• Develop database of mentors</li></ul>
E	<b>Assess Member Satisfaction</b>	<ul style="list-style-type: none"><li>• Survey membership no more than once/annually</li><li>• Board-developed survey to include multiple areas<ul style="list-style-type: none"><li>○ Resources (advocacy statements, policy guidance, actual items/testing)</li><li>○ Types of educational offerings desired</li><li>○ Website feedback, including sections specific to membership</li><li>○ Value of membership</li></ul></li></ul>

# STRATEGY 3: Board Organization & Commitment to Inclusivity

*EAA's Board operates in an effective, sustainable, and inclusive manner such that each member feels equipped to fulfill their Board role and works together to improve professional cultural competency and understanding of diverse perspectives.*

A	<b>Grow Volunteer Interest &amp; Participation</b>	<ul style="list-style-type: none"><li>• Update website to include descriptions of all BOD, committee and state rep roles</li><li>• Increase available information on the website prior to elections</li><li>• Utilize State Rep Group to build on involvement</li></ul>
B	<b>Develop Onboarding Processes for BOD &amp; Committees</b>	<ul style="list-style-type: none"><li>• Establish written processes for transition of all volunteer roles (to include transition meeting for BOD members; and efficient hand off process of documents and /or materials</li><li>• Implement a “welcome” process for new volunteers (note from President, t-shirt, information on accessing committee documents, etc.)</li></ul>
C	<b>Enhance Unity, Efficiency, &amp; Communication Among Board</b>	<ul style="list-style-type: none"><li>• January “reset” meeting to review strategic plan, policy and procedures and by-laws of organization</li><li>• Establish collaboration and communication norms/expectations</li><li>• Build BOD unity with social and personal interest-building</li><li>• Organize BOD documents and collaborative working processes</li></ul>
D	<b>Identify Opportunities &amp; Increase Diversity &amp; Inclusivity Practices</b>	<ul style="list-style-type: none"><li>• Include at least one session on cultural competency/inclusivity at every EAA conference</li><li>• Provide BOD training to learn more about diversity and inclusivity while in leadership</li><li>• Create a Diversity &amp; Inclusion Task Force to guide in next steps for deepening our commitment and opportunities in this area</li></ul>

**2021-2023**  
**Strategic Plan**  
**Manager**  
*Management Firm*

Evaluation of Progress  
*Monthly BOD meetings and  
formal reports twice yearly*

FORMAL REPORTS DUE:

July 31, 2021

December 31, 2021

June 30, 2022

December 31, 2022

June 30, 2023

December 31, 2023