

Vision

Be a dynamic association of engaged professionals focused on leadership and development of its members.

Mission

Advance the disciplines of speech-language pathology and audiology in order to provide support for professionals while advocating quality services.

Strengths

- Annual convention
- Financial stability
- Management company
- Leadership with a cooperative, congenial board
- Membership numbers
- Strong relationships with ASHA and ABESPA
- Part of the original ten in the Interstate Compact
- Utilization of multiple social media platforms
- Lobbyist involvement

Challenges

- Multiple opportunities for continuing education
- Limited convention site options
- Technology
- Service reimbursement

Speech and Hearing Association of Alabama

Looking to the Future

2023- 2026

Areas of growth

- Website design
- Additional member benefits
- Small percentage of audiologists
- Member involvement with state-wide participation

Opportunities

- Grow membership/involvement across state
- Provide webinars, podcasts, website, and roundtables
- Educating the public about what we do
- High demand for employment- share information about job opportunities
- Build relationships among other professional organizations
- Networking opportunities within local areas across the state

OUR GOALS

- Advocate for equal compensation, the importance of standards, education, and professionalism
- Increase membership involvement in SHAA activities
- Increase service and commitment among board members

- Increase visibility and communications with state government
- Define and communicate the importance of standards, education, and professionalism
- Advocate for equal compensation for nationally certified SLP's and nationally certified teachers
- Increase participation of faculty, staff, and students from all universities with speech and hearing programs
- Create a SHAA presentation to have available on the website sharing what we do
- Update website as a user friendly, valuable resource for members
- Involve SHAA in professional classes at university programs
- Create incentives for convention growth
- Expand CE opportunities on the website
- Expand vendor presence at convention- include job interviews and opportunities

Continue to grow membership across all areas

Members	2016	2020	2022
SLP	563	595	580
Audiology	56	60	80
Student	50	120	181
Life	10	60	71
Associate	50	85	81
Total	729	900	974

Recent Accomplishments

2019

- Created updated flowchart for leadership structure of the SHAA board-
- Initiated student advocacy day
- Hired a lobbyist
- Established job opportunity resources on SHAA website
- Received multiple ASHA grants

2021

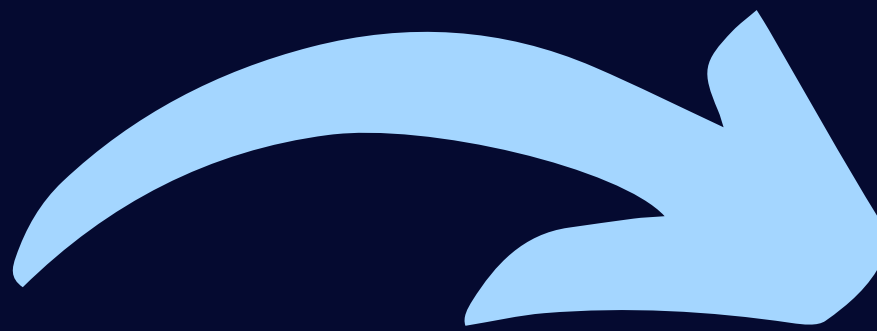
- Updated bylaws
- Founding member of ASHA- Interstate Compact
- Received multiple ASHA grants
- Created DEI committee

2020

- Special committees
- Expanded our ability to work in the 21st century- in person/ virtual convention, virtual board meetings
- Received multiple ASHA grants

2022

- Moved to google drive system to coordinate data
- Created publications committee and brought back publications
- Expanded student/university tracks at convention
- Received multiple ASHA grants



Our plans

- Connect to more members across the state via virtual round tables
- Increase meetings for special committees
- Obtain discounts for professional services
- Continue working on salary supplement
- Continue to grow student advocacy
- Update the website
- Increase our sponsorship revenue with tiered vendors
- Grow student involvement from universities
- Increase membership advocacy with grassroots efforts
- Expand vendor presence at convention- include job interviews and opportunities



Governmental Affairs Committee

- Help plan and attend student advocacy day
- Bring issues from membership to SHAA
- Support the VP with disseminating and collecting information about current issues affecting SHAA and its membership

Convention Committee

- Search for convention speakers in each of the various tracks
- Help plan and execute convention
- Moderate sessions during convention
- Attend quarterly convention committee meetings
- Contact vendors and advertisers and encourage these to attend convention

School Affairs Committee

- Attend yearly convention meeting
- Discuss possible speakers for child track at SHAA
- Disseminate information to school-based SLP
- Assist with planning Summer Seminar

DEI Committee

- Attend DEI committee meetings
- Line up DEI speakers for convention
- Share DEI information within the membership
- Accept and evaluate nominations for DEI scholarship

Private Practice Committee

- Set up meetings within the committee
- Field calls regarding issues related to private practice

How to get involved....

Membership Committee

- Develop roundtables for members
- identify additional membership benefits
- Encourage SHAA membership growth

Public Information Committee

- Develop and share social media posts
- Write articles for SHAA publication
- Recruit writers for annual publications

Honors Committee

- Accept and evaluate nominations for awards
- Solicit nominations for student awards from University program chairs
- Order awards for presentation at the annual association dinner
- Prepare slideshow featuring award winners to be shown at annual association dinner