



STRATEGIC PATHWAY TO SETTING THE P.A.C.E. KENTUCKY SPEECH-LANGUAGE-HEARING ASSOCIATION

MISSION

KSHA empowers speech-language pathologists and audiologists through: **Professional Development** | **Advocacy** | **Collaboration** | **Education**

VISION

A Commonwealth where all voices are heard.

STRATEGIC PRIORITIES

ADVOCACY

KSHA will engage its members to advocate at local, state, and national levels to influence legislation, regulation, and institutional policies to support KSHA's mission, advance the professions, and impact practice.

OUTCOMES:

1. Develop and grow statewide advocacy network.
2. Build professional advocacy through online resources for increased participation in advocacy at all levels.
3. Improve access to resources for professional advocacy.

BRANDING

The KSHA brand will be recognized by a consistent and cohesive message that will ensure KSHA is identified as the leading association representing speech-language pathologists and audiologists in the state of Kentucky.

OUTCOME:

1. A cohesive brand image is present in all print and web communications establishing brand awareness among members and other stakeholders.

COMMUNICATION

Articulate value of KSHA membership and connect with members, legislators and the public through targeted and effective communication channels.

OUTCOMES:

1. Implement a comprehensive communication plan to keep members informed of KSHA activities and professional issues.
2. Implement a comprehensive communication plan to establish a regular flow of communication to legislators and the public.