

MSLHA Strategic Plan 2008

FOCUS AREA: COMMUNICATION - NEWSLETTER

ISSUE: Lack of readership

OUTCOME: Informed membership

INDICATOR OF SUCCESS: All members will receive hard copy of newsletter

STRATEGIES 2008:

1. By May 1 and by November 1 hardcopy and online newsletter will be sent to all members – Dick
2. By August 1 and February 1, 2009 online newsletter will be posted – Dick

STRATEGIES 2009: none

STRATEGIES 2010: none

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FOCUS AREA: COMMUNICATION - NEWSLETTER

ISSUE: Lack of content, plus advertising

OUTCOME: Quarterly newsletter will be timely and will be relevant to SLP'S

INDICATOR OF SUCCESS: Member feedback will be positive

STRATEGIES 2008:

1. Dick will solicit content from EC chairs and membership 60 days prior to publication
2. All EC chairs will submit content 45 days prior to publication (Mar 15, June 15, Sept 15 and Dec 15)
3. Dick will publish newsletter by May 1, Aug 1, Nov 1, Feb 1)
4. Dick will solicit advertisers by both calling and writing letters by March 1

STRATEGIES 2009: none

STRATEGIES 2010: none

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FOCUS AREA: COMMUNICATION - LISTSERV

ISSUE: Lack of participation

OUTCOME: Increased listserv membership

INDICATOR OF SUCCESS: 10% increase in Mainline subscribers

STRATEGIES 2008:

1. Dick will include one relevant posting from listserv in newsletter with urging to subscribe to Mainline by May 1, Aug 1, Nov 1 and Feb 1
2. Mary Beth Allen or Beth Emerson will be available to sign up people at conferences by April 7
3. Dick will determine the number of Mainline participants by March 1

STRATEGIES 2009: none

STRATEGIES 2010: none