

Strategic Plan 2020-2022





Irish Association of Speech &
Language Therapists

Strategic Plan 2020-2022

For more information on
IASLT Strategic Plan
2020-2022, contact
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Introduction

We continuously strive for excellence, relevance and representativeness. Our vision, mission and values were developed iteratively with member feedback in 2020.

Vision: Everyone will have **the right to live well**, irrespective of communication or eating, drinking and swallowing difficulties.

Mission: IASLT exists to **support and empower** SLTs through setting standards, informing policy and service delivery, fostering excellence in professional practice, advancing science and advocating for members and those they serve.

Values: Respect | Partnership | Empowerment | Representation | Excellence | Impact

These are aligned with effective **strategic objectives and operational priorities** to ensure we continue to move forward and flourish together. These directly inform our **5 key priority areas to be implemented** in this 3-year period.

Our priority areas for 2020-2022:

1. Ensure the ongoing financial viability of IASLT.
2. Organisation restructuring.
3. Scope, develop + implement a new and upgraded ICT and web-platform.
4. Membership engagement.
5. Promotion and lobbying – nationally and internationally.

This document describes the priority areas for Strategic Plan 2020-2022.

OPERATIONAL PRIORITIES

PRIORITY AREAS 2020-22

STRATEGIC OBJECTIVES

1. Enhance membership **value and satisfaction.**

2. Continue to maintain an **effective technology infrastructure.**

3. Sustain a high functioning **council and standing committees.**

4. Build on and maintain a **credible corporate identity**

1. Ensure the ongoing financial viability of IASLT

2. Organisation restructuring

3. Scope, develop + implement a new + upgraded it and web-platform

4. Membership engagement

5. Promotion + lobbying

1. Establish IASLT as an effective organisation, to which potential + existing members feel proud to belong and contribute.

2. Promote and nurture excellence in practice.

3. Enhance national and international engagement.

4. Increase influence + demonstrate value of SLT services.

Priority area 1: 2020-2022

Ensure the ongoing financial viability of IASLT.

On a quarterly basis; income and expenditure account, balance sheet, written narrative in the form of a report of IASLTs accounts will be prepared. On at least an annual basis IASLT should prepare a budget showing estimated income and expenditure and cash flows. These will assist IASLT in managing the organisation's monies more effectively. (Refer to Financial review of 2019).

Priority area 2: 2020-2022

Scope, develop + implement a new and upgraded IT and web-platform for IASLT.

IASLT needs an IT platform and a website that will seamlessly deal with membership renewals, keep track of members CPD, clearly communicate and deal with member's queries and promote advertising and CPD events whilst also supporting the needs of employees and Council members. This will lead to improved efficiencies and increased revenues. (Refer to Financial review of 2019)



Priority area 3: 2020-2022

Organisation restructuring

To ensure the sustainability of IASLT into the future, there is an awareness that the environment has changed, and this has precipitated the need for changes to meet the current and future needs of IASLT. IASLT has identified that there is a need to restructure the organisation including paid employee positions in order to meet the current and anticipated future needs of IASLT.

Investigate the steps required to undergo an organisational restructure of IASLT which may include an external Board of Directors, the recruitment of a Project/Strategy Manager, an application for charitable status for IASLT and review and restructure existing standing committees. (Refer to Financial review of 2019)

IASLT will investigate the restructuring of paid employees in order to meet the current and anticipated future needs of IASLT in addition to ensuring that these positions are as desirable as possible in order to retain valued employees and continue to attract most suitable/ best possible staff. This may include redrafting of the staff handbook and contracts of employees. (Refer to Financial review of 2019)



Priority area 4: 2020-2022

Membership engagement

Offering of Continuing Professional Development to SLTs is an essential part of IASLT. One of the main aims of IASLT is to support continual professional development through education and research. IASLT is committed to promoting professionalism and lifelong learning. IASLT aims to promote and nurture excellence in practice.

- Recruit CPD officer for a minimum 12-month contract. This will support the provision of CPD opportunities for members both online and in person.
- IASLT will continue to support member attendance at key conferences as well as hosting IASLTs flagship conference event and student conference on alternate years.
- IASLT will award IASLT student prizes in collaboration with our university partners.
- Recruit a Social Media representative as a standing member on Council who will develop social media profile and support member engagement. This role will support the communication of regular and current information for members using platforms such as "Update" magazine and social media for news, events and opportunities. Relaunch (pending feedback from survey)
- Encourage and support research capacity and capability with academic partners with the relaunch of the Journal of Clinical Speech and Language Studies
- Understand and support lobbying for increased workforce planning opportunities and lobbying for SLT career progression and advancement into emerging clinical areas
- IASLT will review and update the current SIG affiliations pilot project.



Priority area 5: 2020-2022

Promotion & lobbying - **national**

IASLT aims to empower SLTs through setting standards, informing policy and service delivery. IASLT aims to enhance national and international engagement and increase influence while demonstrating value of SLT.

- Recruit a lobbying representative as a standing member on Council. This member will coordinate lobbying for active representation and visibility of SLT with government, representative bodies, other key stakeholders and the public for areas of need and emerging priority. This will include the preparation and submission of an annual pre-budget submission.
- Explore development of a standing committee to investigate public sector representation and work streams.
- Enhance and develop SLT services into new areas of Mental Health and criminal justice.
- Build a range of promotional campaigns that have a consistent message to ensure the profession has an active voice in discussions and the promotion of understanding of speech and language therapy and the role in ensuring better health outcomes (SPA)
- Publish position papers and statements annually on current and emerging issues related to the profession.
- Nurture and develop relationships with three new external stakeholders per year (to include service user organisations, state bodies, charities, advocacy bodies, Government departments). Maintain a database of stakeholder relationships including priority groups identified for future relationship building.



Priority area 5: 2020-2022

Promotion & lobbying - **international**

IASLT is connected to a number of international bodies as follows:

- International Association of Communication Sciences and Disorders (IALP)
- International Communication Project (ICP)
- Standing Liaison Committee of Speech and Language Therapists and Logopedists in the European Union (CPLOL)

IASLT has Mutual Recognition of Professional Association credentials for Full Members with the following Professional Bodies:

- American Speech and Hearing Association (ASHA)
- New Zealand's Speech-Language Therapist Association (NZSTA)
- Royal College of Speech and Language therapists (RCSLT)
- Speech Audiology Canada (SCA-OAC)
- Speech Pathology Australia (SPA)

IASLTs international relationships are important to the association in terms of the Mutual Recognition Accord (MRA) and sustaining the Irish SLT voice within the International Community.

- IASLT will collaborate with the ICP and other bodies to raise the profile of communication disability in the global context.
- IASLT will review its membership with each international association in consideration of benefit to IASLT, benefit to IASLT members, income and expenses (e.g. meeting costs, travel costs, membership fees, time commitment).

