

2022-2025 Strategic Plan



Vision

The unified national voice of speech-language pathology and audiology.

Mission

Advancing the professions of speech-language pathology and audiology and empowering members and associates to optimize communication, health and education outcomes for all.



ADVOCATE

Speech-language pathologists (S-LPs), audiologists and communication health assistants will be recognized and valued for the crucial services they provide to the people of Canada.



INFORM

SAC will be the leading provider of professional development, resources and current research for S-LPs, audiologists and communication health assistants in Canada.



ENGAGE

SAC will engage S-LPs, audiologists and communication health assistants with a focus on attracting and retaining members and associates while supporting the needs of diverse groups.



Objectives

ADVOCATE

This will be achieved by:

- » Targeted and ongoing communications to federal, provincial and territorial decision-makers to demonstrate the significant role of our member professions by addressing issues impacting speech-language pathology and audiology services and the patients and clients they serve.
- » Targeted public awareness campaigns to demonstrate the unique expertise of the professions and support members and associates by providing them with the resources they need to generate awareness about the professions, such as a new public facing website and awareness campaigns.
- » Continuing to promote the month of May as a public facing membership awareness campaign 'Speech & Hearing Month' in Canada.
- » Continuing to collaborate with key stakeholders and develop new strategic alliances, such as with education and long-term care (LTC) stakeholders.
- » Proactively sharing SAC resources and engage in joint advocacy on issues of common interest and focus.
- » Providing tools and resources through the new SAC Professional Resources Library that are accessible to members and associates allowing them to advocate for issues of concern to them at the local, provincial and territorial level.



This will be achieved by:

- » **Delivering a Professional Development (PD) program capable of providing high-quality learning opportunities that address evolving professional needs, including the launch of a new easily searchable SAC PD Hub.**
- » **Championing equity, diversity and inclusion (EDI) across the organization by shaping an inclusive culture, greater competence and accountability for EDI.**
- » **Developing targeted resources to assist and support members and associates in addressing professional issues related to EDI, including professional development opportunities.**
- » **Collaborating and consulting with the membership to identify and develop professional resources that best serve the needs of members, associates and other relevant stakeholders.**
- » **Supporting and promoting Canadian research in speech-language pathology and audiology to assist our members and associates in knowledge translation and evidence-based practice, such as through the SAC Clinical Research Grants Program, CJSLPA and access to CINAHL database.**
- » **Developing effective and timely communication mechanisms to disseminate SAC resources and information to members and associates, such as through the launch of the new SAC website and regular communication with members and associates.**



This will be achieved by:

- » **Evaluating SAC’s governance model to enhance representation of under-served membership groups, and foster member and associate engagement.**
- » **Providing opportunities for members and associates to discuss professional issues, share professional resources and contribute to SAC program development.**
- » **Expanding our membership base to include diverse and underrepresented groups by demonstrating the value of SAC membership.**
- » **Collaborating with affiliated provincial and territorial associations by sharing resources and developing strategic partnerships.**
- » **Continuing to develop, refine and communicate the membership benefit package to meet the needs of member and associate.**
- » **Responding continuously to changes in SAC’s operating environment, positively adapting to experiences and enabling a data driven approach to foster a resilient and sustainable organization.**