

Speech-Language & Audiology Canada

Strategic Plan

2016-2021



SAC

Speech-Language
& Audiology Canada

Communicating care

Vision and Mission

Vision

Ensuring all people of Canada achieve optimal [communication health](#).

Mission

Supporting and empowering our members and associates to maximize the [communication health](#) for all people of Canada.

Communication health for Speech-Language and Audiology Canada refers to everything within the scope of practice of [audiology](#) and [speech-language pathology](#).

THE FOUR STRATEGIES



Promote communication as a basic human right by advocating for access to optimal communication health services and supports across the lifespan.



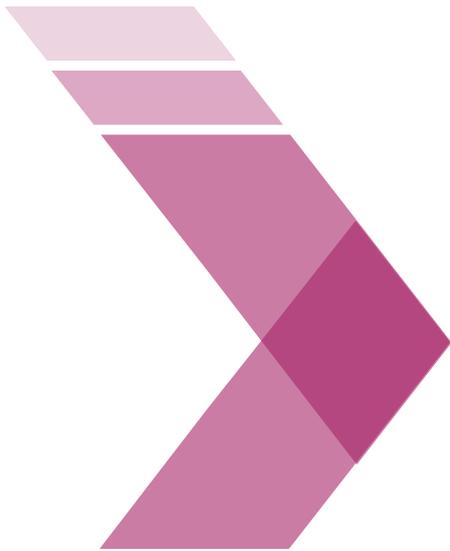
Champion professional excellence and quality in service delivery.



Establish Speech-Language and Audiology Canada as the central hub for communication health in Canada.



Ensure a resilient and sustainable Speech-Language and Audiology Canada.



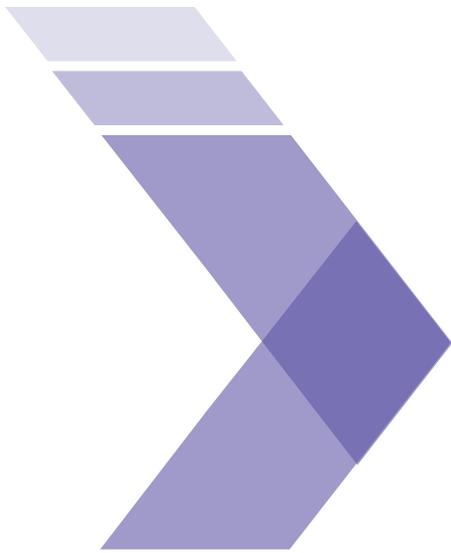
STRATEGY 1

Promote communication as a basic human right by advocating for access to optimal communication health services and supports across the lifespan.

SAC will take a leadership role in framing a new conversation about communication health in Canada that emphasizes a human rights perspective. This strategy requires SAC to advocate for the value of services provided by members and associates and empower members and associates to become advocates for the patients/clients they serve.

Tactics to achieve the strategy:

- 1** Influence federal, provincial and territorial government decision-makers to implement changes that will best serve the interests of SAC's members and associates and the patients and clients they serve. SAC will choose specific target audiences on a year-by-year basis.
- 2** Raise awareness in Canada about communication health and the work of communication health professionals by marketing the skill-sets and roles of S-LPs, audiologists and communication health assistants to other professionals.
- 3** Promote the month of May as Speech and Hearing Month in Canada. Each May, highlight the importance of communication health to the public as well as federal, provincial and territorial governments. Engage with members and associates and provide them with the resources they need to help enhance awareness about the professions.



STRATEGY 2

Champion professional excellence and quality in service delivery.

SAC will promote and support evidence-informed practice in audiology and speech-language pathology. This strategy requires SAC to build on its existing role in setting standards for excellence in practice, which includes the clinical certification program as well as exploring the potential for advanced competencies.

Tactics to achieve the strategy:

- 1** Develop resources that best serve the professional needs of members, associates and stakeholders. Identify relevant and timely topics to inform the development of position papers, official statements, guidelines, information sheets, etc.
- 2** Continue to collaborate with key stakeholders as well as develop new alliances, partnerships and agreements to advance and elevate professional excellence in the health and education sectors.
- 3** Revise the document *Assessing and Certifying Clinical Competency Foundations of Clinical Practice for Audiology and Speech-Language Pathology*. As this is a key, foundational document for the association, Canadian university programs and regulatory bodies, SAC will seek financial support by all stakeholders.



STRATEGY 2 (continued)

- 4** Provide members and associates with a variety of accessible, affordable and high-quality learning opportunities that address their evolving professional needs, through the SAC Professional Development Program.
- 5** Based on an analysis of current programs, offer awards, grants and scholarships that best meet the needs of members and associates.
- 6** Administer and adapt SAC's Clinical Certification Program and explore other opportunities for credentialing and advanced competencies.
- 7** Publish the academic, peer-reviewed journal, *The Canadian Journal of Speech-Language Pathology and Audiology*. Adjust the format of the journal to reflect emerging publication trends.



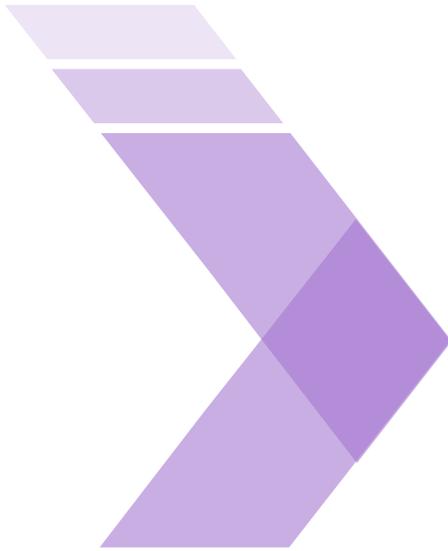
STRATEGY 3

Establish Speech-Language and Audiology Canada as the central hub for communication health in Canada.

SAC aims to be the national voice and recognized resource for speech-language pathology and audiology in Canada. SAC will develop new opportunities for members and associates to connect with and support one another. This strategy also involves SAC positioning itself as the leading source of communication health information for the public and the media.

Tactics to achieve the strategy:

- 1** Research Communities of Practice, which would allow members and associates to discuss professional issues and share professional resources.
- 2** Continue to provide timely and relevant information and resources to members, associates and the public. This includes sharing news stories, publishing salary and university surveys, responding to important issues in the news, etc.
- 3** Continue to improve the functionality and accessibility of SAC's website to best serve the needs of members, associates and the public.
- 4** Maintain SAC's current mentorship opportunities and develop new methods for members, associates and stakeholders to connect with and support one another.



STRATEGY 4

Ensure a resilient and sustainable
Speech-Language and Audiology Canada.

SAC will continue to generate value for members, associates and stakeholders. The association will ensure the sustainability of its business and governance models and adapt to changes in its professional and economic environment.

Tactics to achieve the strategy:

- 1** Ongoing engagement with the Canadian Alliance of Audiology and Speech-Language Pathology Regulators (CAASPR) regarding their entry-to-practice exam plans.
- 2** Identify ongoing initiatives to increase member and associate recruitment and retention.
- 3** Develop ongoing initiatives to increase student associate recruitment and conversion rates.
- 4** Explore additional opportunities to generate revenue.
- 5** Identify and implement best practices in association governance.
- 6** Maintain effective association management by ensuring operational efficiencies, including human and financial resources.



Speech-Language &
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Orthophonie et
Audiologie Canada

Communicating care
La communication à coeur

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