

# Strategies To Ensure The Potential Of People Who Stutter

## 2019 - 2023 Strategic Plan



CSA Board of Directors  
May 2019

# Outline

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- CSA Strategic Plan On Two Pages
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# CSA's Strategic Planning Pyramid



# STEPPS On Two Pages

## Mission, Vision and Values

### Mission

The Canadian Stuttering Association is a national, volunteer-driven, not-for-profit organization that promotes awareness and understanding of stuttering and provides support and resources for people who stutter, their families and allies, with a view to helping persons who stutter live as effectively as possible with their stutter and to achieve their full personal and professional potential.

### Vision

To be seen as a national leader in building awareness and a connected network of support for people who stutter throughout Canada.

### Values

We are guided by our values in everything we do.

#### Honesty and Integrity:

Honest, high-trust relationships with all members, professional and business partners and people who stutter and their families/supporters

#### Fiscally Responsible and Transparent:

Prudent, transparent financial processes and reporting, both internally and externally

#### Accountability and Stewardship:

Responsible and committed execution of agreed strategic and operational plans, with the careful stewardship of any and all membership revenues and associated donations entrusted to the Association

#### Responsive Partnerships and Collaboration:

Active programs to seek and undertake win/win alliances, ensuring the CSA's responsiveness and fulfillment of any alliance obligations

#### Respect:

Respect for the experiences and points-of-view of people who stutter, their families and supporters, as well as other corporate and individual stakeholders associated with the CSA and its Mission

# STEPPS On Two Pages

## Strategies and Actions

<p>1. Continue to encourage and facilitate the formation of support groups across Canada, and to support those that already exist within the parameters of current resources.</p>	<p>1.1 Develop a national plan and time lined agenda to ensure that at least one support group exists in each province and territory by 2023, whether as an affiliate support group of the CSA, or as an independent organization.</p> <p>1.2 Develop a roster or catalogue of all support groups in Canada both virtual and face-to-face - post on website.</p> <p>1.3 Initiate a “Support for Support” fund, allowing support groups to apply for CSA funding for specified projects, in accordance with a defined policy.</p> <p>1.4 Initiate a Support Group Committee to help spread the workload and to provide expert support for both existing and prospective support groups.</p> <p>1.5 Be forward in encouraging win/win alliances with support groups such that they see benefit in converting to CSA affiliation.</p>
<p>2. Develop a child-specific support initiative, with focus on schools, SLPs in schools and information/education for teachers.</p>	<p>2.1 Synthesize existing resource materials to create a 1-2 page website “chapter” targeted primarily at SLPs and secondarily at teachers.</p> <p>2.2 Initiate dialogue with the SAC to explore ways to encourage SLPs to host events with local school boards (e.g. present at SAC National Conference).</p> <p>2.3 Explore with Friends the possibility of two pilot events in Canada in Toronto and Vancouver.</p> <p>2.4 Create and appoint a Board position dedicated to children/families.</p> <p>2.5 As 1.1 (national plan for support groups) evolves and more adult and support groups are formed, encourage and support child-centric and parent-only support groups.</p>
<p>3. Focus on the best ways to raise much needed revenue in support of CSA programs/ services</p>	<p>3.1 Design and execute an initiative or campaign focused completely on the recruitment of more monthly donors.</p> <p>3.2 Develop a highly-focused 3-4 point strategy for Board approval.</p>
<p>4. Assess stakeholder interest in expanding the conference concept, i.e. nationally or increasing conference length</p>	<p>4.1 Undertake a definitive survey as part of the 2019 conference, allowing time for dedicated discussion.</p>
<p>5. Strengthen and reinforce the CSA mandate/role with SLPs across Canada</p>	<p>5.1 Develop and execute a comprehensive outreach strategy for the CSA to connect with SLP clinics, schools, graduating students, intensive clinics (ISTAR, SSI, Montreal Fluency, Columbia Speech, etc.) to talk about CSA brand/organization (e.g. face-to-face / brochures /kits).</p>

# Timeline and Accountabilities

	2019			2020				2021				2022				2023				Who?
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>1.0 Encourage Support Groups</b>																				
1.1 Develop plan for one support group per province and territory	by Sep/19																			<u>Lauren</u>
1.2 Roster of all support groups	by Dec/20																			<u>Carla/Lauren /Zach</u>
1.3 CSA support group funding	by Jan/20																			<u>Arun/Eeva/Casey</u>
1.4 Create Support Group Committee	by Sep/19																			<u>Lauren</u>
1.5 Encourage support groups to convert to CSA affiliation	immediate and ongoing																			<u>Lauren</u>
<b>2.0 Develop Child-Specific Initiative</b>																				
2.1 Child-specific website "chapter"	by Jan/20																			<u>Carla/Lisa</u>
2.2 Work with SAC for SLP-hosted school board events	by May/20																			<u>Carla/Lauren</u>
2.3 Explore pilots with Friends	by Sep/19			pilots to follow																<u>Lauren/Carla/Eeva</u>
2.4 Board children/families position	by Sep/19																			<u>Eeva/Anna/Alex</u>
2.5 Encourage support groups for children and for parents																				<u>Position created in 2.4</u>
<b>3.0 Raise Much-Needed Revenue</b>																				
3.1 Increased recruitment of monthly donors	launch by Sep/19																			<u>David/Eeva/Arun</u>
3.2 Develop a fund-raising strategy	by Sep/19																			<u>Arun/David</u>
<b>4.0 Assess Conference Expansion</b>																				
4.1 Undertake survey	by Nov/19																			<u>Casey</u>
<b>5.0 Strengthen Role with SLPs</b>																				
5.1 Outreach strategy to SLPs	plan by Dec/19			Execution to follow																<u>Carla</u>

# Implementation, Monitoring and Evaluation

- Timelines and accountabilities for each strategy / action to be entered into a user-friendly matrix
- Board of Directors to review progress against the matrix on a regular basis