



International Society for
Augmentative and Alternative Communication

STRATEGIC PLAN 2012-17

***As Presented To and Approved By
the ISAAC Council***

JULY 29, 2012

Strategic Objectives

To promote ISAAC as a strong international organization by:

1. Increasing awareness and knowledge of the use of augmentative and alternative communication strategies worldwide.
 2. Increasing opportunities for members worldwide to communicate, interact and support one another.
 3. Strengthening AAC leadership by people who use AAC.
 4. Promoting research and development in AAC.
 5. Strengthening the organizational capacity to support ISAAC goals and activities.
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International Society for Augmentative
& Alternative Communication

Strategic Objective #1

**Increasing Awareness and Knowledge of
the Use of Augmentative and Alternative
Communication Strategies Worldwide**

**Increasing Awareness and Knowledge of the Use of
Augmentative and Alternative Communication
Strategies Worldwide**

Key Strategic Goals

1. Information accessibility on media and web site
 2. Chapter Information Support
 3. Interaction and networking
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**Increasing Awareness and Knowledge of the Use of
Augmentative and Alternative Communication
Strategies Worldwide**

Information Accessibility on Media and Website

Information about ISAAC as an organization, Chapters, ISAAC Biennial Conference and other events and links to the materials, etc., are accessible from the ISAAC website with better understanding and use of social web media (i.e., Facebook, Twitter, etc.).

Critical outcomes:

- Development of the “new” ISAAC website based on the Web Content Accessibility Guidelines (<http://www.w3.org/>)
 - Maximum five (5) working day response time for enquiries through either the ISAAC website or social web media.
 - Future website development to increase accessibility (through use of specific software tools, symbols) and information dissemination.
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**Increasing Awareness and Knowledge of the Use of
Augmentative and Alternative Communication
Strategies Worldwide**

Chapter Information Support

- Support distribution of AAC information and competencies (links to the materials, training courses, good practices, Chapter stories/highlights) through the ISAAC website.
- Provide Chapter focus on website. Particularly important for emerging countries .
- Ensure visibility of ISAAC activities (i.e., AAC Awareness, etc.) in social media, ISAAC website, Chapter information sheets etc.

Critical Outcomes:

- Growing Information database updated by Chapters.
 - Chapters create “highlight of the year” story once a year.
 - International AAC Awareness Month is visible and reported to ISAAC by Chapters.
 - Provide better international focus (i.e., greater use of translated information from non-English speaking Chapters, partnerships)
 - Promote and communicate collaboration with and between Chapters
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Increasing Awareness and Knowledge of the Use of Augmentative and Alternative Communication Strategies Worldwide

Interaction and Networking

- Increase co-operation with national and international organizations to promote awareness of AAC and ISAAC.
- Promote website and collaborative projects in AAC through individual Chapters.
- Promote Conference as opportunity for Chapters to share best practices.

Critical Outcomes:

- ISAAC EB investigate cooperative efforts / strategic partnerships with organizations such as UN, Resna and other international organizations.
 - ISAAC International to work with Chapters in developing a report, that will determine the best means of developing and facilitating collaborative projects.
 - Dissemination of AAC “best practices” by and with Chapters.
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Strategic Objective #2

**Increasing Opportunities for Members
Worldwide to Communicate, Interact and
Support One Another**

**To Increase Opportunities for Members Worldwide to
Communicate, Interact and Support One Another**

Key Strategic Goals

1. Translations
 2. Network of collaborative partnerships
 3. Increase Member Participation
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**To Increase Opportunities for Members Worldwide to
Communicate, Interact and Support One Another**

Translations

- Determine which languages should have priority/funding for translations
 - Determine what materials should be translated
 - ISAAC to provide support in develop funding grants/proposals templates.
 - ISAAC to facilitate the development of effective and efficient methodologies for materials translation.
 - Critical outcomes:
 - Development of guidelines to address priorities and nature of translations.
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**To Increase Opportunities for Members Worldwide to
Communicate, Interact and Support One Another**

Network of Collaborative Partnerships

- Promote new/additional linkages across ISAAC world (emerging AAC countries with established AAC countries; chapters helping chapters)
 - Foster the sharing of virtual/digital resources by members
 - Promote strategic partnerships/projects between member groups/Chapters
 - Support communication through technology/social media

Critical outcomes:

- Consensus and support from Council for strategic partnerships
 - Database on ISAAC web site of available AAC resources worldwide
 - Database on ISAAC web site of collaborative partnerships/projects
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**To Increase Opportunities for Members Worldwide to
Communicate, Interact and Support One Another**

Increase Member Participation

- Representation of Council/members on Standing Committees and working groups
- Increase opportunities for electronic Chapter/member communication and investment (website, e-News, social networks, online courses and certification)
 - Showcase individual Chapters at Council Meeting

Critical outcomes:

- Increase in number of members actively involved in ISAAC Committees and working groups
 - Increased opportunity for Council Members to contribute to ongoing activities of ISAAC
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Strategic Objective #3

**Strengthening AAC Leadership by People
Who Use AAC**

Strengthening AAC Leadership by People Who Use AAC

Key Strategic Goals

1. Continue to support LEAD Project
 2. Expand AAC Awareness Activities
 3. Development of Youth Advisory Group
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Strengthening AAC Leadership by People Who Use AAC

LEAD Project

- Request member feedback regarding Leadership materials posted on ISAAC web site
 - Gather information/ experience from Chapters related to AAC Leadership activities/resources
 - Explore mentoring opportunities for and by members who use AAC
- Use of social media to increase communication with and participation by members who use AAC

Critical outcomes:

- Updated LEAD Project documents on ISAAC web site
 - Database on ISAAC web site listing mentoring opportunities and partnerships
 - Leadership workshop at each ISAAC Biennial Conference
 - Increase in the number of people who use AAC in leadership positions in ISAAC and ISAAC Chapters.
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Strengthening AAC Leadership by People Who Use AAC

AAC Awareness Activities

- Communicate with Chapters to determine local efforts taking place with respect to AAC Awareness.
 - Involve Chapters in suggesting ideas for AAC Awareness
 - Promote local use of funds raised through these events.
- Make use of video on website and social media to promote and celebrate AAC Awareness activities.
- Determine and secure opportunities for funding AAC Awareness Activities

Critical outcomes:

- Increase in the number of countries involved in AAC Awareness Month activities.
 - Increase in the number of AAC Awareness Month activities amongst all ISAAC stakeholders.
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Strengthening AAC Leadership by People Who Use AAC

Development of Youth Advisory Group

- Discussion by Council members regarding;
 - the purpose and function of a Youth Advisory Group
- the position of this Group within the ISAAC governance structure
- participation by Chapter members, who use AAC, in this Group.
- Input from members who use AAC regarding the above items

Critical outcomes:

- Consensus by ISAAC Council regarding the creation of a Youth Advisory Group
 - Establish a Working Group for development of a Youth Advisory Group
 - Written Terms of Reference for a Youth Advisory Group
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Strategic Objective #4

**Promoting Research and Development in
AAC**

Promoting Research and Development in AAC

Key Strategic Goals

1. Ensure a high quality AAC research journal
 2. Ensure a high quality AAC Research Seminar as part of ISAAC Conference
 3. Strengthen the development of research capacity in AAC
 4. Explore the role and functions of ISAAC Press within ISAAC
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Promoting Research and Development in AAC

High Quality AAC Research Journal

- Maximize efficiency and effectiveness of Editors and Editorial Assistants (i.e., support provision, editorials, relationship with Informa, article flow).
- Maximize number of pages used within current publisher quota (including advertising).
 - Consider additional annual edition (i.e., regular or special edition).
- Internationalize by promoting work in non-English / non-North American countries

Critical outcomes:

- Number of subscriptions
 - Number of submissions to journal
 - Impact Factor
 - Quality of article reviews/editing
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Promoting Research and Development in AAC

High Quality AAC Research Seminar (ISAAC Conference)

- Attract top researchers to take charge of research strands.
- Good systems to ensure easy flow of organizational processes.
- Clarity in relation to research seminar proceedings necessary.

Critical outcomes:

- Support from the established ISAAC researchers
 - Effective research committee: good organization
 - Publication of the research seminar
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Promoting Research and Development in AAC

Strengthen the Development of Research Capacity in AAC

- Specific focus on increasing student involvement and engagement in both ISAAC and Research Seminars.
 - Develop partnerships with industry companies.
- Promote opportunities for both students and senior researchers to participate.
- Identify post-secondary institutions worldwide to promote the capacity building seminar.
 - Internationalize by promoting work in non-English / non-North American countries

Critical outcomes:

- Creation of ISAAC student group
 - Effective communication with students in AAC – around the world
 - Funding to support incentive programs
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Promoting Research and Development in AAC

Explore the Role and Functions of ISAAC Press Within ISAAC

- Clarify the purpose of ISAAC Press.
- Investigate possible interface with Informa.
- Ensure ISAAC Research Seminar publications.
 - Explore student research publications.
- Develop advocacy theme for ISAAC Press, and effectively utilize existing resources for consultation.

Critical outcomes:

- Financial viability of publications for ISAAC
 - Critical review of projects taken on to ensure quality
 - Timely publication
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Strategic Objective #5

**Strengthening the Organizational Capacity
to Support ISAAC Goals and Activities**

**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Key Strategic Goals

To continuously strengthen ISAAC:

1. Financial Viability
 2. Membership Viability
 3. Conference Viability
 4. Organizational Viability
 5. Governance and Operations
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**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Financial Viability

- Review and re-evaluate ISAAC budget presented at Conference 2010.
 - Re-align financial targets to match current environment.
- Link with other key strategic objectives including Conference, Organization, Membership, etc., through the development of effective and efficient service delivery models.
 - Create separate ISAAC Conference Budget.

Critical outcomes:

- Ensure revenue and expense budget variances fall within Board defined targets.
 - Ability to accurately allocate expenses associated with Conference activities.
 - Ability to provide EB with financial reports on costs (including staff time) associated with organizing biennial conference.
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**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Membership Viability

- Ensure membership growth year-over-year.
- Focus efforts on securing sufficient members to facilitate Chapter formation.
- Improve positioning of ISAAC Biennial Conference with key stakeholder groups (AAC users, Families, Professionals, Advertisers, etc.).
 - Better leverage UN NGO status.
- Increase “value proposition” for ISAAC membership amongst key stakeholders.

Critical outcomes:

- Membership, membership revenue, Biennial Conference registration, Directory advertising, AAC Journal subscription and submission growth.
 - Specifically targeted activities to support new Chapter membership.
 - Increase member only opportunities with other product/service providers.
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**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Conference Viability

- Development of new Request for Proposal (RFP) document and accompanying budget spreadsheet template.
- Development of Conference “toolkit” to achieve Standardization of conference development (website, Call for Papers, sponsorship, etc) and Conference continuity.
- Development of new Conference “delivery” model, to create renewed incentive for Chapter participation / involvement.

Critical outcomes:

- Increase in number of Conference RFP submissions, and budgeted profits to ISAAC from Conferences.
 - Greater degree of Conference standardization (lower expenses).
 - More consistent Conference branding.
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**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Organizational Viability

- Executive Board to undertake review of current organizational model to:
 - Ensure maximization of service delivery efficiency and effectiveness
 - Clarify roles of ISAAC International and Chapters
 - Investigate alternative service delivery options
 - Make recommendations to Council
 - Improve relationship between ISAAC International and Chapters and amongst Chapters based on support provision, lobbying, and advocacy.
 - Ensure support is tailored for the specific needs of each Chapter.
 - Promote establishment of individual Chapter “goals”, recognizing unique national realities between Chapters, within framework of current financial model.
 - Ensure above goals are collaboratively set, with clear outcomes and expectations for both Chapter and ISAAC International.
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**Strengthening the Organizational Capacity to Support
ISAAC Goals and Activities**

Organizational Viability (cont)

Critical outcomes:

- Chapter agreement that individual needs are now better understood by ISAAC International.
 - Individualized funding and service provision agreements and structure in place between ISAAC International and Chapters.
 - Increase in membership at the individual Chapter level.
 - Development of basic standards in “Chapter Organization” guidelines, to be conducted as a collaborative effort between ISAAC International and Chapters.
 - Organizational Review Report for 2014 Council meeting.
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Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

Governance and Operations

- Creation of “ISAAC Governance Handbook” to include key management activities, timelines, and templates.
- Identify opportunities for cost-effective management of ISAAC International office.

Critical outcomes:

- Identification of Board positions and activities.
 - Delineation between Board and Management responsibilities.
 - Review of current Board nomination process, to ensure consistency with by-laws.
 - Ability to reduce overall costs.
 - Develop plan to address current focus on Executive Director as “primary focus” within organization (i.e., human resources development).
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