

# **STRATEGIC PLAN 2018-21**

***FINAL: As approved by the  
ISAAC Council (with noted  
changes)***

***JULY 22, 2018***

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## **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 and their most important communication partners.
  4. Promoting research and development in AAC.
  5. Strengthening the organizational capacity to support ISAAC goals and activities.
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# Strategic Objective #1

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

## Key Strategic Goals

1. Share information about AAC.
  2. Ensure information is accessible to people worldwide.
  3. Interact and network with national and international organizations.
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## **Share Information about AAC**

Share information about AAC, ISAAC as an organization, and the ISAAC Biennial Conference via the ISAAC website, social media and other technology platforms. Ensure social media platforms are streamlined and used effectively.

### **Critical Outcomes:**

- ❑ Provide ISAAC members with security guidelines to help alleviate fears about privacy in using social media. As some platforms change their terms of use periodically, send an annual update.
  - ❑ Find out which social media platforms are being used by people in various regions and seek volunteers to help communicate in the local/regional language.
  - ❑ Develop and implement strategies for building stronger relationships with ISAAC Chapters and within specific communities of BUILD, LEAD and Family Engagement using social media platforms.
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## **Information about AAC is Accessible to People Worldwide**

Share information about AAC in accessible formats.

### **Critical Outcomes:**

- ❑ Develop additional resources making use of Easy English.
  - ❑ Ask an accessibility expert to create accessible templates for Microsoft Word, PDFs, and Constant Contact email templates. This should include a guide for authors on how to use the template. A format conversion guide is needed in order to provide instructions on how to go about converting documents into accessible formats, such as accessible HTML, accessible PDF, Braille, or ePub (Electronic Publishing).
    - ❑ Publish videos in accessible formats, e.g., captioning.
  - ❑ Investigate selection of different screen reading software available on the open market to determine interaction with the ISAAC website.
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## **Information about AAC is Accessible to People Worldwide**

Share information about AAC in accessible formats.

### **Critical Outcomes (cont.):**

- ❑ Investigate whether current social media platforms are accessible to individuals with complex communication needs.
  - ❑ Seek to create collaborative advocacy partnerships / strategic alliances within the worldwide software development / technology industries to promote the ongoing development of accessible technology platforms for people with complex communication needs.
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## **Interact and Network with National and International Organizations**

Increase co-operation with national and international organizations to promote awareness of AAC and ISAAC.

### **Critical Outcomes:**

- Consolidate ISAAC-related Facebook pages into one page (ISAAC International), with Chairs of BUILD, LEAD, and Family Engagement having access to post on the ISAAC International page for a broader reach to other national and international organizations.
  - Connect formally with UN Special Rapporteur Rights of Persons with Disabilities, Catalina Devandas, to promote AAC within the international human rights community on social media.
  - Partner with interested Chapters on an international project using social media to promote awareness of AAC and ISAAC.
  - Investigate feasibility and related strategies of supporting worldwide advocacy efforts related to AAC within national/regional contexts.
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## **Strategic Objective #2**

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

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

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## **Strategic Plan 2018-2021**

### **Key Strategic Goals**

1. To ensure better use of all ISAAC communication channels among ISAAC members.
  2. To strengthen ISAAC International ties with chapters and local member groups.
  3. To build networks of collaborative partnerships.
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To Increase Opportunities for Members Worldwide to  
Communicate, Interact and Support One Another



## 2018-2021

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### **Ensure better use of all ISAAC communication channels among ISAAC members**

- To spread information about all ISAAC communication channels among chapters and members
- To encourage use of the communication media for increasing involvement and international partnership
- To evaluate the efficiency of ISAAC communication media use

#### **Critical outcomes:**

- Information about all kind of communication ways used in ISAAC on ISAAC website (e-news, CSWN newsletter, website, Facebook, Twitter, Directory with e-mail addresses, GoToMeeting, etc)
  - Information package for new members
  - Increase in using ISAAC media for local initiatives (GoToMeeting, webinar platform)
  - Information about achievements in increasing communication
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To Increase Opportunities for Members Worldwide to  
Communicate, Interact and Support One Another



**2018-2021**

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## **Strengthen ISAAC International ties with chapters and local member groups**

- Improve understanding of ISAAC as international organization
  - Increase focus of chapters/members interest on international level
  - Increase members involvement and representation on Standing Committees and working groups
  - Increase chapters/members initiatives in taking action to support development of ISAAC as a strong organization
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To Increase Opportunities for Members Worldwide to  
Communicate, Interact and Support One Another



**2018-2021**

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## **Strengthen ISAAC International ties with chapters and local member groups**

### **Critical Outcomes:**

- ISAAC International representation at local AAC events, conferences, meetings.
  - ISAAC leaflet to download from the website
  - Regular information about activities worldwide (website, e-mail blasts)
  - Recognizing local needs for international support
  - ISAAC media/platforms available for members activities (webinars, GoToMeeting room, social media)
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To Increase Opportunities for Members Worldwide to  
Communicate, Interact and Support One Another

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## **Network of Collaborative Partnerships**

- Start new international groups of interest or/and working groups
- Strengthen international collaboration among chapters
- Encourage sharing experience, knowledge and resources among ISAAC chapters and emerging national groups

### **New Critical Outcomes:**

- Collect information about local needs for collaboration/support
  - Regular submission of short reports from chapters and members about international collaboration
  - Share information about international projects worldwide
  - Calls for voluntary actions to support emerging AAC nations projects
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# Strategic Objective #3

**Strengthening AAC Leadership by People  
Who Use AAC and their most important  
communication partners**

**Strengthening AAC Leadership by People  
Who Use AAC and their most important  
communication partners**

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**Strategic Goals, 2018-21**

1. Continue to support LEAD Project
  2. Expand AAC Awareness Activities
  3. Development of Mentorship Program
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# Strengthening AAC Leadership by People Who Use AAC and their most important communication partners

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## LEAD Project

- Promote the existing LEAD documents and materials via LEAD facebook group, e-news and with chapters.
- Use of social media to increase communication with and participation by members who use AAC.
  - Gather information/ experience from Chapters related to AAC Leadership activities/resources

## **Critical outcomes:**

- Increase in the number of people who use AAC and family members in leadership positions in ISAAC and ISAAC Chapters.
  - Increase in the number of people who use AAC and family members in leadership other roles outside of ISAAC.
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# Strengthening AAC Leadership by People Who Use AAC and their most important communication partners

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## **AAC Awareness Activities**

- Communicate with Chapters to determine local efforts of leadership by people who Use AAC and their most important communication partners involved with AAC Awareness.
- Include examples of success stories of people who use AAC and how AAC is incorporated in daily life.

### **Critical outcomes:**

- Increase people who Use AAC and their most important communication partners involved in leading AAC Awareness Month activities.
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# Strengthening AAC Leadership by People Who Use AAC and their most important communication partners

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## **Development of Mentorship Program**

- Explore mentoring opportunities for and by members who use AAC
- Track how mentorships facilitate leadership for people who use AAC.
  - Develop a list of possible mentors who use AAC.
  - Develop a list of possible mentors who are AAC professionals.
- Create a database on ISAAC web site listing mentoring opportunities and partnerships

### **Critical outcomes:**

- Provide a Leadership workshop at the ISAAC biennial conference.
    - Partner people who use AAC with other AAC users and /or AAC professionals.
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# Strategic Objective #4

Promoting Research and Development in  
AAC

**Previsous Strategic Plan:  
Promoting Research and Development in AAC**

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## **Key Strategic Goals**

1. Ensure a high quality AAC research journal
  2. Ensure a high quality AAC Research Stream as part of ISAAC Conference
  3. Strengthen the development of research capacity in AAC
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## **Strategic Plan 2018-21**

### **1. Ensure a high quality AAC research journal**

- Maximize efficiency and effectiveness of Editors and Editorial Assistants (i.e., support provision, editorials, relationship with publisher, article flow).
  - Transform publication committee to AAC journal committee and add roles description for Editors and Editorial Assistants to ISAAC's Governance Handbook
  - Add implementation of a knowledge management system for Editors and Editorial Assistants
  - Internationalize by promoting work in non-English / non-North American countries
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## Strategic Plan 2018-21

### 2. Ensure a high quality AAC Research Seminar as part of ISAAC Conference

- Attract top researchers to take charge of research seminars and to attend.
  - Work out a process to make persons who use AAC to participate in research (esp. ethically approved) and in research strands.
  - Good systems to ensure easy flow of organizational processes.
    - Clarity in relation to research seminar proceedings.
  - Assist the conference committee to plan high quality AAC Research Seminars.
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## Strategic Plan 2018-21

### 3. Strengthen the development and research capacity in AAC

- Identify ways for ISAAC to support / provide infrastructure for early career researchers.
    - Identify ways for ISAAC to support / provide infrastructure for researchers and research institutions.
  - Getting PWUAAC involved in research, to get participants for post grad research.
  - Early career travel awards: Assisting EB with the call and application form for Early Career travel awards .
    - Evaluating the applications and provide a ranking to the EB.
  - Organize early careers researcher meeting at the ISAAC international Conference.
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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

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# 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

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### **Financial Viability**

- Provide for ongoing efficient and effective financial management to ensure sufficient linkage between budget requirements and revenue streams.
  - Examine opportunities for new revenue generation.
  - Examine opportunities for continued cost rationalizations

#### **Critical outcomes:**

- Promote, through growth of ISAAC International membership management, additional revenue generation for ISAAC International.
  - Work with EB to promote growth of existing ISAAC Chapters and creation of new Chapters (ie. Spanish-speaking Chapter).
  - Seek, through the use of information technology tools, opportunities for the “monetization” of existing service provision and/or expense reductions.
  - Explore revenue generating opportunities from partnerships with international organizations such as WHO, UN, EU, etc.
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## Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

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### **Membership Viability**

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

#### **Critical outcomes:**

- Specifically targeted activities to support new Chapter membership, such as membership administrative support.
  - Improvements in membership processing and database technology to support growth in Chapter membership management.
  - Increase member only opportunities with additional product/service providers that also focus on “win-win” value propositions.
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## Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

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### **Conference Viability**

- Build on achievements by migrating conference planning to 4-year cycle.
- Budget for positive net revenues for North American (NA) conferences and at least break-even for outside of NA conferences.
- Promote conferences as vehicles to support ongoing Financial, Membership, and Organizational viability.
- Engage with sponsors and exhibitors through ongoing communications and membership access.

#### **Critical outcomes:**

- Further development of conference programming scheduling tool, to minimize volunteer effort on presentation scheduling.
  - Ensure paid registration targets of 1,200+ for North American conferences and 700+ for “outside North America” conferences.
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## Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

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### Organizational Viability

- 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

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### Organizational Viability (cont)

#### Critical outcomes:

- ISAAC International capacity to provide direct Chapter support when where required / requested (ie support for translation, membership management, advocacy, etc.).
    - 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 2018 Council meeting.
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## Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

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### Governance and Operations

- Continued development of “ISAAC Governance Handbook” to include key management activities, timelines, and templates.
  - Identify opportunities for effective and efficient management of ISAAC International office.
  - Plan and implement a transparent procedure for complaints, breaches of ISAAC's social media policy and other risks for ISAAC
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## Strengthening the Organizational Capacity to Support ISAAC Goals and Activities

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### Governance and Operations

#### **Critical outcomes:**

- Review of current Board governance processes, to ensure consistency with by-laws.
    - Ability to maintain reduced operational costs AND achieve other identified outcomes.
  - Continue Executive Director focus on future transition planning and supporting staff and skills development.
    - Website development including building greater e-Commerce capabilities and integration of accessibility review recommendations into website design
    - Secure and implement new ISAAC International membership database
  - Guideline for EB, President, ED and Manager of Communication how to handle complaints, breaches of ISAAC's social media policy and other risks for ISAAC
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