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CASLPA News: Promotion

Promoting Your Profession to the World

Based on feedback from members in the 2011 membership survey and a thorough analysis of CASLPA's strengths, weaknesses, opportunities and threats, the Board of Directors included "Promotion" as the number two goal in the 2012-2014 strategic plan.

GOAL #2: PROMOTION

AIM: Raise the awareness of the role and impact of speech-language pathology and audiology.

Objectives:

- 2.1 Market the skill-sets and roles of speech-language pathologists, audiologists and supportive personnel to a minimum of three other health or educational professional groups over a three-year period.
- 2.2 Develop a promotion campaign for the public using various media channels to promote the value of seeking speech-language pathology and audiology services.
- 2.3 Develop and provide information to post-secondary education institutions (faculty contacts) for presentation to health-care students on the skill-sets and roles of speech-language pathologists, audiologists and supportive personnel for inclusion in their program.

Having seen other associations go through similar projects, I know the huge impact that making promotion a priority can have. Which is why I'm really excited about the course we're currently on and I'd like to share a few of the projects we're working on right now to achieve this goal.

1. Website Redesign

Before we can go out and tell the world about the great work that our members do, we need a platform to do it from; our new website will be the central piece of that platform.

We have engaged a web development company and are in the process of redesigning our site.

BRANDING & MARKETING (in a nutshell)

Branding: Defining your value.

Marketing: Going out and telling people.

GOALS OF BRANDING

Easily-articulated value: The public understands and can easily explain the value of what you do.

Recognizable: When someone hears the name of your profession, they immediately have an idea in their mind of what you do, the value you bring and the issues you can help with.

Top-of-Mind: Just as they know to call a dentist for a toothache, the public knows who to call for a speech, language, hearing, balance or swallowing issue.

2. Branding & Marketing

We are approaching branding and marketing with a two-pronged approach: a brand refresh for CASLPA and a brand refresh for the professions.

Refreshing CASLPA's brand means strengthening our position as the go-to source for credible information on the professions we represent.

To understand what it is to 'brand a profession', here is an example:

Nurse Practitioners:

Over the past few years, nurse practitioners have done a phenomenal job of articulating the value that they bring to the health profession and explaining how they are integral to an efficient and effective health-care system.

Research:

The first step in this branding project is research. We need to figure out what people think of us now so that we can draw a road map to where we need to go.

At their June 2012 meeting in St. John's, the CASLPA Board of Directors directed staff to undertake this research project and report back. Stay tuned for updates as we progress!