

Strategies To Ensure The Potential Of People Who Stutter

2025 – 2030 Strategic Plan

STEPPS 2

Canadian Stuttering Association
Board of Directors
September 2025



Outline

1. CSA's Strategic Planning Pyramid

2. Our Plan

- CSA Strategic Plan On Two Pages
 - Mission / Vision / Values
 - Strategies and Actions
- Timeline and Accountabilities

3. Implementation, Monitoring and Evaluation

CSA's Strategic Planning Pyramid



STEPPS 2 on 3 Pages: Strategies and Actions

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

Respect:

Respect for the diverse experiences and viewpoints of people who stutter, their families and allies, as well as the corporate and individual stakeholders associated with the CSA and its Mission

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

STEPPS 2 on 3 Pages: Strategies and Actions

1. Strengthen CSA connectivity with speech language pathologists, teachers and school boards. Use this as a springboard to enhance CSA services and programs for children.

- 1.1 Strike a working group or committee of the Board to oversee this envelope of activity.
- 1.2 Ensure that the CSA website contains relevant and actionable content specifically tailored for both teachers and SLPs.
- 1.3 Contact Speech-Language & Audiology Canada (SAC) and see if the CSA can obtain a list of all SLPs registered (free, rent or buy).
- 1.4 Assuming the success of 1.3, contact those on the list to learn which SLPs provide service to PWS, who works with schools and school boards, etc. Develop a robust marketing/communications plan to ensure that relevant SLPs have the CSA information they need. A survey should also be considered, asking how the CSA can serve them and their client base best.
- 1.5 Contact provincial ministries of education to obtain provincial lists of all teachers' colleges operating in Canada. Ministries and/or SAC should also be able to provide a list of all academic institutions in Canada that provide speech pathology training and education.
- 1.6 Develop a game plan to provide CSA information to these course outlets. Strategy could include additions to curricula, provision of a brochure or info sheet, a CSA speaker or info session, etc.

STEPPS 2 on 3 Pages: Strategies and Actions

2. Continue to enhance CSA marketing and outreach programs to propel brand awareness and CSA visibility.	2.1 Explore the feasibility of podcasts, possibly but not necessarily in place of Let's Talk. 2.2 Continue to evolve and improve the CSA website (see 1.2). Employ user and stakeholder surveys to expand/improve the FAQs. 2.3 Explore acquisition of a national advertising agency on a pro bono basis. 2.4 Undertake a Report To The Community or Annual Report with transparent website access.
3. Build on current revenue development initiatives to enhance and stabilize CSA financial and donor base.	3.1 Continue to market monthly giving aggressively. Consider modest sign-up goals at each conference. 3.2 Encourage legacy and estate gifts. Include website envelope and hot button on the website. 3.3 Pursue any and all opportunities to land a national sponsor(s).
4. Continue to expand the CSA footprint through national conferences and support group growth.	4.1 Continue plans to migrate national conferences to locations across Canada. Undertake a survey to gauge interest in virtual conference attendance for a small fee. 4.2 Ensure that current and potential support group leaders have ready access to all support group leader manuals and guides, including frequently-asked-questions.

Timeline and Accountabilities

	2025			2026				2027				2028				2029				Who?
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
1.0 SLP/Teachers Connectivity																				
1.1 Strike work group/committee	by Jan 2026																			Eeva
1.2 Website content readiness	by May/26																			Carla, Zach, Alexandra
1.3 SAC content re: mailing lists	by Jan/26																			Carla
1.4 SLP contact/strategy development					From June 2026 on															Carla
1.5 Teacher college/speech pathology lists	by May/26																			Work Group
1.6 Contact and marketing strategy re:1.5					From June 2026 on															Work Group
2.0 CSA Marketing/Outreach																				
2.1 Podcast exploration/strategy				Jan/26 to Dec/26																Lisa, Ahbi
2.2 Website development /improvements	Immediate and Ongoing																			Zach, Ahbi, Website Team
2.3 Pro bono agency				From January 2026 on															Abhi/Eeva	
2.4 Report To The Community/ Annual Report							From Q4 2026 on													Eeva, Arun
3.0 Revenue Department																				
3.1 Market monthly giving	Immediate and Ongoing																			Leah, Abhi, Eeva
3.2 Legacy estate gifts and website					From Q4 2026 on															Leah, Abhi, Zach, Eeva,
3.3 National Sponsor	Immediate and Ongoing																			Eeva, Abhi, David S.
4.0 Support Groups/National Conferences																				
4.1 Diversify conference locations; survey re: virtual			From Q4 2025 on																	David L., Eeva
4.2 Support Group encouragement/ website info				From Q1 2026 on																Rhea, Zach

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