

AVLIC Strategic Plan

- Improved Programs & Services
- More Benefits of Membership
- Better Results



AVLIC Strategic Plan: Summary of Identified Projects

Deaf Interpreter Task Force (Motion FR16G-15)

MOTION FR16G-15: I move that AVLIC strike a Deaf Interpreter Task Force to:

1. Review the Deaf Interpreter membership application process and make recommendations for changes that will allow for ease of access by Deaf applicants, and ease of approval by the AVLIC Board
2. Investigate options for training and develop a resource list of training opportunities that meet the requirements for DI membership status, that will allow interested Deaf applicants meet the criteria for DI membership status within four years
3. Review current DI paper and ASL translation to ensure it meets the current standards of practice
4. Investigate the need for a certification process for Active Deaf interpreters
5. Establish a permanent Deaf Interpreter on the AVLIC Board of Directors

The Deaf Interpreter Task Force is provide a report with recommendations at the AVLIC 2017, non-conference AGM. This report is to be reviewed by the Joint Communication Team (JCT) prior to presentation to the membership.

Update Bookkeeping System

AVLIC will move from using Excel to QuickBooks.

TOI Rating Review

The scope of this project will be to review the TOI rating process and the administrative supports needed to facilitate the TOI rating process



Professional Conduct Review Process (PCRP) Program Development/Implementation

The PCRP will replace the current Dispute Resolution Process (DRP). It will address concerns and complaints regarding the professional conduct of an AVLIC member. The PCRP will be legally sound and meet the expectations and objectives of the community it is designed to serve.

Human Resources Policies & Procedures, Employee Handbook

The employee handbook will be a compilation of the policies, procedures, working conditions, and behavioural expectations that will act as a guide for all AVLIC employees.

Biennial Conference Program Delivery Review & Revision

A review of the efficiency and effectiveness of the current approach to the conference planning will be conducted. Additionally, current tools & resources available to support conference planning work will be reviewed as well. Recommendations will be provided to the Board of Directors, based on findings. Next steps will be planned accordingly.

AVLIC Website

AVLIC's website is AVLIC's storefront, it is one of the primary means AVLIC interacts with all of its stakeholders. As such, the website needs to be able to function in a manner that meets the needs of all areas of AVLIC (as outlined in the organizational framework). The new website will be built to meet those diverse and dynamic needs.

Volunteer Management Process

AVLIC continues to heavily rely on volunteer support for the delivery and administration of many of its programs and services. AVLIC will develop a volunteer management model to help increase the efficiency and effectiveness of volunteer

- Recruitment
- Screening
- Orientation/training
- Supports
- Evaluation
- Recognition

Operational Policies & Procedures Manual (OPPM) Update

The OPPM provides structure to AVLIC and guides decision making. With AVLIC's shift away from a working Board to a governing Board, policies and procedures needs to be updated to reflect this shift.

WTK Review

The WTK is reviewed every 5 years to ensure it continues to accurately reflect the appropriate background knowledge of the field of ASL-English Interpretation.

Affiliate Chapter Membership Review: Benefits & Administrative Supports

While Class C membership, Affiliate Chapters, is clearly defined in the bylaws, the administrative supports for these members are not. The goal of this project will be to enhance and improve those administrative supports, therefore increasing the benefits of membership.

TOI Rating Process Revision

This project will be primarily informed upon the recommendation of the TOI Rating Process Review project. Using those recommendations, testing material, rater training & orientation, and administrative supports will be revised.

Learning Management System (LMS) Content Development

Upon the development of AVLIC's website, which is to contain a learning management system for online learning, AVLIC will begin to develop content. Content development will be focused in 2 areas, CES supports and general professional development.

Marketing Campaigns

Membership Renewal (Annual Marketing Plan)

AVLIC's primary fundraising vehicle is organizational memberships. The goal of this project will be to

- Encourage members to renew
- Reduce the number of late renewals
- Increase AVLIC's membership base across all categories of membership

AVLIC Standards of Practice & Values (12 month marketing plan)

A marketing campaign focused on AVLIC's various standards of practice and values will be developed. At this time, it is anticipated this marketing campaign will be primarily social media based, however there is the possibility of the campaigns being extended to print as well.



2018 Conference (6 month marketing plan)

As AVLIC's conferences are the organization's second largest fundraising vehicle, a marketing plan will be developed to maximize conference profitability. This project will be conducted as a partnership between AVLIC's 2018 Conference Planning Committee, AVLIC's Public Relations Committee, and the AVLIC office.

Membership Benefits – target new members (12 month marketing plan)

Expanding AVLIC's membership base is the best way to increase AVLIC revenue, which can then be put towards furthering AVLIC's mission through the programs and services it delivers.

PCRP (12 month marketing plan)

With the implementation of the new Professional Conduct Review Process (PCRP), the community and members will need to understand the new program, how to access it, and what to expect. This marketing campaign will address these and other relevant topics.

Promote CES to members (12 month marketing plan)

The goal of this project is to inform AVLIC's membership about the CES process, as well as increase the number of people going through each of the Phases.

Promote AVLIC Distribution List (12 month marketing plan)

AVLIC's distribution list currently provides AVLIC with a small stream of revenue that is used towards furthering AVLIC's mission. The goal of this marketing campaign will be to increase that source of revenue.



2020 Conference (6 month marketing plan)

As AVLIC's conferences are the organization's second largest fundraising vehicle, a marketing plan will be developed to maximize conference profitability. This project will be conducted as a partnership between AVLIC's 2020 Conference Planning Committee, AVLIC's Public Relations Committee, and the AVLIC office.

Promote AVLIC's Learning Management System (LMS) Platform & Content

It is anticipated that AVLIC's LMS will eventually become a significant source of revenue for the organization. While quality content is a big part of the success of AVLIC's LMS offerings, an effective marketing plan is also key.