



Strategic Directions And Priorities

As Voted on and Approved by the
Board of the Arizona Commission for the
Deaf and the Hard of Hearing
May 19, 2011



In the first half of 2011, the Board of the Arizona Commission for the Deaf and the Hard of Hearing embarked upon and sought feedback from the community as a basis for its updating of goals and strategic priorities.

While the Commission has been well-regarded by its constituents for its responsiveness and customer service, the 2011 project was initiated to proactively seek input and gather impressions in order to plan for the future. With an Arizona hearing loss population of approximately 700,000, the aim of this project was to identify the key areas of service, with an outcomes orientation, that would serve as the basis for operational planning (staffing, budgeting, program development, etc.) in the years ahead.

In January 2011, with the assistance of HMA Public Relations and Bill Charney of Charney Associates, a strategy was developed for the Commission to assertively reach out to Arizona's hearing loss community and to identify their needs and suggestions.

This data gathering took place in March and April of 2011, primarily through the hosting of three full-day Visioning Conferences (one each in Prescott, Phoenix and Tucson). These were augmented by an on-line survey, developed primarily as a tool to reach a broader audience than those in attendance at the Visioning Conferences.

An executive summary and full recap reports from all sessions were provided to the Commissioners in advance of their regularly scheduled meeting, May 19, 2011. That afternoon, Commissioners actively participated in a four-hour workshop that included a summary review of the key data and active brainstorming by the Commissioners in order to identify results-oriented goals. The ideas brought forth were then categorized, and with staff input regarding current and anticipated organizational capacity, the Commissioners developed the results/targets enumerated on the following page.

These items were brought forth during the Commission board meeting and were unanimously approved.

During the summer of 2011, the "next steps" in this visioning process will be the development, by the ACDHH Executive Director and staff, of operational, budgetary and administrative plans focused on elevating the Commission's levels of achievement and service in the identified four Priority Results areas:

1. Public Services and Resources Meet the Accessibility Needs of the Deaf and the Hard of Hearing.
2. The Deaf and the Hard of Hearing Have Knowledge and Resources.
3. Increased public awareness of accessibility issues related to the Deaf, Hard of Hearing, and Deaf Blind persons with speech difficulties.
4. Understanding and Availability that Current Equipment / Technology meets the needs of the Deaf and the Hard of Hearing

The staff-directed plan will be presented for the Board of Commissioner's review and approval in September of 2011.

*Arizona Commission for the Deaf and the Hard of Hearing
Mission Statement*

To ensure, in partnership with the public and private sectors, accessibility for the Deaf, Hard of Hearing, Deaf Blind and persons with speech difficulties, to improve their quality of life

Priority Results (NOT REFLECTING ANY ORDER OF PRIORITY):

- **Public Services and Resources Meet the Accessibility Needs of the Deaf and the Hard of Hearing.**
 - Legislation / Public Policy address these needs, with the following priorities:
 - ADA Enforcement
 - A cohesive system of services, especially for newborns with hearing loss
 - Licensure of educational interpreters
 - Hospital interpreters
 - Construction codes require looping capacity in new buildings
 - Captioning/Assistive Technology availability in public venues, television, etc.

- **The Deaf and the Hard of Hearing Have Knowledge and Resources**
 - They are aware of their rights, and have understanding of how to self-advocate.
 - ACDHH is recognized and utilized as the “go-to” information resource, including services/equipment/programming, community calendars, etc.
 - ACDHH services and resources are available, with a physical presence (“satellite” offices) in Southern and Northern Arizona
 - “Community Views”/ public affairs program is reinstated
 - Interpreters are skilled and available
 - Increased public and private sector partnerships elevate the awareness of ACDHH and the availability of its resources
 - Government offices
 - Service providers (e.g. audiologists, hearing aid dispensaries, etc.)
 - Support Service Providers available for the Deaf-Blind.

- **Increased public awareness of accessibility issues related to the Deaf, Hard of Hearing, Deaf Blind and persons with speech difficulties.**
 - Priorities:
 - Public safety / first responders
 - Medical providers
 - Educators
 - Family members
 - Greater media involvement/coverage of ACDHH and its services/resources
 - ACDHH Commission Members engage in and support public awareness efforts.

- **Understanding and Availability that Current Equipment / Technology meets the needs of the Deaf and the Hard of Hearing**
 - Arizona Relay is effective for user.
 - Greater equipment distribution throughout Arizona