



## **June 2009 e-NEWS President's Report Cheryl Moose, CI and CT**

---

Dear Members:

### **Board to Conduct Annual Review of RID Strategic Challenges**

The RID Strategic Challenges and Strategic Plan provide a broad framework for the continued development and evolution of RID. The Strategic Challenges and Strategic Plan are revisited and updated on an annual basis to ensure current issues and trends are recognized and addressed through new or existing initiatives. In July, the board of directors will review the strategic challenges and set the priorities for resources for the association for fiscal year 2010-2011.

After the strategic challenges have been reviewed and approved, the national office directors will use them as a foundation to develop a strategic plan for the next fiscal year. At the fall 2009 face-to-face meeting of the board of directors, the national office directors will report the accomplishments achieved following the previous year's strategic plan and make recommendations to update the strategic plan, being inclusive of the board-approved strategic challenges, for the next fiscal year.

The board will review the proposed strategic plan and vote to approve.

Once the strategic plan is approved, Executive Director Clay Nettles and Director of Finance and Administration Matthew O'Hara will work with RID Treasurer Brenda Walker Prudhom to develop the next fiscal year budget, in this case 2010-2011, ensuring it reflects initiatives identified in the approved strategic plan. The board will then approve the budget.

Following this timeline ensures all programs, projects and initiatives map back to the RID Strategic Challenges and all decisions link to the RID Strategic Plan. If a concept or recommendation is proposed that does not link to the Strategic Challenges, it is documented and considered during the next annual Strategic Challenges review and discussion.

In July, the board will review the current RID Strategic Challenges and consider revisions. During the past year, the following approaches were brought to the board's attention for action and will be considered during the review to determine their implementation priority:

- Provide greater access to RID materials for non-English speaking individuals
- Evaluate current exams offered to determine feasibility of extending into other specialty certificates, such as medical, video etc...
- Providing financial support to stakeholder organizations
- Recognize RID's role and responsibility regarding Audism
- Implementing a fundraising/development plan for the association
- Measure and ensure the validity of the RID administrated specialty exams (CDI, SC:L, OTC) and improve the testing experience.
- Strengthen relationships with Deaf interpreters/members and create equal access in all levels of the association thereby increasing membership, leadership, committee and board service

Please share your opinions about the current RID Strategic Challenges listed below and the proposed concepts listed above by sending an e-mail to [publications@rid.org](mailto:publications@rid.org).

Participating in the six member forums during the 2009 RID National Conference will also provide much needed feedback to the board to assist them in understanding what the members consider priorities for the association. The following board issue forums will be held, Thursday, August 6, from 1:00 – 3:00 PM:

**1. Philosophy, Mission, Goal and Diversity Statement Values Discussion:**

The RID philosophy, mission, goal and diversity statements help to define the organization and its membership. Are these statements still relevant since their adoption more than 15 years ago? ***Can we embrace our changing values as an organization while honoring the values that are traditional to the sign language interpreting profession?*** Don't miss this opportunity to be heard and share your values as a professional! RID board members and national office staff will facilitate this discussion to gather feedback and input as well as discuss the appreciative inquiry method as a means to solicit member participation after conference.

**2. The Future of Voting:** As RID grows, how can we ensure we are giving everyone the opportunity to have a voice in the association? ***Can we embrace new technologies while honoring the importance of the business meeting traditions?*** As a member-driven organization, RID is seeking ways for greater involvement in the business of the association. RID NEEDS you! Join the discussion, facilitated by RID board members, to identify ways to inform and energize the membership to more fully participate.

**3. RID Strategic Challenges:** Prioritizing the challenges and opportunities that lie before RID is essential in fully utilizing the resources available to the organization.. By identifying the key strategic challenges we face as an association and as a profession, can ***we embrace the future growth of the organization in new areas while honoring the programs and services which have tradition and strength?*** Take part in a discussion, facilitated by RID board members, about the strategic challenges and opportunities RID is facing and help set the direction of the association as we work to conquer these challenges.

**4. RID Communication Protocol:** RID is multi-layered with national, affiliate chapters, member sections, committees, task forces, workgroups and more! With all these layers, this discussion, facilitated by RID board members, will look at ways for improved communication among the layers for a more efficient, well-managed, branded and focused communications strategy. As RID grows and new communication methods develop, ***can we embrace a greater structure of communication while honoring the uniqueness each layer has traditionally brought to the association?*** Connect with your colleagues and fellow RID members in sharing ideas for communications protocols that benefit the association at every layer!

**5. NIC Task Force and the Future of Testing:** Certification marks a level of standard in any profession. Its reliability and validity are essential. The NAD-RID National Interpreter Certification (NIC) is no different, which is why the NIC Task Force has been established. As with any certification program, it is time for the review of the NIC paradigm and the development of a new and comprehensive analysis and delineation of contemporary practice for interpreters. ***Can we embrace changes to our testing system to eliminate subjectivity while honoring the integrity the tradition of our testing system has offered?*** Share in the dialogue about the NIC and discuss future testing paradigms. This discussion will be facilitated by RID board members and participants will include a leading certification test company and RID national office staff, who are sure to provide valuable perspectives to this discussion.

**6. Defining Deaf Friendly Events:** As RID grows, our number of deaf members and deaf participants grow as well. As the profession that embodies American Sign Language, what responsibility do we have to uphold the integrity of the language and ensure our meetings have communication access to all? ***Can we embrace the changes we need to incorporate at all meetings and functions to demonstrate our commitment to the deaf-heart while honoring the traditional structure of RID functions?*** Share your opinions during this discussion, facilitated by RID board members and members of the Deaf Members in Leadership

Committee, to help shape the guidelines that define what “deaf-friendly” should encompass for RID.

## **CURRENT RID STRATEGIC CHALLENGES:**

The following 10 strategic challenges can be categorized into three (3) general objectives including Standards, Relationships and Resources.

Standards: Focus on the growth and development of the interpreting profession through enhanced professional standards utilizing RID’s National Testing System (NTS), Certification Maintenance Program (CMP) and the Ethical Practices System (EPS).

Relationships: Establish and nurture relationships among the association’s membership, Deaf community, affiliate chapters and other stakeholders to promote and contribute to the growth of the interpreting profession.

Resources: Ensure the association has the necessary resources to fulfill its mission and serve its members.

Each general objective has both short-term and long-term strategic challenges to achieving the objective.

Short-term means that they are a high priority and will take 1-3 years to address, while long-term means they can be addressed in 3-5 years after we meet some of the short-term challenges. Long term challenges may be able to be addressed sooner based on when the short term challenges are achieved.

RID Strategic Challenges 2008 – 2009

## **RESOURCES:**

### ***Short-term***

- 1) Meet the demands of the membership by providing for adequate resources at the national office including knowledgeable, expert staff and current/state of the art technology and equipment to serve the association and members. (INTERNAL)
- 2) Review the organizational structure and role of RID; who do we serve and with what structure? (INTERNAL)
- 3) Provide financial security for the association’s future. (INTERNAL)

### ***Long-term***

- 4) Outline and address future organizational growth opportunities, issues and challenges and the overall impact on the association. (INTERNAL)

## **STANDARDS:**

### ***Short-term***

- 1) Measure and ensure the validity of the RID administered tests and improve the testing experience for a more cohesive testing system. (INTERNAL)
- 2) Clearly define membership, voting and credential categories while addressing the underlying membership and certification connected issues. (INTERNAL)

## **RELATIONSHIPS:**

### ***Long-term***

- 1) Identify RID's involvement with the Deaf community and the Deaf community's involvement with RID. (INTERNAL & EXTERNAL)
- 2) Provide more quality, streamlined communications to members and other publics; establish communications protocol. (INTERNAL & EXTERNAL)
- 3) Incorporate clear protocols regarding all processes of the national office, affiliate chapters and regions for consistent messaging, communication and business practices. (INTERNAL)
- 4) Build strategic alliances/partnerships/collaborations with others; educate all publics about RID, the field of sign language interpreting, credentials, appropriate use, interpreting as a profession, etc. (EXTERNAL)