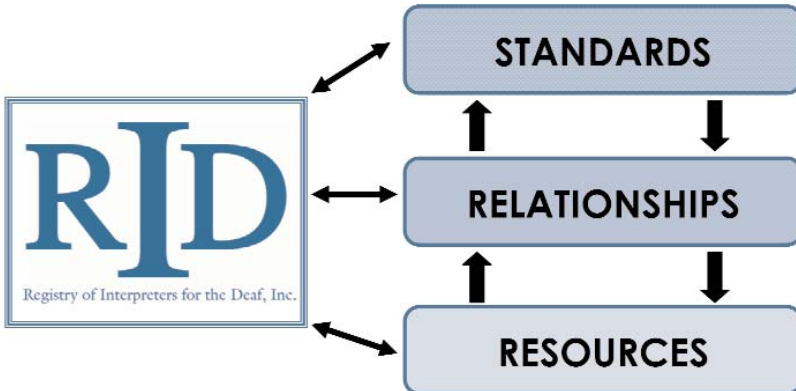


# a strategic plan

*Registry of Interpreters for the Deaf, Inc.*



October 2009

# INTRODUCTION



The Registry of Interpreters for the Deaf, Inc. (RID), a non-profit organization, is the only national association dedicated to the professional development of interpreters and transliterators. Founded in 1964, RID has played a leading role in establishing a national standard of quality for interpreters and transliterators. The Association encourages the growth of the profession, educates the public about the vital role of interpreters and transliterators and works to ensure equal opportunity and access for all individuals.

The strategic plan presented in this report provides a broad framework for the continued development and evolution of RID. The strategic plan will be revisited and updated on an annual basis to ensure current issues and trends are recognized and addressed through new or existing initiatives.

education ■ standards ■ excellence

**RID**

Registry of Interpreters for the Deaf, Inc.

## **philosophy**

The philosophy of RID is that excellence in the delivery of interpretation/transliteration services among people who are deaf and hard of hearing and people who are hearing will ensure effective communication. As the professional association for interpreters and transliterators, RID serves as an essential arena for its members in their pursuit of excellence.

## **mission**

RID's mission is to provide international, national, regional, state and local forums and an organizational structure for the continued growth and development of the profession of interpretation and transliteration of American Sign Language and English.

## **goal**

Our goal is to promote the profession of interpreting and transliterating American Sign Language and English.

## **diversity statement**

To actively foster an inclusive environment in which RID embraces diversity as an integral part of the association. RID is committed to establishing and maintaining a diverse, accessible, civil and supportive environment that adheres to RID's philosophy, mission and goals. RID is committed to providing growth opportunities that allow members to reach their full potential and maximize member value. RID pledges to seek partners who share our philosophy and commitment to upholding high standards of diversity within the association.

# Strategic Challenges

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

**Short-Term** means that the challenge has a high priority that will require 1-3 years to address, while long-term means that the challenge can be addressed in 3-5 years after we meet some of the short-term challenges.

**Long-Term** challenges may be addressed sooner based on when the short term challenges are achieved.

**Ongoing** means that the challenges have such a core connection to the RID philosophy, mission, goal and diversity statements that even when they are achieved in the short-term, they still remain such a high-level priority that the leadership and national office must keep them at the forefront of the work being done at RID.

## 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. **(Resources)**

2) Review the organizational structure and role of RID; who do we serve and with what structure? **(Resources)**

3) Provide financial security for the association's future. **(Resources)**

4) Define membership, voting and credential categories. **(Standards)**

5) Provide greater access to RID materials for non-English speaking individuals. **(Resources)**

# Strategic Challenges

## LONG-TERM

- 1) Incorporate protocols regarding all processes of the national office, affiliate chapters and regions for consistent messaging and clear communication to and from members. **(Relationships)**
- 2) Communicate with and educate the general public about RID and the field of sign language interpreting. **(Relationships)**
- 3) Consider future organizational growth opportunities, as well as the financial and overall impact on the association. **(Resources)**
- 4) Evaluate current exams to determine feasibility of extending into other specialty certificates such as medical, video etc. **(Standards)**

## ONGOING

- 1) Identify RID's involvement with the Deaf community and the Deaf community's involvement with RID. **(Relationships)**
- 2) Recognize the effect audism has on society and work to alleviate it both within and without the association. **(Relationships)**
- 3) Incorporate diversity training into the annual goals of the national office and the RID Board of Directors and practice daily cultural awareness. **(Relationships)**
- 4) Create equal access in all levels of the association and increase leadership opportunities, thereby strengthening relationships with all members. **(Relationships)**
- 5) Establish and continue to develop strategic alliances, partnerships and collaborations with stakeholder organizations. **(Relationships)**
- 6) Measure and ensure the validity of the RID administered tests. **(Standards)**

# General Objectives

---

*These General Objectives are the highest priority purposes of the Association. Along with the mission and philosophy statements, RID's General Objectives set forth the Association's future strategic position.*

## **I. 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).

## **II. 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.

## **III. RESOURCES**

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

# Strategic Approach

---

## I. STANDARDS

Focus on the growth and development of the interpreting profession through enhanced professional standards.

### **A. Promote the development, growth and recognition of the interpreting profession**

1. Monitor and evaluate historical, current and future developments and trends impacting the interpreting profession
2. Provide information and materials to promote the value of standards in interpreting
3. Educate the public about RID, the field of sign language interpreting, credentials, appropriate use and interpreting as a profession
4. Support the membership

# Strategic Approach

---

## I. STANDARDS (continued)

### **B. Offer a nationally respected certification program**

1. Measure and ensure the validity and reliability of the certification exams
2. Administer an efficient and effective National Testing System
3. Provide comprehensive operational support for an enhanced testing experience

### **C. Provide and encourage professional development**

1. Support professional development and programs that enhance the skill set of interpreters
2. Administer an efficient and effective Certification Maintenance Program and Associate Continuing Education Tracking Programs
3. Provide comprehensive operational support to participants

# Strategic Approach

---

## I. STANDARDS (continued)

### **D. Promote a high standard of professional, ethical conduct for interpreters**

1. Offer a code of conduct relevant to the interpreting profession
2. Administer the Ethical Practices System for enforcement of the NAD-RID Code of Professional Conduct
3. Provide due process for all parties involved

# Strategic Approach

---

## II. RELATIONSHIPS

Establish and nurture relationships among the association's members and stakeholders to promote and contribute to the growth of the interpreting profession.

### **A. Organize forums that foster meaningful dialogue and networking opportunities for the association's membership**

1. Conduct board and committee meetings and other opportunities for leadership interaction
2. Host conferences and other events that provide networking and professional development opportunities for members
3. Solicit member participation in, and contribution to, the association's publications and forums

# Strategic Approach

---

## II. RELATIONSHIPS (continued)

### **B. Maintain a presence and collaborate with stakeholders**

1. Support interpreter education initiatives and programs
2. Collaborate with other interpreter related groups
3. Build alliances with deafness related consumer and advocacy groups
4. Facilitate communication with interpreter related industries

### **C. Develop an ongoing comprehensive communications strategic plan**

1. Implement communications protocol for the staff, board, committees, affiliate chapters and member sections
2. Utilize various communications tools
3. Seek member opinion and feedback

# Strategic Approach

---

## III. RESOURCES

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

### **A. Ensure the RID organizational structure adequately serves the membership and growth of the profession**

1. Periodically review membership category structure and programs to evaluate their effectiveness
2. Address membership and certification connected issues
3. Evaluate effective use of volunteer leadership structure (governance)
4. Support a strong and effective national/ component structure and collaborate with the affiliate chapter organizations on national and local issues

# Strategic Approach

---

## **III. RESOURCES (continued)**

### **B. Recruit and retain members**

1. Identify and recruit potential members
2. Develop marketing materials that demonstrate the value of association membership
3. Provide products and services that benefit the members
4. Recruit, train and encourage new, potential and current leaders

### **C. Manage financial resources to maximize the association's fiscal stability**

1. Provide financial security for the association's future
2. Periodically analyze membership structure, categories, fees and benefits
3. Conduct long-term financial planning

# Strategic Approach

---

## III. RESOURCES (continued)

### D. Expand non-dues revenue sources

1. Seek grants for special projects
2. Enhance sponsorship and partnership opportunities
3. Research, identify and utilize all available markets

### E. Recruit, hire and retain a professional staff

1. Plan for sufficient staffing requirements to adequately serve the membership
2. Maintain competitive compensation/benefits package
3. Provide for enhanced professional development in association management

# Strategic Approach

---

## **III. RESOURCES (continued)**

### **F. Maintain state of the art technology and equipment**

1. Maintain a current and functional Web based association management system
2. Create and sustain a current, relevant, informative and user-friendly Web site
3. Ensure sufficient and adequate technology and equipment for all programs and services

### **G. Secure the infrastructure of the association**

1. Provide for a secure investment of the association's assets
2. Maintain appropriate safeguards for all proprietary, intellectual and physical property
3. Accurately record and maintain all policies and procedures, business practices, historical documentation, etc.

education ■ standards ■ excellence

**RID**

Registry of Interpreters for the Deaf, Inc.

**Registry of Interpreters for the Deaf, Inc.**

*National Office*

333 Commerce Street

Alexandria, VA 22314

P: 703.838.0030 F: 703.838.0454 TTY: 703.838.0549

[www.rid.org](http://www.rid.org)