

# STRATEGIC PATHWAY TO EXCELLENCE

## VISION

Making effective communication, a human right, accessible and achievable for all.

## MISSION

Empowering and supporting audiologists, speech-language pathologists, and speech, language, and hearing scientists through advancing science, setting standards, fostering excellence in professional practice, and advocating for members and those they serve.

## TRANSFORM

Revolutionary change within the professions and/or the association



## GROW

Expand, revamp, experiment and/or innovate within association programs, operations, and functions



## RUN

Ongoing operations, including evolution and process improvement in association programs and functions



## STRATEGIC OBJECTIVES

**1** Expand data available for quality improvement and demonstration of value

**2** Advance Interprofessional Education and Interprofessional Collaborative Practice (IPE/IPP)

**3** Enhance the generation, publication, knowledge translation, and implementation of clinical research

**4** Enhance service delivery across the continuum of care to increase value and access to services

**5** Increase influence and demonstrated value of audiology and speech-language pathology services

**6** Increase Diversity, Equity, and Inclusion (DEI) within the Association and the discipline

**7** Enhance international engagement

**8** Increase members' cultural competence

**9** Transform learning across the discipline

## OPERATIONAL PRIORITIES

### OPTIMIZE

- \* Membership value and member satisfaction
- \* Management and utilization of resources and data
- \* Technology infrastructure
- \* Staff engagement, inclusion and a culture of learning
- \* Project and process management and execution
- \* Non-dues revenue

**VALUES:** EXCELLENCE \* INTEGRITY \* DIVERSITY \* COMMITMENT \* RESEARCH-BASED \* MEMBER-CENTRIC \* RESPONSIVE