

ASHA American Speech-Language-Hearing ASTRATEGIC 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.

STRATEGIC OBJECTIVES

TRANSFORM

Revolutionary change within the professions and/or the association





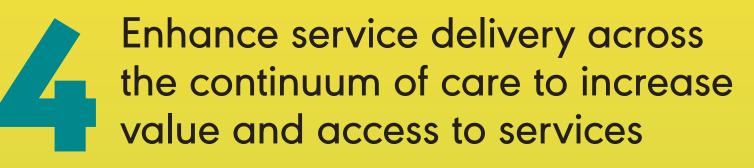






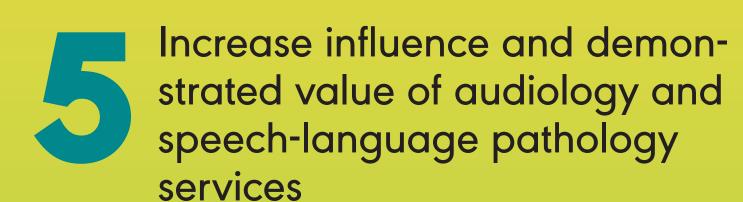


Expand data available for quality improvement and demonstration of value



Enhance international engagement

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



Increase members' cultural competence



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











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



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

Transform learning across the discipline

RUN

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



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