

AMERICAN
ACADEMY OF
AUDIOLOGY



***Strategic Plan
2003-2008
Summary***

President's Message

The Academy's strategic plan sets the course that we must follow to serve the evolving needs of audiologists and the profession in the future, and establishes the process for measuring our progress. Throughout the development of this plan, we have considered feedback solicited from our members to understand how we can best support audiologists and the profession that means so much to us.

Our mission and vision statements define who we are and what we will strive to become. Our goals, strategies, and action plans define how and what we must accomplish in order to achieve our vision. For each goal, we have defined quantifiable and time-certain objectives to track and evaluate our performance.

These objectives and action plans address many diverse aspects of our mission, such as autonomy for the profession and reimbursement for services, while addressing important and evolving challenges such as research, education and public awareness. These plans will enable The Academy to prioritize and address the specific needs of members and related stakeholders.

To ensure that we continue to move forward, a critical step in our process is to conduct quarterly reviews to measure progress against our performance objectives, resolve issues hindering efforts to achieve our goals, and adjust the plan as our environment changes.

We recognize that these important goals and strategies will require time, patience, and persistence to achieve. However, individually and as a team, The Academy Board and Staff will remain dedicated and committed to achieving success in all that we endeavor in support of the profession of Audiology.

Angela Loavenbruck, Ed.D.
President

Mission, Values, and Critical Success Factors

Mission

The American Academy of Audiology promotes quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness, and support of research.

Values

- Integrity
- Commitment
- Excellence
- Professionalism

Critical Success Factors (CSFs)

CSFs are those factors that The Academy must excel in to be successful in the future

- Achieve success in advocacy
- Take a positive and cooperative approach
- Promote effective communications
- Exploit technology
- Commit to excellent service
- Optimize resources
- Maintain financial stability

The Academy's Vision, Goals, and Strategies

