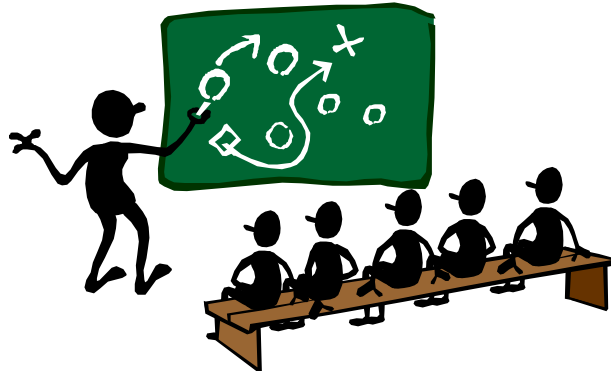


New New Committee and Board Chair Online Orientation

Week 8: ASHA's Strategic Pathway to Excellence



In 2008, ASHA implemented “ASHA’s Strategic Pathway to Excellence.” As part of the Pathway, ASHA developed Vision, Mission, and Core Value statements, identified four “Pillars of Excellence” that focus ASHA’s strategy, and Strategic Objectives that indicate what ASHA must do to be successful in providing value for its members.

For each of the Strategic Objectives, ASHA has identified Performance Measures and Targets that are used to track results in achieving the Strategic Objectives. Strategic Initiatives have been developed that are the priority projects that need to be implemented to ensure that the Strategic Objective outcome is achieved.

To achieve ASHA’s strategic outcomes, the work of all Association entities (e.g. committees, boards, councils, special interest groups, and National Office clusters and teams) will need to be aligned with ASHA’s Strategic Pathway, and to the extent possible, support the completion of these objectives.

All of the Association’s work occurs at one of three levels described below:

Run: Work at the run level ensures that we maintain and sustain function. The basic functions of the group in meeting its purpose, mission or charge occur at this level. This includes having the infrastructure, training, and expertise to perform those basic functions. As examples, work at the Run level for the Association includes things like having our annual Convention, processing Certification applications, providing technical assistance, projecting a budget, conducting continuing education programs, developing products to meet member needs, etc. A Committee, Board, or Council’s routine and operational functions would occur at this level.

Grow: Work at the grow level occurs to increase efficiencies, to stay at the cutting edge and employ best practices, or to enhance or streamline performance. ASHA’s growth opportunities and quality improvement efforts exist at this level. Examples include conducting audits or optimization studies and implementing their recommendations, developing online applications for increased member access to information or resources, updating and revising our databases, offering our professional development programs on new or enhanced platforms, etc. At the grow level, a Committee, Board or Council might take on improving an existing product or process within its purview.

Transform: Strategy lives at the transformational level; although it does occur across all three. This is where we look for opportunity to innovate, to overhaul and to create new systems. Work at this level dramatically changes services to members in response to dramatic changes in the world around us and allows us to engage and empower members to practice in a new and different way. An example of transformational work is the effort to build ASHA's Practice Portal. We're now able to provide members with quick and easy access to information and answers to their questions, instead of our former families of policy documents.

ASHA will mark its centennial in 2025, with the completion of outcomes identified in the current Strategic Pathway to Excellence, i.e., achievement of the Association's Strategic Objectives are intended to result in ASHA's revised Envisioned Future 2025. Committees, Boards, and Councils should consider the Association's strategic outcomes and how they might influence or impact completion of related objectives as they develop their workplans.

ASHA's Strategic Pathway to Excellence: Strategic Objectives

- Expand Data Available for Quality Improvement and Demonstration of Value
- Advance Interprofessional Education and Interprofessional Collaborative Practice (IPE/IPP)
- Enhance the generation, publication, knowledge translation, and implementation of clinical research.
- Enhance service delivery across the continuum of care to increase value and access to services
- Increase influence and demonstrated value of audiology and speech-language pathology services
- Increase Diversity/Equity/Inclusion (DEI) within the Association and the discipline
- Enhance International Engagement
- Increase members' cultural competence
- Transform learning across the discipline.

See the ASHA Web site for ASHA's Strategic Pathway
<https://www.asha.org/about/strategic-pathway/>