ASHA
American
Speech-Language-Hearing
Association

2026-2028 STRATEGIC PATHWAY TO EXCELLENCE

VISION

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

MISSION

We are a dynamic community of audiologists, speech-language pathologists, scientists, assistants, and other affiliated professionals, dedicated to transforming lives. Through partnership and collaboration, we advance science, foster excellence in education and professional practice, establish standards, and advocate for accessible and quality care for all.

TRANSFORM-LEVEL: STRATEGIC OBJECTIVES

SO1: Members and affiliates are actively engaged with ASHA (Association)

Members and affiliates are connected to ASHA and the CSD community in ways that are relevant and meaningful to them.

SO2: ASHA-certified professionals are competent to work in the future (Discipline)

ASHA provides frameworks and resources to advance knowledge and skills for professional growth and for delivering high-impact outcomes.

SO3: The professions are highly visible and respected (Professions)

People know what CSD professionals do and the value they provide.

RUN-GROW-LEVEL: OPERATIONAL PRIORITIES

OP1: Optimize Organizational Capacity

Enhance staff learning, technology, financial capacity, and operational processes to enable transparency, collaboration, and disciplined execution.

OP2: Enhance opportunities and processes for engaging volunteers

- Create more and different volunteer opportunities
- Streamline and improve processes for:
  (a) Increasing awareness of volunteer opportunities;
  (b) Recruiting volunteers to represent multiple dimensions of our members and affiliates; and
  (c) Recognizing volunteer contributions.

CORE VALUES

- We are two professions, with a shared purpose, that are stronger together.
- Scientifically based professional practice advances the discipline of human communication sciences and disorders.
- The enduring strength of our work is rooted in community, integrity, and the inclusion of differing perspectives - while collaboratively seeking better solutions.
- We are member-centric and people-focused at our core.

TRANSFORM

Innovate and Drive Performance

GROW

Enhance and Expand

RUN

Operate and Maintain