



Aligned Sense of Purpose for the Audiology Profession

January 2019

RE: "A Call to Action" for the Present and Future of our Profession

As part of our commitment to provide information and knowledge, we wanted to be certain to update our members regarding actions taken as a result of a survey of audiology professionals that was conducted in 2017.

ASHA commissioned the survey, which was distributed by several associations to their audiology members. The purpose of the survey was to solicit input from the greater audiology community relative to an aligned purpose, mission, and vision for the profession. A total of 2,172 responses were received. The majority of the respondents clearly expressed a desire for audiology associations to work together and speak with a unifying voice on matters critical to moving the profession forward.

When asked whether there was concern about the future of the profession, only five percent reported that they were **not** concerned. When asked how strongly they felt that new thinking was needed to address future concerns impacting the profession, more than ninety percent reported that they were moderately or very concerned. When asked whether a shared voice or a dominant voice is more effective to address future concerns impacting the audiology profession, sixty-six percent indicated a shared voice.

As a result of the survey, ASHA invited the other organizations to come together with the hope of working collectively to address many of the concerns highlighted by the survey. On January 18, 2019, the Aligned Sense of Purpose meeting was held in Rockville, Maryland. Attending the meeting were representatives from the American Academy of Audiology, the Academy of Doctors of Audiology, the Academy of Rehabilitative Audiology, the American Speech-Language-Hearing Association, and the Educational Audiology Association. Facilitating the meeting was an executive coach, Michael C. Aquilino, president & CEO of Innovational Services, Inc. Michael has expertise in organizational development, cultural transformation, and leadership development. With Michael's guidance, participants were able to investigate potential collaboration and alignment within the profession to ensure delivery of the highest quality audiology services and care.

Further meetings with the leadership/revitalization group are planned and these will address strategic planning, action steps, and detailed insight and guidance to maintain alignment and an aligned sense of purpose. Participants also agreed that consistency in communication with the entire audiology community and its stakeholders would be needed to bring clarity and understanding.

Our unified communication with you is meant to convey a commitment by the five professional organizations to focus on the present and future needs of our profession. We will uniformly and independently provide updates in these first and sequential steps as we proceed. If you have any questions, please contact Neil DiSarno, ASHA Chief Staff Officer for Audiology, at ndisarno@asha.org.