**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**
1. Expand data available for quality improvement and demonstration of value
2. Advance Interprofessional Education and Interprofessional Collaborative Practice (IPE/IPP)
3. Enhance the generation, publication, knowledge translation, and implementation of clinical research
4. Enhance service delivery across the continuum of care to increase value and access to services
5. Increase influence and demonstrated value of audiology and speech-language pathology services
6. Increase the diversity of the membership
7. Enhance international engagement
8. Increase members’ cultural competence

**OPERATIONAL PRIORITIES**
- Enhance membership value and satisfaction
- Maintain an effective technology infrastructure
- Maximize non-dues revenue
- Facilitate staff engagement, inclusion, and a culture of learning
- Ensure effective project and process management and execution
- Ensure effective management and utilization of resources and data

**VALUES:** EXCELLENCE • INTEGRITY • DIVERSITY • COMMITMENT • RESEARCH-BASED • MEMBER-CENTRIC • RESPONSIVE