



# Commission on Accreditation of Allied Health Education Programs

## Strategic Plan 2015-2018

The Commission on Accreditation of Allied Health Education Program's strategic plan outlines an array of moves and approaches that will be implemented to produce successful performance. The strategic plan reflects the company's mission, purpose, vision, goals, strategies, values, and action plans.

**Our Mission:** To assure quality health professions education to serve the public interest.

**Our Purpose:** To assure quality healthcare through excellence in education.

**Our Vision:** To be the gold standard for programmatic accreditation of allied health.

### **Our Strategic Pillars & Goals:**

1. Branding & Growth: Expand the recognition of the CAAHEP Brand
2. Services: Deliver unparalleled services to constituents/stakeholders/customers
3. Advocacy: Influence public policy regarding programmatic accreditation in allied health
4. Operational Excellence: Strengthen the efficiency and effectiveness of operations throughout CAAHEP

### **Our Values:**

1. Integrity
2. Accountability
3. Collaboration
4. Consensus
5. Innovation



# Commission on Accreditation of Allied Health Education Programs

## Strategic Plan 2015-2018

### Goal 1: Expand the recognition of the CAAHEP Brand

- Conduct a market analysis
- Develop and implement a marketing plan
- Complete feasibility study for international expansion

### Goal 2: Deliver unparalleled services to constituents/stakeholders/customers

- Create an inventory of services CAAHEP provides
- Identify new services needed
- Utilizing survey results, identify gaps in services to constituents/stakeholders/customers
- Implement up to four new services to address an identified need of constituents/stakeholders/customers
- Assess IT modules

### Goal 3: Influence public policy regarding programmatic accreditation in allied health

- Educate policy makers regarding allied health
- Educate CoAs on public policy and advocacy
- Receive and catalog policy topics for Federal and State levels
- Establish a Public Policy Committee
- Actively support CoA and sponsor initiatives on issues of shared concern
- Draft White Papers on policy issues
- Serve as a resource on policy and legal issues
- Participate actively in coalitions dealing with relevant issues

### Goal 4: Strengthen the efficiency and effectiveness of operations throughout CAAHEP

- Establish consistent interpretation of standards and guidelines throughout CAAHEP
- Align accreditation policies and practices throughout CAAHEP
- Develop a process to assure the success performance and viability of all CoAs
- Improve the vetting process for new professions
- Strengthen the liaisons' effectiveness

Detailed information on each Goal, including action steps and deliverables, is available at this link.