

# An Update on the Future: CAAHEP's Strategic Plan



# CAAHEP's Strategic Plan

- **Mission:** To assure quality health professions education to serve the public interest.
- **Purpose:** To assure quality healthcare through excellence in education.
- **Vision:** To be the gold standard for programmatic accreditation of allied health.
- **CAAHEP Values:**
  - Integrity
  - Accountability
  - Collaboration
  - Consensus
  - Innovation



# Strategic Goals

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

# CAAHEP's Vision, Values & Pillars

**CAAHEP's Purpose:**  
Assure quality healthcare through  
excellence in education.

**CAAHEP's Vision:**  
Be the gold standard for programmatic accreditation of allied health.

Integrity

Collaboration

Accountability

Consensus

Innovation

Branding & Growth

Services



Advocacy

Operational  
Excellence

# Progress to Date – Goal 1

Expand the recognition of the CAAHEP Brand:

- Marketing proposals solicited
- Marketing professional selected
- Market analysis conducted
- Marketing proposal created



Something our Commissioners can do to help expand the recognition of the CAAHEP brand is to help CAAHEP increase your sponsoring organization's knowledge of the activities in and benefits of CAAHEP.

# Progress to Date – Goal 2

## Deliver unparalleled services to constituents/ stakeholders/customers

- CAAHEP created master lists of services
  - Conducted surveys of each segment of our communities of interest
  - Solicited input on improvements of services/new services
  - Board Committees will be reviewing these lists in July and developing an action plans for each area.
- Refining CAAHEP's site visitor training program.
  - A task force for Site Visitor Training has been assembled, consisting of program directors, current and former Board members, and CoA executives.
  - Reviewing the results from program director and dean surveys to identify problem areas, what material is currently available across all CoAs, and developing action plans to address service gaps. Action steps that will promote best practices in the site visitor training process will be identified and implemented.

# Progress to Date – Goal 2

- Addressing CAAHEP's IT Services
  - CAAHEP website is getting a complete makeover.
  - The “back end” of the site are being updated and modified.
  - Staff working closely with Indigo Interactive (Jura) and testing new services to make sure all is working properly and everything is in place before the roll out.
  - Complete roll out expected this year (2016).

# Sneak Peek at the New Site



Commission on Accreditation  
of Allied Health Education Programs

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Board of Director's Meetings

### Find an Accredited Program

Profession Name:

Search In:

State:

Degree / Credential

Diploma  Certificate  Associate  Baccalaureate  Master's

# Progress to Date – Goal 3

Influence public policy regarding programmatic accreditation in allied health

- Formed a Public Policy Committee.
- Executive Director has assisted CoAs with letters of support of white papers.
- Board kept abreast of public policy activities as they are reported through CHEA and ASPA.

# Progress to Date – Goal 4

Strengthen the efficiency and effectiveness of operations throughout CAAHEP

- New part-time Standards Specialist to work closely with the CoAs and our dedicated Standards Committee members in the development of new Standards and the 5-year review of current Standards.
- Increased assurance of consistency with CAAHEP policies and practices.
- CAAHEP staff is assisting CoAs in establishing policies and procedures that are consistent with CAAHEP.
- Staff providing one-on-one orientation to new CoA leadership.

# Progress to Date – Goal 4

Strengthen the efficiency and effectiveness of operations throughout CAAHEP

- CAAHEP continues to offer services to our CoAs:
  - SurveyMonkey subscriptions
  - Go to Meeting/Go to Webinars
  - Meeting planning assistance
  - Constant Contact promotional services to encourage schools to offer accredited programs in the professions under CAAHEP's umbrella.
- Staff is working to strengthen the Board liaison program's effectiveness.
  - In June, CAAHEP will be instituting an every-other month conference call with the Board Liaisons
  - In July 2015, a new publication was developed - Liaison Link - and is sent to each Board Liaison following each Board meeting. The newsletter highlights Board actions, meeting dates, and useful information for the Liaison to share with the CoAs.

# 2016 and Beyond

- Watch for updates on Strategic Plan in the coming year in CAAHEP publications
  - Communiqué
  - For Commissioners Only
  - CoA Notes
  - Liaison Link
- Share your thoughts with the Board
- Create a CAAHEP dialogue with your Sponsoring Organization and share their input as well

QUESTIONS????