



Working globally to ensure that people who are deaf and hard of hearing can hear and talk

We want all families to be informed and supported, professionals to be appropriately qualified to teach and help children with hearing loss, public policy leaders to effectively address the needs of people with hearing loss, and communities to be empowered to help their neighbors with hearing loss succeed.

STRATEGIC GOALS THROUGH 2025

This strategic plan was developed to guide the organization to achieve its full potential in serving children and adults with hearing loss, their families and the people who serve them.

The Alexander Graham Bell Association for the Deaf and Hard Hearing (AG Bell) is dedicated to a renewed interpretation of our core values including a strong commitment to overcoming structural racism and other barriers to equity and inclusion. By creating an environment that is welcoming to individuals of diverse backgrounds and experiences, AG Bell will continue to increase the number of underrepresented community members (gender, racial and ethnic minorities, socioeconomically disadvantaged, and disabilities, etc.), including professionals, individuals who are deaf or hard of hearing, and families who are seeking access to Listening and Spoken Language.

1

Expand Listening and Spoken Language and related activities globally through growth of AG Bell's initiatives, services, participation, partnerships in 10 additional countries by 2025 while being sensitive to the diverse needs of each particular culture.

KEY OBJECTIVES include developing an international membership program with ambassadors and affiliates; working with the World Health Organization's Global Council on Hearing; working directly with leaders in systems development, particularly to establish universal newborn hearing screening and develop prepared and qualified professionals in Listening and Spoken Language.

2

Increase stakeholder engagement in the US at the chapter level to access more people who are deaf and hard of hearing and their families; build greater connectedness through participation at regional/local events; develop a corps of volunteer leaders; and serve as a model for other affiliates around the world in view of customs and cultures.

KEY OBJECTIVES include supporting chapters in hosting well-structured regional programs for the benefit of families and professionals in their communities; increasing accessibility of Listening and Spoken Language regardless of socioeconomic background; identifying opportunities for people to be involved in advocacy for the deaf and hard of hearing; developing educational resources that can be distributed by chapters; providing support and connection to Listening and Spoken Language for those who cannot access it; expanding parent resources and connections; growing the volunteer leadership pipeline; and providing leadership training to chapter leaders to build ambassadors for the organization.

3

Increase the number of qualified and certified LSL professionals around the world.

KEY OBJECTIVES include increasing the number of professional members including, but not limited to LSL certified members; expanding professional member engagement with AG Bell as a professional home and in program development; growing the number of LSL certified professionals around the world through partnerships with domestic and global organizations; increasing access to LSL knowledge and skills; identifying more revenue-sharing opportunities such as mentorship and online courses; and engaging more professionals in program development and outreach to universities, medical facilities, school districts and professional organizations.

4

Diversify funding to reflect global growth of initiatives and other mission-related activities and from more individual major philanthropists.

KEY OBJECTIVES include creating a Global Council that can financially support international growth and gain access to other philanthropists interested in our mission; engaging and preparing local ambassadors to help identify and cultivate potential supporters; expanding the cultivation of potential donors through direct communications, print materials, events and in-person encounters; and developing relationships with high-recognition spokespersons or celebrities to expand awareness and support of AG Bell and Listening and Spoken Language.

5

Increase awareness of LSL and solidify AG Bell as the "go to" resource for Listening and Spoken Language.

KEY OBJECTIVES include cultivating relationships with public policy leaders, industry leaders, partners inside and outside the field of LSL, and the public at large; conducting a public service publicity campaign to increase awareness and recognition of Listening and Spoken Language; and training and engaging people who are deaf and hard of hearing to visit with public policy leaders and speak to their own success.