



Annual Report

2008



AFA AUDIOLOGY
FOUNDATION
OF AMERICA
Au.D. means professional hearing care

Preparing for the Future



**Dr. Deborah R. Price,
AFA Chair**

Wow! 20 years of the Au.D.! Currently 40 percent of practicing audiologists have the Au.D. degree. Our grassroots efforts have enabled us to get almost halfway to our goal of transforming audiology to a doctoring profession. Let's not leave the other 60 percent behind. Encourage every master's level audiologist to apply to a distance education program.

Our theme, "Launching Professionals into Practice," positions the AFA to build on the success we have had in improving Au.D. education and practitioner status. Without the AFA to spearhead the effort to improve audiology, there would still be mostly master's-degreed audiologists and a lot of consumer confusion. The Au.D. degree unites all audiologists with a first professional degree in a doctoring profession. Let us now focus on positioning the profession for direct access through more practice ownership and autonomy to provide patients with confidence and exemplary hearing care.

The AFA's fall 2008 "Conference on Professional Education II" showed that business education is lacking in Au.D. programs and students often do not get experience outside medical and hospital practices during their clinical experiences. The conference gave us some new ideas, and will help focus future AFA activities and initiatives.

The AFA will continue to work for the good of the profession from the vantage point of practicing audiologists. It's what we've always done. If we can inspire the attitude toward professional autonomy throughout the profession, we'll consider our next job well done. Thanks for your help to move forward!

Conference on Professional Education II

With leadership gifts of \$50,000 from ReSound and \$10,000 from Widex in early 2008, the AFA was able to gather 10 additional sponsors for a conference to look at the profession's status after 20 years of Au.D. upgrades. A committee was convened to help develop the topics of discussion and structure, and the Conference on Professional Education II (CPE II) was born.

Arizona School of Health Sciences (ASHS) hosted the conference with hi-tech facilities and leadership from Dr. Tabitha Parent Buck. All Au.D. program directors were invited to send a faculty representative and a recent graduate in practice for at least two years.



This conference was unique because:

- It brought together young Au.D. graduates, experienced practitioners, industry sponsor representatives, audiology organization representatives and Au.D. program faculty/program directors.
- It gathered responses via an audience participation system.
- It looked at incorporating business concepts into educational programs.
- It focused on issues brought in via a pre-conference survey (coordinated by the AFA, Ball State University, and ASHS).
- It was professionally facilitated by Glenn Tecker with assistance from the Institute for Alternative Futures for the resulting Proceedings.
- See www.audfound.org for more information.

CPE II provided great insights into the future of audiology, and gave the AFA some next steps that are closely aligned with its mission. These include:

- Defining core experiences for Au.D. students.
- Developing and utilizing standard clinical evaluations and delineating a core set of clinical sites/skills and elective specialties.
- Infusing evidence-based practice in courses and clinics.
- Integrating business process training with clinical experiences.
- Instilling a sense of responsibility in today's students as part of their professional socialization.

Offering Student Support

Student Mentoring

The AFA brought 28 residential Au.D. students representing 18 different colleges and universities to the 2008 ADA Convention in Las Vegas, NV.



Some mentoring students at ADA.

Thanks to Widex and ReSound for supporting some of these expenses. Students were assigned a mentor and fulfilled numerous requirements, including attendance at a special “Day Ahead” program put on by the AFA that focused on private practice ownership and inspiring an attitude of independence and autonomy.

Students also attended ADA’s opening session, as well as numerous ADA presentations, and helped at AFA activities (like the AFA Auction and the AFA/ADA Racing Event). Proceeds from the AFA Auction provided the remaining funding for this annual program.

Clued into Audiology Otoscope Program



Some of the students who received otoscopes from the AFA.

The AFA awarded otoscopes to 149 students, representing 47 different Au.D. programs, in its 3rd annual “Clued into Audiology” otoscope program. Otoscopes were provided by Hal-Hen, in conjunction with Widex, and students earned their otoscope by reading a series of articles on the history of the Au.D. degree and the profession’s upgrade, and then passing a quiz over the material. Many of the otoscopes were personally awarded by AFA Chair Deborah Price, Au.D., at the 2008 NAFDA luncheon in Charlotte, NC.

Offering Student Support

White Coat Ceremonies

The AFA continued its tradition of sponsoring white coats for students at on-campus ceremonies throughout the country. In 2008, the AFA provided funding for 153 student white coats at 15 Au.D. programs. Donations to the AFA directly fund this program, which reinforces the need for professionalism and integrity as a Doctor of Audiology.



AFA/ReSound University

The AFA and ReSound teamed up to offer AFA/ReSound University last May. AFA directors and ReSound staff coordinated and taught content about professional and technical issues to educate Au.D. students. Forty-four Au.D. students attended this special three-day event at ReSound's American headquarters in Bloomington, MN.

2008 AFA Scholarship Winners

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2008 AFA Professional Leadership Award Winners

A.T. Still University

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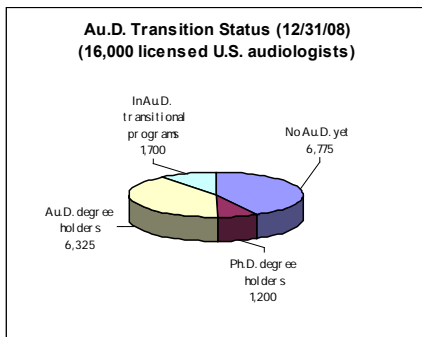
Promoting Autonomy and Independence

The AFA presented, “The Joy of Private Practice,” at a special Day-Ahead Student Session during the 2008 Student Mentoring Program at ADA. The AFA also premiered a second, follow-up session there entitled “Financing Your Dream.”

AFA Directors and staff made presentations and exhibited at state and national audiology conventions and contributed articles on the Au.D. movement and issues of professional autonomy to professional publications.

The AFA continued publication of “Au.D. News.” The e-newsletter, published six times a year, keeps Au.D.s, faculty and students informed about important issues within the profession and surrounding the professional upgrade.

The AFA promoted the Au.D. degree through special postcard mailings and electronic news blasts to those practitioners who have not yet joined the transition.



The percentage of audiologists who hold an Au.D. is growing (the number was 40 percent in 2008). However, the 71 residential programs are still only graduating an average of eight new Au.D.s every year – and some have yet to have their first graduating class. We have not yet reached our transition goal of 50 percent and lag behind other healthcare professions in terms of practitioner numbers and sustainable class size.

This low enrollment/small class issue will likely become more critical as increasing numbers of our aging population begin to seek out skilled hearing and balance care from proportionately fewer available practitioners. We need to help our Au.D. programs find ways to become larger and more efficient to be able to provide enough qualified audiologic care.

Fun and Fundraising



2008 AFA Annual Auction

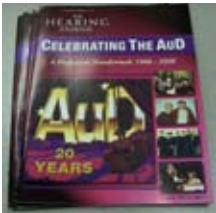
The AFA's auction at the ADA Convention netted over \$25,000, including almost \$10,000 directed for student scholarships and other student support programs.

Race to Your Future

AFA & ADA teamed up for a new fundraising event in 2008. This Go-Kart Race netted almost \$20,000 and featured over 100 racers and dozens of spectators. Prizes were given to the fastest teams as well as for the fastest individual lap. Thanks to all our corporate friends who helped with auction and race sponsorships!



“Celebrating the Au.D.”



In October 2008, “The Hearing Journal” published a supplement to its monthly magazine honoring the 20th anniversary of the Au.D. degree. The AFA proposed the idea and played a key roll in helping to gather articles, advertisements and support for this special issue. Thanks to David Kirkwood, Richard Carmen and Eric Hagberg for making it a reality. The AFA plans to use

copies of this special supplement for student education for many years to come so students will better understand the history of their profession.

Goldstein Archive Dedication



In a special ceremony during the AFA's "Conference on Professional Education II" in October 2008, a historic collection of information that will now make up the "David P. Goldstein, Ph.D. Archive" was dedicated at A.T. Still University's Arizona School of Health Sciences (ASHS) in Mesa, AZ.

For over forty years, Dr. Goldstein, now professor emeritus at Purdue University in West Lafayette, IN, collected articles, commentary, statistics and memorabilia on the progression of the audiology profession and the development of the Au.D. This unique collection, sent by the AFA along with a permanent plaque, will now make its home at ASHS.

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Financials

INCOME

2008

Public Support & Revenues \$416,068

Other Income \$ 3,565

Interest & Dividends \$ 28,840

TOTAL INCOME \$448,473

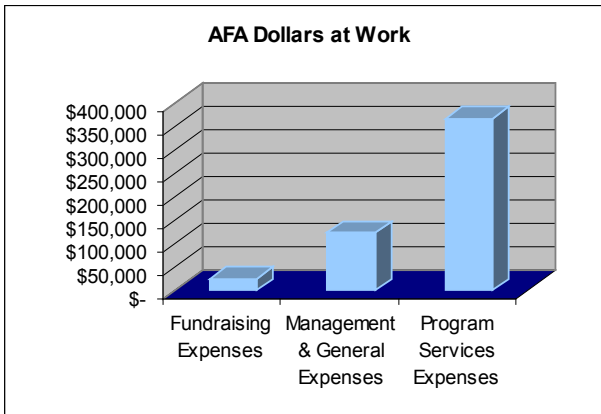
EXPENSE

Program Services¹ \$366,729

Supportive Services \$147,309

TOTAL EXPENSE \$514,038

NET INCOME (\$65,565)



RESTRICTED FUND BALANCE

Outstanding Student Award - 2nd Year² \$ 9,000

Berger Memorial Scholarship (endowed) \$ 20,000

Kilcoyne Memorial Scholarship \$ 4,000

Pikus Memorial Scholarship \$ 7,000

Practitioner Scholarships \$ 2,000

TOTAL RESTRICTED FUND BALANCE \$ 42,000

1. AFA Directors pay their own expenses to attend 3 meetings annually & give valuable time to the foundation.
2. Includes funds from The Oticon Foundation to fund Scholarships.

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AFA Mission

AFA empowers audiologists to be independent and autonomous practitioners by supporting their educational preparation, professional practice and leadership development.

AFA Vision

Audiology is recognized as an independent and autonomous profession. Audiologists are the leaders in the preservation, diagnosis, management and treatment of the hearing and balance functions. AFA excels in organizing the people, money and programs to champion this transformation of the profession.

Executive Director

Susan B. Paarlberg, M.S.I.R.

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