

# Hearing Research International – Strategic Plan 2025-2030

## Reimagining Hearing Health

**Purpose:** To advance innovative research improving the quality of life for Deaf and hard of hearing individuals

**Intent:** To act as a catalyst in generating a critical mass of expertise and resources that creates positive and sustainable societal impact

### Values: Stewardship, Exploration, Evidence, Knowledge (S.E.E.K)

Pillars	Innovative Research	Global Network	Funding Development	Global Brand
Imperatives	Drive advancements in hearing health and Deaf research that leverage innovative practices and generates positive outcomes	Develop a widely recognized global network of the world’s best researchers, clinicians, and academic institutions	Attract, steward, and allocate funding resources to support the creation of sustainable innovative research	Build a strong brand that is compelling, well-recognized, highly respected, and sought after on the global stage
Initiatives	Set and manage the research agenda to focus advancements on what matters most	Evolve a network of world class scientists that will become the catalyst for the advancement of innovative research	Create and deliver donor strategies and compelling cases for support to generate sustainable funding sources and endowments	Deliver the brand strategy, value proposition, messaging, and supporting marketing assets
	Engage scholarly stakeholders aligned with our research agenda	Establish a partnership engagement strategy to leverage dissemination platforms	Establish domestic and international relationship management capabilities to source funding resources	Build a communication platform with asset repository for key stakeholder engagement and the marketing of innovative research and positive outcomes
	Build a Community of Learning to accelerate the dissemination and implementation of innovative research outcomes	Create a sustainable pipeline of future researchers to promote advancements in hearing health and Deaf research	Develop a global donor partner engagement and recognition program	Develop, maintain, and disseminate publications, annual reports and other relevant material