

## ASHA Leadership Program Survey Results October 2009

**Introduction.** The American Speech-Language-Hearing Association (ASHA) requested feedback on the perceived value of a proposed ASHA-sponsored leadership training program. The survey was fielded on October 7, 2009 to all current ASHA Audiology and Speech-Language Pathology Advisory Council members (“AAC” and “SLPAC,” respectively), ASHA committee and board chairs, and State Association Presidents. A follow-up reminder was sent to non-respondents on October 15. The survey closed on October 19. A total of 116 responses were received for a 49% overall response rate.

Response rate by group	Number fielded	Number of responses	Response rate
AAC members	49	24	49%
SLPAC members	52	33	64%
ASHA committee and board chairs	87	39	45%
State Association Presidents	52 (-1 undeliverable)	20	39%
Total	240	116	49%

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### 1. Please indicate the role(s) that you currently hold. (Select all that apply.)

Response	Number*	Percent
ASHA Audiology Advisory Council member	25	21.6%
ASHA Speech-Language Pathology Advisory Council member	32	27.6%
ASHA committee or board chair	35	30.2%
State Association President	22	19.0%

\*Not equal to total number of respondents (116) because some individuals did not respond to this question.

### 2. To what extent did each of the following experiences/resources contribute to the leadership skills that you currently possess?

All respondents (n=116)	Not at all	Slightly	Moderately	Extensively	Not applicable
Books	15%	42%	28%	12%	3%
Mentoring	-	10%	35%	55%	-
Military service	39%	-	1%	3%	57%
On the job/in-service	4%	9%	30%	56%	1%
On-line courses	47%	17%	11%	-	25%
On-site university courses	39%	25%	10%	11%	16%
Previous volunteer opportunities (i.e., committee work)	-	8%	25%	66%	1%
Seminars/workshops	11%	23%	42%	23%	2%

See Appendix for “other” responses.

<b>AAC only (n=24)</b>	Not at all	Slightly	Moderately	Extensively	Not applicable
Books	17%	50%	25%	8%	-
Mentoring	-	-	58%	42%	-
Military service	33%	-	-	8%	58%
On the job/in-service	-	13%	38%	46%	4%
On-line courses	54%	21%	8%	-	17%
On-site university courses	33%	33%	8%	13%	13%
Previous volunteer opportunities (i.e., committee work)	-	8%	33%	58%	-
Seminars/workshops	17%	17%	42%	21%	4%

<b>SLPAC only (n=33)</b>	Not at all	Slightly	Moderately	Extensively	Not applicable
Books	13%	31%	34%	16%	6%
Mentoring	-	12%	18%	70%	-
Military service	36%	-	3%	3%	56%
On the job/in-service	3%	9%	34%	53%	-
On-line courses	38%	16%	28%	-	19%
On-site university courses	29%	29%	10%	16%	16%
Previous volunteer opportunities (i.e., committee work)	-	15%	24%	61%	-
Seminars/workshops	7%	20%	47%	27%	-

<b>Committee and board chairs only (n=39)</b>	Not at all	Slightly	Moderately	Extensively	Not applicable
Books	18%	42%	26%	13%	-
Mentoring	-	13%	28%	59%	-
Military service	44%	-	-	-	56%
On the job/in-service	3%	8%	26%	64%	-
On-line courses	49%	15%	5%	-	31%
On-site university courses	42%	21%	11%	5%	21%
Previous volunteer opportunities (i.e., committee work)	-	3%	18%	77%	3%
Seminars/workshops	8%	28%	39%	23%	3%

<b>State Association Presidents only (n=20)</b>	Not at all	Slightly	Moderately	Extensively	Not applicable
Books	10%	50%	25%	10%	5%
Mentoring	-	15%	45%	40%	-
Military service	40%	-	-	-	60%
On the job/in-service	15%	5%	25%	55%	-
On-line courses	53%	16%	-	-	32%
On-site university courses	55%	15%	10%	10%	10%
Previous volunteer opportunities (i.e., committee work)	-	5%	30%	65%	-
Seminars/workshops	15%	25%	40%	20%	-

3. If ASHA offered leadership training, how interested would you be in each of the following potential content areas?

All respondents (n=116)	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Conflict resolution	3%	9%	33%	54%	1%
Cultural diversity	4%	25%	47%	24%	1%
Ethical leadership	-	10%	30%	59%	1%
Facilitation techniques	3%	9%	26%	62%	1%
Group dynamics	3%	11%	37%	49%	1%
Meeting management	4%	17%	35%	44%	1%
Motivating others	1%	10%	25%	63%	2%
Project management	4%	10%	43%	42%	1%
Public speaking	13%	36%	30%	20%	1%
Presentation skills	7%	35%	27%	29%	1%
Strategic planning	2%	13%	29%	56%	1%
Team leadership	1%	11%	24%	62%	2%

See Appendix for “other” responses.

AAC only (n=24)	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Conflict resolution	-	17%	33%	50%	-
Cultural diversity	8%	29%	42%	21%	-
Ethical leadership	-	13%	38%	50%	-
Facilitation techniques	4%	13%	42%	42%	-
Group dynamics	-	17%	57%	26%	-
Meeting management	8%	4%	46%	42%	-
Motivating others	-	17%	21%	63%	-
Project management	4%	17%	33%	46%	-
Public speaking	4%	38%	38%	21%	-
Presentation skills	4%	33%	29%	33%	-
Strategic planning	4%	13%	25%	58%	-
Team leadership	-	17%	21%	63%	-

SLPAC only (n=33)	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Conflict resolution	3%	12%	33%	52%	-
Cultural diversity	6%	27%	46%	21%	-
Ethical leadership	-	18%	24%	58%	-
Facilitation techniques	6%	9%	24%	61%	-
Group dynamics	9%	6%	27%	58%	-
Meeting management	3%	18%	27%	52%	-
Motivating others	3%	12%	18%	67%	-
Project management	3%	12%	39%	46%	-
Public speaking	15%	27%	30%	27%	-
Presentation skills	3%	31%	28%	38%	-
Strategic planning	3%	15%	21%	61%	-
Team leadership	3%	13%	19%	66%	-

<b>Committee and board chairs only (n=39)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Conflict resolution	5%	5%	35%	54%	-
Cultural diversity	3%	19%	46%	32%	-
Ethical leadership	-	5%	34%	61%	-
Facilitation techniques	-	11%	29%	61%	-
Group dynamics	-	16%	42%	42%	-
Meeting management	5%	24%	40%	32%	-
Motivating others	-	8%	36%	53%	3%
Project management	8%	3%	58%	32%	-
Public speaking	19%	46%	24%	11%	-
Presentation skills	16%	41%	22%	22%	-
Strategic planning	-	18%	42%	40%	-
Team leadership	-	9%	34%	54%	3%

<b>State Association Presidents only (n=20)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Conflict resolution	-	-	30%	65%	5%
Cultural diversity	-	25%	55%	15%	5%
Ethical leadership	-	-	25%	70%	5%
Facilitation techniques	-	-	5%	90%	5%
Group dynamics	-	-	20%	75%	5%
Meeting management	-	15%	25%	55%	5%
Motivating others	-	-	20%	75%	5%
Project management	-	10%	30%	55%	5%
Public speaking	10%	30%	30%	25%	5%
Presentation skills	-	35%	35%	25%	5%
Strategic planning	-	-	20%	75%	5%
Team leadership	-	6%	17%	72%	6%

**4. If ASHA offered leadership training, how interested would you be in each of the following instructional formats?**

<b>All respondents (n=116)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Articles in <i>The ASHA Leader</i>	6%	25%	43%	26%	-
Face-to-face institute	3%	9%	29%	60%	-
Leadership certificate program	10%	11%	27%	52%	1%
Leadership track at Convention	6%	16%	34%	43%	1%
Self-paced on-line courses	7%	20%	31%	42%	-
Webinars	7%	27%	39%	26%	1%

See Appendix for "other" responses.

<b>AAC only (n=24)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Articles in <i>The ASHA Leader</i>	17%	21%	46%	17%	-
Face-to-face institute	4%	8%	33%	54%	-
Leadership certificate program	4%	22%	35%	35%	4%
Leadership track at Convention	9%	22%	39%	26%	4%
Self-paced on-line courses	13%	38%	25%	25%	-
Webinars	8%	42%	25%	25%	-

<b>SLPAC only (n=33)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Articles in <i>The ASHA Leader</i>	3%	27%	49%	21%	-
Face-to-face institute	3%	6%	24%	67%	-
Leadership certificate program	9%	6%	15%	70%	-
Leadership track at Convention	12%	12%	27%	49%	-
Self-paced on-line courses	9%	18%	27%	46%	-
Webinars	6%	22%	38%	31%	3%

<b>Committee and board chairs only (n=39)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Articles in <i>The ASHA Leader</i>	5%	32%	37%	26%	-
Face-to-face institute	3%	13%	32%	53%	-
Leadership certificate program	16%	8%	35%	41%	-
Leadership track at Convention	3%	16%	37%	45%	-
Self-paced on-line courses	5%	16%	42%	37%	-
Webinars	11%	21%	53%	16%	-

<b>State Association Presidents only (n=20)</b>	Not at all interested	Not very interested	Somewhat interested	Very interested	DNK/no opinion
Articles in <i>The ASHA Leader</i>	-	15%	40%	45%	-
Face-to-face institute	-	5%	25%	70%	-
Leadership certificate program	5%	10%	20%	65%	-
Leadership track at Convention	-	15%	35%	50%	-
Self-paced on-line courses	-	11%	21%	68%	-
Webinars	-	29%	29%	41%	-

**5. How would you rate the potential success of a professional leadership training program as a source of non-dues revenue for the Association?**

Group	Not at all successful	Not very successful	Somewhat successful	Very successful	DNK/no opinion
All respondents	3%	18%	46%	20%	13%
AAC only	4%	26%	57%	9%	4%
SLPAC only	3%	9%	42%	33%	12%
Committee or board chair only	3%	21%	44%	15%	18%

Question 5 not asked of State Association Presidents.

## **Appendix**

### **“Other” Responses**

#### **2. To what extent did each of the following experiences/resources contribute to the leadership skills that you currently possess? [Other experiences/resources]**

- LEND (Leadership Education in Neurodevelopmental Disabilities) - I am a trainee through MCHB Infant and Pediatric Audiology grant
- Previous work experience Childhood personality
- The experiences on ASHA Committees have given strong leadership mentoring.
- A master's leadership course through our university health system, affiliated with our business school
- A workshop on BOARD LEADERSHIP DEVELOPMENT - enhancing effectiveness of boards, committees and councils by Barbara Bader and Steve Carr of Community Systems was invaluable and included a training manual I still use today.
- I had mentoring and training with professionals outside of our discipline which helped me more than anything received within the profession.
- Journals
- Networking with colleagues
- Opportunities to network with others, especially those that had similar goals and vision.
- Holding a doctorate in Educational Leadership in Higher Education helped prepare me significantly for leadership.
- Junior Faculty Leadership Program at my current university.
- Orientation from former board chair and ex officio
- Project management
- CSAP
- CSAP conferences
- CSAP has been the most valuable source of leadership training for me so far. I would appreciate more focused training that I could use outside my volunteer work and more in my career.
- I was in the 2008 class of the ASHA Leadership Development Program. I use those skills daily as I teach graduate students clinically & academically as well as lead my state's organization.

#### **3. If ASHA offered leadership training, how interested would you be in each of the following potential content areas? [Other potential content areas]**

- Health Care business practices/ management
- I believe that servant leadership and time management are other important topics that may be included in the headings listed above.
- My "interested" is qualified by the fact that I would want to learn from individuals who knew more than I did....not on an introductory level. Some challenges, please!
- Adult Learning styles - very interested.
- All of these are important topics. I've been fortunate to have had fairly extensive training compared to most auds/slps including all of the areas that I marked "somewhat interested or not very interested".
- I think ASHA has bigger priorities than diverting resources to engage in leadership training
- The items weighted as "not very interested" were so identified because I believe I have had the most experience with them and have the least need in those areas.
- These are areas in which I provide professional development - Not that I can't improve my leadership skills, but I would not attend "training." I would love to have a PLC devoted to leadership in schools.

- I think that leadership skills should be taught at the master's level, since we all ultimately are part of a team. Knowing how to work with others (group dynamics), take appropriate leadership roles and know how to resolve conflicts is something that all need to learn for their jobs.

**4. If ASHA offered leadership training, how interested would you be in each of the following instructional formats? [Other potential formats]**

- Cost would be a critical factor in all
- Due to issues with budget shortfalls and deficits, I think it would be both beneficial and financially prudent to schedule more online courses and webinars to include all other forms of self paced learning.
- Content downloaded to MP3 player; community of practice
- An ongoing PLC with multiple formats and components
- I checked "not at all interested" for the certificate program, only because I'm already of a graduate of the LDP. However, I think that our time together was very powerful & we are all still in contact by conference calls every few months with a plan to meet at ASHA. Some of us are rooming together. We share tips for writing, leadership, etc.