



2019 ASHA Schools Connect — Rationale Letter

Please customize for your specific situation.

Dear <Insert supervisor's name>,

I would like your approval to attend ASHA's Schools Connect conference from July 19–21, in Chicago, Illinois. Designed specifically for school-based SLPs like me, this conference offers great learning and networking opportunities that would be very beneficial to my professional development and <Insert name of school/district>.

Nationally, school-based SLPs are grappling with high caseloads, excessive paperwork, personnel shortages, limited service delivery options, and diminishing school funding, while also being charged with helping the students we serve access the general curriculum. The networking and educational opportunities at Schools Connect will provide me with strategies to address these and other pressing issues. The conference is a valuable investment because:

1. **Relevant, highest-quality education.** I will be able to hear from invited experts in the field as I choose among more than 80 quality sessions on topic areas that affect our students every day, such as [insert a sampling of topics of interest to you]. Plus, Schools Connect is co-located with Health Care Connect and Private Practice Connect, giving me the unique opportunity to learn about relevant topics from new perspectives.
2. **Unmatched networking.** I can exchange ideas with more than 1,100 SLP peers and build lasting relationships with people who can continuously offer insight into my daily work.
3. **ASHA CEUs.** I will get the professional development I need and earn up to 1.75 ASHA CEUs.
4. **Solutions.** Not only will I bring home practical takeaways from education sessions, I will also have the opportunity to meet representatives from leading companies and organizations and find products and services that can help me in my work with the students on my caseload.

The conference is just 2½ days long and is over a weekend, so I won't miss much work. When I return, I will be able to share the knowledge I've gained with teachers, paraprofessionals, administrators, and parents in our school/district.

I've provided a breakdown of approximate costs to attend this conference, as well as a worksheet that indicates our school's/district's current needs and how attending this event can help meet these needs. To cut down on costs, I can register before June 7 to receive the early bird rate. Also, the official hotel for this conference, the Hyatt Regency Chicago, is offering an ASHA-negotiated low rate.

I hope you will agree that my attendance at this conference is an excellent use of my time and will provide a great return on investment for our school/district. Thank you for your consideration.

Best regards,
<your signature>



Make the Case

Complete the following form and share it with your supervisor.

What is the cost of you attending this conference?

Registration, hotel, travel, etc.

Who is going to be there? Any key influencers?

What relationships will you gain? Are there meaningful connections you can make?

What makes this conference stand out?

What are you getting here that you can't get elsewhere?

How can this conference help solve the problems you or your school/district face?

Session topics, speakers, exhibitors, etc.

How will you value the experience?

The answers you are looking for, the connections you will make, the ASHA CEUs you will earn, etc.

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List at least five sessions (with speaker names) you are likely to attend.

1.

2.

3.

4.

5.