

## Position and Candidate Specification



American Speech-Language-Hearing Association

### **Chief Executive Officer**

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The American Speech-Language-Hearing Association (ASHA) is the national professional, scientific, and credentialing association for 218,000 members and affiliates who are audiologists; speech-language pathologists; speech, language, and hearing scientists; audiology and speech-language pathology support personnel; and students (referred to as “the professions” hereafter). Audiologists specialize in preventing, identifying, and assessing hearing and balance disorders as well as providing audiologic treatment. Speech-language pathologists (SLPs) identify, assess, and treat speech, language, and swallowing disorders.

**Vision:** Making effective communication, a human right, accessible and achievable for all.

**Mission:** Empowering and supporting audiologists, speech-language pathologists, and speech, language, and hearing scientists through:

- advancing science
- setting standards
- fostering excellence in professional practice and
- advocating for members and those they serve.

### Leadership and Governance

Governance vision: A governance structure and process that is responsive to ASHA member wants, needs, and trends; serves members and the professions efficiently and effectively; meets current and future governance challenges; and is satisfying to those members who are involved in ASHA governance activities.

ASHA has approximately 45 committees/boards/councils that provide numerous volunteer opportunities for members. Some are profession or issue specific (e.g. Advisory Committee on Evidence Based Practice, School Issues Advisory Board) and others have a programmatic focus (e.g., Financial Planning Board, Committee on Honors). Committees provide a forum for members with varied interests to be involved in the work of the Association. ASHA’s 16-member Board of Directors, which includes the CEO in a non-voting capacity, is the single governing body of the Association.

### Diversity, Equity, and Inclusion (DEI)

ASHA’s leadership and commitment to diversity, equity, and inclusion (DEI) dates back to 1969. Since then, ASHA has challenged the status quo, and encouraged others with whom they do business, to do the same. ASHA affirms the value of diversity and the importance of equity and inclusion and is committed to ongoing dialogue across cultural lines as a strategy for excellence in serving members, for addressing the needs of an increasingly diverse society, and as a mechanism for equipping current and future ASHA members to appropriately meet the needs of their clients, patients, and students. ASHA actively promotes careers in the Communication Sciences and Disorders professions to historically under-represented groups to ensure a diversity of experience and breadth of perspective among the membership. ASHA is intentional about attracting talented individuals to its National Office who bring a range of skills, experiences, perspectives, knowledge, and expertise to the workplace.

## ASHA's Strategic Plan

Strategic Themes are the main focus areas of the Association's strategy and the key areas in which the Association must excel in order to achieve its vision, mission, and strategy. ASHA's four strategic themes are:

- Two Professions, One Vision
- Scientifically Based Professional Practices
- Advocacy
- The Member Experience

Strategic Objectives define the Association's strategic intent. Following are the current Strategic Objectives identified for ASHA's Strategic Pathway to Excellence.

- Expand data available for quality improvement and demonstration of value
- Advance Interprofessional Education and Interprofessional Collaborative Practice (IPE/IPP)
- Enhance the generation, publication, knowledge translation, and implementation of clinical research
- Enhance service delivery across the continuum of care to increase value and access to services
- Increase influence and demonstrated value of audiology and speech-language pathology services
- Increase DEI within the Association and the discipline
- Enhance international engagement
- Increase members' cultural competence

## Credentialing and Accreditation

ASHA is the nation's leading professional, credentialing, and scientific organization for speech-language pathologists, audiologists, and speech/language/hearing scientists. The ASHA certification, the Certificate of Clinical Competence (CCC), is a nationally recognized professional credential that represents a level of excellence in the field of Audiology (CCC-A) or Speech-Language Pathology (CCC-SLP). ASHA's certification standards are based on skills validation studies and practice analyses involving employers, leaders in the discipline of communication sciences and disorders, and practitioners in the professions. More than 170,000 professionals currently hold ASHA certification.

The Council on Academic Accreditation in Audiology and Speech-Language Pathology (CAA) of ASHA offers voluntary accreditation to graduate degree programs in audiology and in speech-language pathology housed within institutions of higher education. The CAA promotes excellence and assures quality in the education of audiologists and speech-language pathologists. The CAA is the entity within ASHA that has the authority to establish and enforce a set of standards for the accreditation of graduate education programs in audiology and in speech-language pathology. The CAA has the authority to make accreditation decisions.

## KEY AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION FACTS

- Members: 218,000
- Headquarters: Rockville, Maryland
- Founded: 1925
- Budget: \$65 Million
- Staff: 300

For more information about ASHA, please visit <https://www.asha.org/>

The Chief Executive Officer (CEO) of ASHA partners with the Board, other member leaders, and staff to develop and advance the strategic vision and execute programs and activities based on this vision. The CEO is responsible for managing the organization and its resources, including the recruitment, development, and guidance of a high-performing and diverse staff.

ASHA's CEO also serves as the "business officer" for ASHA's related entities: ASHF (Member of the Board of Trustees); NAHSA (President); ASHA PAC (Treasurer) and NSSLHA (Treasurer.)

The CEO ensures that ASHA continues to deliver a compelling value proposition for members by driving the growth of a diverse and engaged membership; evolving and modernizing programs, products, and services; and advancing an impactful advocacy agenda. The CEO leads the ASHA staff to effectively manage the association's budget and allocates resources to maximize and effectively communicate the impact of ASHA to its members.

## KEY RELATIONSHIPS

**Reports to** Board of Directors

**Direct reports** Chief Staff Officer for Audiology  
Chief Staff Officer for Communications  
Chief Staff Officer for Multicultural Affairs  
Chief Staff Officer for Operations  
Chief Staff Officer for Science and Research  
Chief Staff Officer for Speech-Language Pathology  
Director of Association Governance Operations  
Director of Human Resources  
Director of Office of Business Excellence  
Executive Assistant

**Other key relationships** Current and potential members  
Committees/Boards/Councils, and Special Interest Groups  
Policymakers and Regulators

## DESIRED OUTCOMES

- A clear strategic vision to guide ASHA in advancing the professions, a streamlined strategic plan with agreed upon goals and objectives to direct ASHA in achieving the vision, and clear communication articulating the strategic vision and plan to the membership.
- ASHA represents an engaged, growing, and increasingly diverse membership who are highly satisfied with the impact of ASHA and well-informed of ASHA's efforts on behalf of the professions.
- Continued financial growth and sustainability achieved through effective and efficient stewardship of ASHA's resources and continued exploration/development of diversified revenue streams.
- Continued focus on diversity, equity, and inclusion to eliminate systemic organizational marginalization and promote inclusion and anti-racist practices within ASHA, the membership, and the professions.

## IDEAL EXPERIENCE

### Senior executive leadership experience

The ideal candidate will have a track-record of success driving impact in a membership and/or credentialing organization of comparable scale, scope, and complexity

### Knowledge of the professions and/or the relevant education and healthcare delivery systems

An advanced degree and/or certification in audiology, speech-language pathology or a related profession is highly desirable

### Experience engaging and coalescing diverse stakeholders around a common goal or mission

A track-record driving consensus for a vision and/or strategic plan

### Experience serving as a "face and voice" for a mission, organization, or group of constituents

Has partnered with other leaders/peers to share spokesperson responsibilities

### Politically savvy with experience engaging on an advocacy agenda

Proven advocacy experience/knowledge of influencing policy at the state and/or federal level

### Business savvy and experience managing a budget and staff of comparable scope

Demonstrated capacity to build and sustain revenue streams

### Demonstrated success contributing to organizational diversity, equity, and inclusion goals

Involving stakeholders to create, deploy, and sustain relevant programs

### Advanced degree preferred

Undergraduate degree required, credential in a relevant profession and/or CAE desirable

## CRITICAL LEADERSHIP CAPABILITIES

### Collaborating and Communicating

- Effectively engages and quickly builds relationships with the Board, other governance bodies, and members to shape consensus for ASHA's vision, value proposition, and the advancement of the professions.
- Is an articulate, proactive communicator who understands how to leverage 21<sup>st</sup> century tools and strategies to effectively communicate the work and value proposition to ASHA's current and prospective members.
- Collaborates across the multiple interest groups, committees/boards/councils, and other stakeholders to expand an engaged membership.
- Supports and leads an impactful advocacy agenda that advances and promotes the professions.

## Strategic Thinking

- Partners with the Board of Directors to solidify a forward-thinking vision for the future of ASHA; evolves the strategic plan to drive the achievement of the vision; and leads the national office staff in executing the strategic plan.
- Revises the strategic plan as necessary in anticipation of, or response to, changes in the professions, technology, and/or healthcare landscape.
- Ensures continued financial stability by diversifying ASHA's non-dues revenue streams through the development and evolution of modern programs, products, and services.
- Sets and implements an overarching vision of DEI to eliminate systemic organizational marginalization and promote inclusion and anti-racist practices.

## Leading People & Organizations

- Retains and empowers a high-performing, motivated national office staff to deliver on objectives and goals in alignment with the strategic plan.
- Fosters staff accountability and commitment to meeting the needs of a highly engaged membership.
- Manages, allocates, and grows resources efficiently and effectively to meet strategic goals.

## APPLICATIONS AND NOMINATIONS

ASHA is being assisted in this important recruitment by Spencer Stuart. If you wish to confidentially submit application materials or nominate someone to serve as the next CEO, please email:

[ASHACEO@SpencerStuart.com](mailto:ASHACEO@SpencerStuart.com)