ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA’s Board of Directors (BOD) met at the National Office on August 3 and 4, 2018. Following are highlights of the Board’s discussions.

PRESIDENT’S OPENING REMARKS
President Elise Davis-McFarland convened the meeting at 9:00 a.m. on August 3, 2018, and welcomed Board members.

CEO UPDATE REPORT
Chief Executive Officer Arlene Pietranton updated the BOD about a number of items:

ASHA Connect Conferences
These three specialized programs under one roof: Schools Connect, Health Care Connect, and Private Practice Connect just took place at the Baltimore Convention Center (July 20–22, pre-conference workshops on July 19) and attracted 1,600 on-site participants (including exhibitors and staff). This year, there were 89 exhibitors and 10 member tables in the Exhibit Hall, 21 sponsors, 319 attendees who purchased access to the conference recordings, and 152 On-Demand (i.e., virtual only) registrations.

While official survey data will not be available until early August, many participants shared very positive feedback on-site. Specifically, attendees were impressed with the curated content and top-notch speakers. Participants also appreciated having three separate conferences with the option to “cross over” and experience content from sessions outside their primary work setting.

The 2019 Connect conferences will take place in Chicago, Illinois, July 19–21, 2019 (pre-conference workshops on July 18).

ASHA Convention
A new record-breaker is expected for the 2018 Convention. The Northeast region has the highest density of ASHA members and affiliates, and a long history of heavy attendance. Currently, the 2016 Convention in Philadelphia holds the record, with just over 16,500 attendees and exhibitors.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Top 10 attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Philadelphia</td>
<td>16,402</td>
</tr>
<tr>
<td>2013</td>
<td>Chicago</td>
<td>14,794</td>
</tr>
<tr>
<td>2017</td>
<td>Los Angeles</td>
<td>14,100</td>
</tr>
<tr>
<td>2015</td>
<td>Denver</td>
<td>14,059</td>
</tr>
<tr>
<td>1997</td>
<td>Boston</td>
<td>13,532</td>
</tr>
<tr>
<td>2010</td>
<td>Philadelphia</td>
<td>13,210</td>
</tr>
<tr>
<td>1988</td>
<td>Boston</td>
<td>13,010</td>
</tr>
<tr>
<td>1994</td>
<td>New Orleans</td>
<td>12,954</td>
</tr>
<tr>
<td>1985</td>
<td>Washington, DC</td>
<td>12,650</td>
</tr>
<tr>
<td>2014</td>
<td>Orlando</td>
<td>12,359</td>
</tr>
</tbody>
</table>
3,307 continuing education unit (CEU)–eligible sessions were accepted for the 2018 Convention—the most ever. As a point of reference, there were 2,560 sessions in 2017, and 2,721 in 2016.

The Convention theme, “Revolutionary Learning. Evolutionary Practice.” has been infused throughout the event. Every presentation is identified as foundational, evolutionary, or revolutionary. Founding principles of the discipline—concepts, theories, evaluation, and/or practical applications that serve as the basis of what members do are considered *foundational* courses. Presentations that address how the professions have changed or topics that will change how members practice or teach are considered *evolutionary*. Presentations that offer new or innovative concepts, theories, or applications that may result in turning the professions upside down are considered *revolutionary* topics.

Some other things to keep in mind:

- Some new learning formats are being tested, including Virtual Research Labs, e-Posters, Hands-On/Demo Labs, and Master Classes. Learn more at [https://convention.asha.org/session-formats/](https://convention.asha.org/session-formats/). Attendees could earn up to 30.5 professional development hours (PDHs)/3.05 ASHA CEUs.
- Keep an eye out for Alexa ASHA-bot, developed to test at Convention, and help attendees explore Convention offerings.
- The opening keynote speaker is Roy Spence, who will inspire attendees with a message about the revolutionary idea of professional purpose.
- The Empowerment Zone and Concierge Learning Center (new and improved versions) will be brought back. Within the Empowerment Zone, the International Declaration of Communication Rights will be celebrated, along with the 70th anniversary of the Universal Declaration of Human Rights.
- There will be Boston influences throughout the event, including the opportunity to purchase a lobster roll for lunch in the Exhibit Hall and a special ASHA Common, swan boats, and a nod to Make Way for Ducklings.
- The Boston Convention Center has free wifi throughout the entire space!

**Value of the CCCs**

New features mark ASHA’s *Value of the CCCs* campaign ([www.ashacertified.org](http://www.ashacertified.org)) during the first half of 2018:

- The ASHA Board 2018 Resolution that continued funding of the CCCs campaign for 2018–2020 called for increased promotion of school-based members during this phase of the campaign. This year, spending on education-related ad placements is projected to be 50% higher than for spending on other ad placements.
- Also as a result of the 2018 Resolution, legislators and policymakers are a new campaign audience. In March, a 2-week digital campaign promoted ASHA’s Hill Day event, and the overall audience reach was more than 2 million. Planning is underway for additional outreach to this audience in the second half of 2018.
- The CCCs campaign website has been refreshed to facilitate visits by external audience members and ASHA members alike. The former can now have a more customized experience depending upon their specific area of interest (i.e., whether they are seeking...
ASHA-certified members for the education or health care setting). Improved navigation features have made the site more user friendly for ASHA members to engage with the campaign.

- Several state organizations (Arizona, Illinois, South Carolina, and Texas) have expressed interest in or undertaken campaign engagement activities at their annual conferences. Interested parties are invited to contact pr@asha.org.
- Outreach to students is increasing. Many students at the American Academy of Audiology Conference in April used a campaign-provided Snap Chat filter that put them in an online picture frame labeled The Future Face of ASHA Certification to reach an audience of more than 12,000. In collaboration with the National Student Speech Language Hearing Association (NSSLHA), the CCCs campaign has been exploring additional ways to increase student engagement.

**Free ASHA Continuing Education (CE) Courses**

ASHA Professional Development (APD) is again providing free CE courses in 2018 for members only, with a twofold intent: engender goodwill with ASHA members and spark interest in related APD programs.

This year’s free courses are positioned as “previews” of what to expect (i.e., content and speakers) at upcoming conferences. Free CE courses by APD continue to be well-attended (average of 7,500 learners per program) and receive high marks (average of 4.0+ out of 5).

**E-Newsletter**

ASHA has produced a range of stand-alone e-newsletters (e.g., Leader Live, Fresh Ideas, Access Audiology, Access SLP Health Care, Access Schools) over the past 5–10 years. A project was started in July to consolidate and modernize ASHA’s e-newsletters under a single e-newsletter name while streamlining production to create a personalized, customizable, curated, weekly e-newsletter for members, affiliates, and nonmembers. The goal is to pilot the e-newsletter by the end of this year and launch the new e-newsletter in the first quarter of 2019. Staff will be able to concentrate production efforts on curating content for a single e-newsletter. Members and subscribers will have a clearer choice—a single e-newsletter from which they can choose the type of content they receive rather than managing preferences for multiple ASHA-operated e-newsletters.

Member survey data indicate that satisfaction with the quality of ASHA email drops when receiving more than three messages per week. A modernized content vehicle allows delivery of specific content in a timely manner that does not fatigue members.

**Perspectives Transition**

The transition of Perspectives of the ASHA Special Interest Groups from a newsletter to a scholarly review journal is well underway. The primary focus areas in the transition pertain to editorial board setup, production system integration, platform navigation updates, and content strategy refinement. As of December 2017, the four editors-in-chief (EICs) for Perspectives had been appointed. They are Brenda Beverly, Angela Ciccia, Barbara Cone, and Patrick Finn. Each EIC will oversee the issues published by four to six Special Interest Groups (SIGs). Complete details about the editorial board model for Perspectives can be found on the newly added section...
on this topic on the ASHA Journals Academy. As of July 20, the EICs have appointed any needed editors. Editorial board member recruitment is now underway and will continue through November 1.

Calls for papers will soon be going out to solicit submissions across all the SIG issues. The remainder of 2018 will feature a number of additional communications about progress being made on this major transition, so be sure to consult the journal e-TOCs and monthly *Perspectives* alert for additional information. The Convention Journals lounge and the SIG Program lounge will have additional information and updates.

**ASHA in Space**
Astronaut Drew Feustel and his wife, ASHA member Indira Feustel, have continued to involve ASHA with Drew’s role in the International Space Station/Expedition 56. His photo from space back in May broke all ASHA’s previous Instagram engagement records.

As part of the continued connection between ASHA and the Feustels, an award presentation and associated activities are planned at the November 2018 Convention, at which time Drew will return back to ASHA the “mini Annie” and other items that accompanied him into space, bringing full circle the “Communication Is Mission Critical!” message that formed the foundation of the promotional efforts for this undertaking.

**Interstate Compact**
The Speech-Language-Hearing Interstate Compact (SLHIC) Drafting Group is finalizing the draft interstate compact and has an internal deadline for completion of September 1. The Council of State Governments (CSG) will be speaking to state licensing boards about the contents of the draft at the National Council of State Boards of Examiners (NCSB) conference on October 5–6 and with the ASHA Board of Directors on October 12. CSG will then meet with stakeholder groups for discussion.

**PR/Media for the First Half of 2018**
The first half of 2018 featured extensive media/consumer outreach via multiple public relations (PR) campaigns. Through the new *Healthy Communication & Popular Technology Initiative*, ASHA spread the word about the importance of preventing over-/mis-use of today’s popular technology devices (tablets, smartphones, etc.) among children—promoting balance to allow adequate time for human interaction. This effort included exhibiting at the Consumer Electronics Show (January) and National PTA Convention (June)—both of which yielded strong attendee interest. A number of state PTA chapters—each with tens of thousands of members—requested materials and additional follow-up. ASHA also issued new polling results and press releases to complement these meeting appearances—to significant media interest. Both efforts reached audiences of well over 150 million.

In March, ASHA PR led a digital campaign in support of *World Hearing Day*, continuing ASHA’s ongoing collaboration with the World Health Organization. ASHA developed a digital toolkit with a suite of new social media graphics on hearing loss across the lifespan. The graphics were intended to provide audiologists an easy way to promote their expertise and
participate in public education. ASHA also issued a press release picked up by 148 outlets for a total potential audience of 169 million.

**Better Hearing & Speech Month** (May) reached an audience of 166 million (and still growing). The 2018 effort featured four weekly topics: *Early Identification of Communication Disorders in Children, Hearing Loss in School-Aged Children, Swallowing Disorders in Adults, and Older Americans and Falls.* The diversity of topics allowed members from a variety of settings and specialties to get involved. The campaign was launched on May 1, with a refresh of ASHA’s **Identify the Signs** campaign. A new public service announcement and ASHA member polling results on parental awareness of the signs of communication disorders were featured in a national broadcast media tour and Facebook Live event, headlined by ASHA Board Members Elise Davis-McFarland and Charles Bishop. Other media highlights included two national newswire stories, a half-hour Sirius XM radio segment on the popular *Doctor Radio* channel, and inclusion in a *USA Today* health supplement. Additional tactics included a Twitter party hosted by a popular parenting blogger and the *Speaking Up For Communication* social media campaign, which engaged more than 4,300 member ambassadors (almost 600 new participants this year). These ambassadors shared ASHA’s consumer resources with their online networks and provided grassroots support.


**Certification Update**
As of June 30, 2018, ASHA Certification had received 5,162 applications in speech-language pathology and 342 in audiology. To date in 2018, 343 individuals reinstated and 3,976 individuals were granted certification—3,755 in speech-language pathology and 221 in audiology. Certification applications are up by 10% over this time in 2017.

**STRATEGIC PATHWAY UPDATE**
Perry Flynn, Vice President for Planning, was joined by the Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams and the Director, Office of Business Excellence (OBE) Rozsa M. Felix to present an update on ASHA’s **Strategic Pathway to Excellence**. The update had four segments, the first of which was a review of the Q2 status of the *Annual Key Performance Indicators (KPIs)* for each of the Strategic Objectives. Establishing KPIs helps monitor results and drive specific behaviors that lead to the outcomes desired. One to three KPIs were identified for each Strategic Objective, and the Q2 status of each KPI was reported to the Board.

The second segment of the update included a short summary of a review of the Performance Measures (PMs) for all Strategic Objectives. Strategic Objective Owners have identified PMs for their Strategic Objectives, and annual status reports have been provided to the BOD. All Strategic Objective Owners have reviewed their PMs and evaluated the relevancy of those Strategic Objectives. Proposed changes will be submitted to the BOD for approval for Strategic Objectives 3, 5 and 8.
The third segment of the update focused on suggested Performance Measure changes for Strategic Objective 3, “Enhance the Generation, Publication, Knowledge Translation, and Implementation of Clinical Research.” The recommended changes were discussed in detail, and a motion was submitted to the BOD for consideration.

In the fourth and final segment of the update, major accomplishments were reported for Strategic Objectives 3 and 7. Information about the work underway and a more detailed description of all accomplishments to date can be found on ASHA.org: [Strategic Pathway to Excellence: Objective Owners’ Highlights](#) [PDF].

**FINANCIAL REVIEW**
Vice President for Finance Mel Cohen presented the second quarter financial report through June 2018. Total revenue is $29,326,401, and total expenses are $26,213,495, with net revenue (revenue minus expense) of $3,112,906. This is slightly higher than the 2017 net revenue by $988,240 and is on target for ASHA’s 2018 operating budget. The BOD approved that the 2019 ASHA dues will remain at the same rate as the 2018 dues.

**ASHA ONLINE CAREER CENTER PORTAL**
Director, Career Management Resources Alexis Redmond and Associate Director, Recruitment Advertising Sales Eli McLean presented an update on the ASHA Career Portal. The update covered how the new ASHA Career Portal will allow members to access more career phase-specific resources as well as efforts to increase the return on investment (ROI) of employers’ job postings and recruitment advertising. There was a review of (a) the methodology used to create the new website, (b) the member research conducted, and (c) the launch and implementation schedules going forward. The new site is set to launch in September.

**BOARD ACTIVITIES AT CONVENTION**
Board of Directors Manager Marty Moore reviewed the BOD’s schedule for the 2018 Boston ASHA Convention this November. BOD involvement is expected in various activities beginning on Tuesday and ending on Sunday morning. BOD members also will be attending a variety of sessions and activities as presenters, participants, and active supporters and will be available at the Member Forum on Saturday from noon to 1:30 p.m.

**BOD 27-2018: APPROVE AUDIOLOGY SCOPE OF PRACTICE**
Vice President for Audiology Practice Bob Fifer reviewed the structure of the *Audiology Scope of Practice* and comparison to the 2004 version. The 2018 Scope of Practice document was written with:

- A glossary of terminology within the context of audiology
- Introductory paragraphs for the major sections to lay the foundation for the specific elements found within each respective section
- Inclusion of key factors that are not clinical in nature but have a strong impact on service delivery of audiology procedures
- Attention to other health care specialties reviewing the document
- Federal agencies looking to audiology as a significant resource in the Scope of Practice areas
The American Medical Association for procedure code development and valuation
Collaborative nongovernmental agencies

The BOD discussed the revised document and made recommendations related to three items [communication strategies, language skills, and (re)habilitation speech and language related to auditory disorders]. The changes will be brought back to the committee for review and revisions.

COMMITTEE CHAIR APPOINTMENT PROCESS
President-Elect Shari Robertson facilitated a discussion of inconsistencies in the committee chair appointment process. The BOD agreed that ASHA committees, boards, and councils (CBCs) would revise their standard operating procedures (SOPs) as necessary so that chair nominee recommendations are forwarded to the Committee on Committees for consideration.

STANDING AUDIOLOGY AND SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEES
Separate audiology and speech-language pathology subcommittee meetings were held, and information from both subcommittee meetings was reported back to the entire BOD. Leading these meetings were Vice President for Standards and Ethics in Audiology Arlene Carney, Chief Staff Officer for Audiology Neil DiSarno, Vice President for Speech-Language Pathology in Academic Affairs Lynn Williams, and Chief Staff Officer for Speech-Language Pathology Lemmie McNeilly.

Discussions of these two subcommittees are summarized below.

Audiology Subcommittee
On July 13–14, the Audiology Education Summit Task Force members who were selected to liaise with the working groups formed by the Audiology Education Summit met to begin writing the report that will contain the recommendations from the working groups. The report is expected to be complete before the end of the year.

Chief Staff Officer for Audiology Neil DiSarno reported that ASHA has received positive responses from the American Academy of Audiology (AAA), the Academy of Doctors of Audiology (ADA), the Educational Audiology Association (EAA), and the Academy of Rehabilitative Audiology (ARA) to participate in a face-to-face meeting to develop an “Aligned Sense of Purpose” document for the profession of audiology. The overall intention of the meeting is to improve upon the combined organizational dynamics and increase the levels of cohesiveness, collaboration, accountability, and alignment among associations. Data to support such an effort came from a survey that ASHA sent to 16,477 individuals who currently or previously held the ASHA Certificate of Clinical Competence in Audiology (CCC-A). A total of 1,819 responses were received, for an 11% response rate. Survey links were also shared with the following organizations during the fielding period. The number of responses from each organization appears in parentheses.

- Academy of Doctors of Audiology (197)
- American Academy of Audiology (59)
- Educational Audiology Association (96)
The survey responses revealed that 90% of respondents felt there was a need for new thinking, 60% felt there was a need for a shared voice, and 80% wanted collaboration from associations versus competition between associations. ASHA is moving forward to schedule the first meeting of representatives from ASHA, AAA, ADA, EAA, and ARA.

ASHA has been an active member of a consortium of hearing health care professional associations that are developing a Consensus Document to be provided to the Food and Drug Administration (FDA) regarding recommended specifications for the government-mandated Over the Counter (OTC) device. The BOD approved a motion to support the Consensus Document, which will be provided to the FDA and consortium member groups by mid-August.

Audiology Advisory Council Chair Charles Bishop reported on his participation as the ASHA representative to a working group headed by the American Academy of Otolaryngology–Head and Neck Surgery. The working group is developing a position statement on Balloon Dilation of the Eustachian Tube.


Speech-Language Pathology Subcommittee
The following subcommittee members provided updates:

Vice President for Strategic Planning Perry Flynn
The International Issues Board met last week; the Multicultural Issues Board is preparing for their presentation in Boston and is contributing to the NSSLHA Blog.

Speech-Language Pathology Advisory Council (SLPAC) Chair Melanie Hudson
Barbara Goodson was elected as the new SLPAC Chair beginning in January 2019. She is a school-based SLP from Illinois; the Vice Chair position election will occur soon.

Vice President for Speech-Language Pathology Practices Marie Ireland
The Board of Special Interest Group Coordinators (BSIGC) has engaged in discussions about fluctuations in SIG affiliations and has discussed mentoring new leaders and implementing consistent messaging across the SIGs. The School Issues Advisory Board has received updates to financial and regulatory issues in schools. ASHA’s School Services staff team is revamping approaches to technical assistance and will have a Town Hall meeting the evening of August 7, 2018. State Education Advisory Leaders (SEALS) were commended for their championing of school issues.

Vice President for Academic Affairs in Speech-Language Pathology Lynn Williams
There will be a pre-convention workshop from the Academic Affairs Board geared to teaching science in the professions. The session will be held Wednesday, November 14, 1:30–4:30 p.m. in PC04. Lynn Williams noted that she, Janet Koehnke, and Loretta Nunez have several
presentations about Interprofessional Education/Interprofessional Practice (IPE/IPP) in CSD. The focus will be on research on IPE/IPP. It was noted that the Advisory Councils responded well to a survey on IPP and IPE.

The Interprofessional Practice Collaborative (IPEC) has a conference coming up, and it was noted that scholarships are trying to be secured for faculty teams to attend Convention.

The Ad Hoc Committee on Graduate Education in Speech-Language Pathology planning meeting happened on August 3, 2018. The proposed dates for their first face-to-face meeting are Oct 7–8, 2019.

Vice President for Standards and Ethics in Speech-Language Pathology Barbara Jacobson
The new Director of Ethics starts on August 6. The Council for Clinical Certification in Audiology and Speech-Language Pathology is moving forward with regular business; Assistants Credentialing should come to fruition in late 2020. Autism and Augmentative and Alternative Communication (AAC) are seeking specialty certification. An ad hoc committee has been approved to look at alternative means for recognizing advanced nonclinical skills such as supervision.

Vice President for Government Relations and Public Policy Kathy Boada
The Government Relations and Public Policy Board meets next weekend to draft the proposed 2019 Public Policy Agenda. The Health Care Economics Committee is working on coding revisions. The Medicaid Committee will have three presentations at Convention. There was a recent conference call with the Centers for Medicare & Medicaid Services about Medicare Managed Care Organizations. ASHA staff who participated were very helpful.

Vice President for Finance Mel Cohen
The next meeting of the Financial Planning Board is coming up in September to finalize the 2019 proposed budget.

Vice President for Science and Research Nadine Martin
The committee on Clinical Research, Implementation Science, and Evidence-Based Practice submitted a seminar on translational research and implementation science to the ASHA Convention that was accepted. Additionally, the committee will be contributing five papers to the first issue of Perspectives as a scholarly review journal (January 2019). The Research and Scientific Affairs Committee held the annual Grant Review and Reviewer Training meeting in July. This meeting provides the opportunity for early-career researchers to participate in the annual review of ASHFoundation grant applications. Planning is underway for the annual Researcher-Academic Town Meeting (held at the ASHA Convention). This year’s keynote speaker is Jason Roberts, PhD, president of the International Society of Managing and Technical Editors, and the topic is the use of standardized frameworks for guidance in evaluating the rigor and quality of clinical research in communication disorders.

TRENDS AND ISSUES FROM ASHA COMMITTEES, BOARDS, AND COUNCILS, AND RELATED ENTITIES
Ad Hoc Committee on Facilitated Communication and the Rapid Prompting Method
Update
The BOD reviewed the work of this ad hoc committee, including a summary of the peer review data with analysis of overall comments and breakdown by category (membership, certification, work setting, years of experience, etc.). The BOD had a discussion regarding additional resources for members, including an FAQ document. An update on ASHA’s response to letters received and related communications was provided. Two resolutions were approved by the BOD related to the two proposed position statements.

NSSLHA Update
Sonja Pruitt-Lord, the National Advisor for NSSLHA, provided the following update.

**Governance Structure:** As of July 1, seven students began their 2-year terms on the NSSLHA Executive and Regional Councils. Applications for the 100 Student State Officer positions recently closed. These positions are appointed; 1-year terms begin September 1.

**NSSLHA’s Strategic Plan:** To make strides toward the organization’s Strategic Plan, the NSSLHA National Office staff spent much of 2016–2017 optimizing the organization’s operational performance. In 2017–2018, they continued their work by developing a unified brand with clear and concise communications—including a new website and blog.

Seven goals have been set for the upcoming academic year. The goals range from engaging students in legislative advocacy, deepening relationships with chapters, and establishing more robust relationships with audiology students.

**IALP Fee Increase**
The International Association of Logopedics and Phoniatrics (IALP) recently notified its organizational members of a substantial increase to annual dues. ASHA’s BOD had requested more information on the reasons for this increase and how the fee increase was determined. IALP responded that the increase was necessary due to changes in the arrangement with the publisher of IALP’s journal. Discussions between IALP and the publisher are still ongoing. It was noted that IALP has been very responsive and forthcoming in discussions about the situation. The BOD approved a motion to pay the dues increase in the full amount for 2018 and to convey that concerns still exist and that the final result would be important to decisions about renewing ASHA’s IALP membership in future years.

**Professional Hearing Associations Working Group Meeting Update**
The Regulatory Recommendations for OTC Hearing Aids: Safety & Effectiveness Consensus Paper is expected to be submitted to the BOD in the form of a motion for their consideration to accept the report. If accepted, the plan would be to send the document to the FDA for their review.

**GENERATIVE DISCUSSION**
ASHA’s BOD has engaged in generative discussions for several years. These discussions are intended to engage the Board in conversations leading to (a) insights that inform the BOD’s decision making and (b) help to define issues and frame challenges. At this meeting, a generative discussion was held on the topic of artificial intelligence. The Board discussed the effect that changes in artificial intelligence might have on ASHA members and the Association, and considered the need for any adjustments to strategies and plans to account for these changes.

**ADVISORY COUNCILS: TOPICS AND ISSUES FOR INPUT**
Audiology Council Chair Charles Bishop and Speech-Language Pathology Council Chair Melanie Hudson reminded the BOD to identify topics or issues that they would like feedback on from the Advisory Councils.

They reported that engagement of the Advisory Council has increased recently.

The meeting was adjourned at 3:12 p.m.