

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met at the National Office on February 7 and 8, 2020. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Theresa Rodgers convened the meeting at 8:30 a.m. on February 7, 2020, welcomed Board members, and expressed that she was looking forward to working with them in the upcoming year.

CEO UPDATE REPORT

In addition to providing the written summary with the pre-meeting materials, Chief Executive Officer Arlene Pietranton updated the BOD about a number of items:

ASHA Learning Pass Launches!

The ASHA Learning Pass (<https://www.asha.org/learningpass>) launched in early January. The ASHA Learning Pass provides unlimited access to ASHA's catalog of online CE content, all for one, convenient recurring annual fee. The subscription includes formats familiar to members (e.g., webinars, journal self-studies, etc.) and some new ways to learn (e.g., micro-courses). The plan is to build out content to include a focus on practice activities as well as additional innovative learning formats in the future. Members who subscribe, build a learner profile, and indicate their interests can then have courses highlighted and added to meet their learning needs.

Over 830 individuals have already signed up. Approximately 10,000 sign-ups are projected over the course of this year.

2019 Convention Highlights

The final attendance number for the 2019 ASHA Convention was 13,882. The theme Imagine More was popular and helped create a great buzz of energy on-site in Orlando. The 2019 Convention ranks 6th in the top 10 attendance numbers of all time; more important, attendee satisfaction was higher than at any other recent convention—when asked in the post-convention survey if they would recommend the convention to colleagues, 94.7% said yes!

There were 1,295 educational sessions across multiple formats, including workshops, seminars, posters, technical, short courses, and master classes. The average score across all education offerings was 4.15 (on a 1–5 scale); 955 of the 1,295 sessions scored at a 4 or above! We expanded our pilot testing of master classes (introduced in 2018 in Boston) and offered 23 master class sessions that were well-rated, with scores ranging from 4.13 to 4.85 on a 5-point scale (average was 4.42). Twenty-one oral sessions overflowed... but all were accommodated so that every attendee was able to participate.

The Annie Glenn Award was presented to Taro Alexander, founder of the Stuttering Association for the Young (SAY). The award presentation, speeches, and a performance from some SAY Alumni were ranked as a singular emotional and inspiring highlight by many.

The second most popular highlight of Convention, surprisingly, was a photo op with the convention hashtag #asha19. Lines formed around this opportunity every day, all day, and a review of the hashtag in use on Instagram will show the wide, diverse crowd enjoying this opportunity.

We celebrated the Office of Multicultural Affairs 50th Anniversary with an exceptional special address by Ijeoma Oluo, which was livestreamed via Facebook Live.

Other numbers:

- All 50 states, plus the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands were represented at Convention.
- 65 countries were represented.
- 660 people self-reported their primary focus or certification as audiology.
- 3,854 reported this as their first ASHA Convention.
- 3,527 people listed themselves as presenting authors, with 1,533 reporting as first-time presenters.
- 5,609 attendees were a member of one or more SIGs; the largest representations were from SIG 13 with 820 attendees and SIG 1 with 720.

OMA 50th Anniversary Summary

Last year was a year of celebration—in 2019, ASHA celebrated the 50th anniversary of the Office of Multicultural Affairs (OMA), the 20th anniversary of the Minority Student Leadership Program (MSLP), and the 15th anniversary of the Student to Empowered Professional (S.T.E.P.) program. There was a focus on calling attention to the fact that clinical competence in the professions requires cultural competence. While pausing to celebrate all that has been accomplished, it's important not to lose sight of the work that remains.

Specific activities included:

- In the National Office: A goal was set for ASHA's office-wide Success Sharing (bonus) program for all teams to develop activities to increase their cultural competence or that of ASHA members; we offered facilitated discussions of the book *So You Want to Talk About Race* by Ijeoma Oluo, along with a Coaches' guide for follow-up discussions.
- A video was created to acknowledge former winners of ASHA's Certificate of Recognition for Special Contributions in Multicultural Affairs and was aired during the Convention Awards Ceremony. The contributions that these honorees have made to increasing ASHA members' cultural competence, and to recruiting and retaining individuals from underrepresented backgrounds, have helped to achieve better clinical outcomes and increased access to care for all individuals with speech, language, hearing, and related disorders.
- ASHA's Multicultural Constituency Groups took over ASHA's Instagram accounts.
- Each of ASHA's 19 Special Interest Groups committed to addressing multicultural issues on a variety of topics via articles in *Perspectives*.
- Audiology issues with diverse populations were addressed in *The ASHA Leader*.
- Almost \$7,000 in additional funds were raised for the endowment for ASHFoundation's Minority Scholarship Fund.

- The *That's Unheard of* campaign, which is designed to engage and spark curiosity and empathy in individuals who have not yet actively pursued cultural competence, was previewed.
- The 2019 Convention Opening Session keynote speaker Steve Pemberton addressed the importance of equality, access, and opportunity as key tenets for creating opportunities for others. Diversity-related infographics were developed that were exhibited throughout the Convention; in addition, MSLP and S.T.E.P. participants were recognized and we held a 50th Anniversary Address as well as a book signing and podcast by Ijeoma Oluo discussing race.

Additionally, ASHA advocated strongly for the Allied Health Professions Workforce Diversity Act (H.R. 3637/S. 2747). For the first time, the House passed this legislation, which would provide grants to accredited audiology and speech-language pathology training programs to help diversify the professions. As the Senate looks to advance similar legislation, ASHA will continue advocating for passage by the Senate and for it being signed into law.

ASHA Now

[ASHA Now](#) is the new, customizable e-newsletter that launched in October 2019 and lands in subscribers' inboxes every other Tuesday—featuring a personalized mix of the latest clinical information, professional practice tips, *ASHA Leader* articles, research, ASHA updates, important deadlines, professional development opportunities, and more. Feedback so far has been positive, and the ASHA Now team—a cross-cluster group that works with staff across the association—has successfully completed its first charge of consolidating six separate e-newsletters while maintaining the subscriber base. The next step will involve using data and feedback to inform content selection and updates going forward.

Healthy Communication and Popular Technology Initiative (HCPTI)

The <https://communicationandtech.org/> website promotes safe use of popular technology. The initiative involved conducting large-scale national outreach four different times throughout 2019 that reached a combined audience of 345 million. ASHA member audiologists were featured in the outreach and two digital toolkits were made available that were viewed 6,000 times. HCPTI also exhibited at the annual conference of the National Parent Teacher Association and twice polled parents about their households' tech usage. HCPTI recruited the following partners: Read Aloud 15 Minutes, Hearing Loss Association of America, Children's Screen Time Action Network, Parents Choice Foundation, and NSSLHA. Groundwork was laid in 2019 for the release in 2020 of an op-ed that was featured in both the print and digital versions of *USA Today*. Discussions about joining HCPTI were also either held or planned for with the National PTA, Child Mind Institute, and Common Sense Media.

Going the DISTance: Dissemination and Implementation Science Travel Award

A new research education and mentoring program (part of SO#3), the [Dissemination and Implementation Science Travel Award \(DISTance\)](#), launched in December 2019, designed to increase the application of implementation science in CSD research. The program pairs awardees with mentors who have experience conducting research related to implementation science. Awardee/mentor pairs are provided funds to support their joint attendance at the AcademyHealth Conference on the Science of Dissemination and Implementation in Health. After the conference,

mentors participate in remote consultation to help awardees as they prepare grant proposals, which incorporate implementation science. Eligible applicants are individuals with PhDs who have programmatic research in CSD and who have previously submitted federal grant applications as a principal investigator or co-principal investigator.

In December 2019, DISTAnce supported the attendance of three awardee–mentor pairs at the Science of Dissemination and Implementation in Health conference in Washington, D.C. Awardees are now engaged in post-conference activities, including submission of their 1-year plans to ASHA, which list their grant preparation milestones. The awardees will also share information learned at the conference within their CSD communities locally through a lecture, seminar, presentation, or other form of dissemination. Applications for DISTAnce 2020 are due June 1.

Future of Learning Event

The December 13–14, 2019, Future of Learning event was the first-ever opportunity for all of the volunteer and staff leaders from across ASHA’s “learning ecosystem” (programs/areas are listed below) to come together to engage in a generative exploration of how our professions are positioned with regard to changes and trends related to the why, when, where, what, and how people seek and learn professional knowledge and information.

- Academic Affairs
- Accreditation
- Ad Hoc Committee on SLP Graduate Education
- ASHA Professional Development
- Audiology Education Summit
- Certification
- Continuing Education
- Convention & Meetings

The event was facilitated by [Elliott Masie](#), an internationally recognized researcher, educator, speaker, and change agent on the changing world of the workplace, learning, and technology. Elliott is often credited with being the first to use the term “eLearning.”

The stated objectives for the event were to:

- gain clarity around where each of our (volunteer and staff leaders’) programs are positioned now (current, lagging, forward/future focused) and where we want each of them to be positioned,
- identify the balance between individual program effort and what needs to be done on an enterprise-wide basis to get there, and
- gain consensus around the characteristics of future learning at ASHA.

Twenty-seven of the 29 invited participants were able to attend. Twenty-four of the attendees completed a post-event evaluation, the results of which indicated:

- 96% thought it met or exceeded expectations (13 participants for *exceeded*, 10 for *met*, and 1 for *did not meet*),

- 100% thought it provided new thoughts or directions concerning their ASHA-related work to a great or moderate extent (16 for *to a great extent* and 8 for *to a moderate extent*), and
- 91% thought they would be very likely to use this information in their ASHA-related work (22 saying *very likely*, 1 *somewhat likely*, and 1 *uncertain*).

There appeared to be overall agreement that there:

- was great value in convening the volunteer and staff leadership across all of ASHA's learning-related programs, something that had never been done before;
- appears to be confirmation and a shared commitment that evolution and changes are needed to ensure that ASHA's learning-related programs are meeting members' needs and are forward/future focused;
- is much follow-up to be done—some of which may be within a given program/committee-board-council, some among a subset of these programs, some across all of ASHA's learning-related programs, some at an enterprise level, and some potentially in conjunction with the Strategic Pathway;
- is a need to further clarify and reach consensus regarding the desired characteristics of ASHA's learning culture and ecosystem; and
- may be different timeframes that will need to be considered from one program to another.

The staff participants will convene for a deeper dive debrief and planning conversation to discuss potential next steps and ways we can best continue to collaborate, support, and inform one another's efforts going forward.

Assistants Certification Program

The assistants certification program will begin accepting applications in the 3rd quarter of 2020, and the first ASHA-certified assistant certification will be awarded in the 4th quarter of 2020. For more information and to receive the latest information on this new program, please email assistants@asha.org or go to www.ashaassistants.org. There are a few key steps to be accomplished before launch:

- conducting passing point studies in March,
- subsequently approving the passing scores at or before the June Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) meeting, and
- approving the certification standards for Audiology Assistants and SLPAs.

Payer Portal

The [Payer Portal](#) is a resource for payers to access information regarding the coverage and reimbursement of audiology and speech-language pathology services. The Payer Portal site has been published to the ASHA website and is accessible to ASHA members and payers.

The Payer Portal consolidates coverage- and reimbursement-related information for relevant third-party decision-makers into one location that ASHA will promote to payers to help ensure that they can obtain the information and resources they need from ASHA's website. At this time, the main pages related to audiology and speech-language pathology in general and specific services for individuals with Autism Spectrum Disorder are accessible.

Additional Payer Portal pages are currently under development regarding clinical practice guidelines for cognitive intervention and aural rehabilitation and will be posted later this year. The Payer Portal team is developing a timeline and plans for additional pages to address priority clinical areas of concern regarding coverage and reimbursement. The Payer Portal is an initiative of Strategic Objective #5: Increase influence and demonstrated value of audiology and speech-language pathology services.

Interstate Compact

The first Audiology & Speech-Language Pathology Interstate Compact (ASLP-IC) bills have been introduced in state legislatures. Georgia's SB 306, Kentucky's HB 218, Maryland's SB 416, Nebraska's LB 753, Oklahoma's HB 2968 & SB 1837, Utah's HB 161, and West Virginia's HB 4375 mark the first of a number of expected state bill introductions in 2020. WV HB 4375 passed in the West Virginia House 98 – 0! ASHA has requested letters of support from national organizations, state associations, university programs, and individual practitioners. Over 70 letters have been received and more continue to arrive weekly.

Artificial Intelligence (AI) Work Group

Throughout 2019, a small team of staff collaborated to examine how ASHA might approach artificial intelligence (AI). The purpose of the group was to provide a framework for how ASHA might approach AI rather than recommendations on a specific technology or project(s). The group developed a strategic briefing document that provides an initial overview of what AI is about, a short SWOT analysis, and preliminary recommendations as to how ASHA might approach this new technology. The Facilitating Team discussed the recommendations and supports ASHA proceeding in two parallel tracks (that could potentially help to inform one another): (1) identify and implement one or more specific, discrete applications of AI to National Office operations, and (2) appoint one or more groups of members to explore potential AI applications to the practice of audiology and the practice of speech-language pathology.

Certification Administration

There were a record number of applications for ASHA certification in 2019, with over 18,800 applications received (a 100% increase from 2018), including over 750 applications for CCC-A—a 25% increase from 2018. As historically happens, changes to the certification standards (the 2020 audiology and speech-language pathology certification standards in this case) drove the surge in applications. ASHA awarded over 10,000 certifications in 2019, which was also a record and one that will likely be broken in 2020. Despite the record number of applications, the wait time for applications to be processed has not exceeded 6 weeks, thanks in large part to the launch of ASHA's online certification application in March 2019.

Dues Renewal

ASHA generated 192,466 renewals for members and affiliates for 2020 (members not invoiced are those who were able to take advantage of the Gift to the Grad promotion in 2019 or who are life members who don't pay a fee or are inactive due to medical disability). As of mid-January, we have seen 172,705 renewals (91%), with 154,704 paying online and 18,001 through other ways. This means that the online renewals account for 89% of the payments so far. Postcards were sent to the unrenewed members reminding them that they must renew by January 31 to

avoid a late fee of either \$52 or \$26 (depending on their affiliation type). An email will be sent to those who have yet to renew, reminding them of the late fee.

FIDUCIARY DUTIES REVIEW

Christine Gattuso, an attorney with the law firm Kilpatrick Townsend & Stockton LLP (ASHA's legal counsel), reviewed the legal and fiduciary responsibilities of BOD members. ASHA's BOD is provided with this review at the beginning of each year to ensure that BOD members fully understand the responsibilities of serving on the board of an organization of ASHA's size and complexity.

STRATEGIC PATHWAY UPDATE

Vice President for Planning Craig Coleman was joined by Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams and Director of the Office of Business Excellence (OBE) Rozsa Felix to present an update on ASHA's Strategic Pathway to Excellence. The update had four segments, the first of which focused on the review of the Strategic Objectives' Annual Key Performance Indicators (KPIs). The KPIs are short-term performance metrics that track, monitor, and assess the success of a major objective/focus area for the year. The Strategic Objective Owners each identified one to three KPIs for 2019 and the status of these KPIs at the end of 2019 were reported to the Board, along with the introduction of the new 2020 KPIs.

The second segment of the update included a review of the status of transformational initiatives for Tier 2 Strategic Objectives 5, 6, 7, and 8. The transformational initiatives are recorded as *Path to Transformation Plans* and the timelines are visualized by a Gantt chart to illustrate when and how the strategic initiatives will be achieved. The *Path to Transformation framework* was introduced in 2017 and allows the Objective Owners to categorize their transformational initiatives in three distinct phases: (a) developing new products and conducting events, (b) facilitating new practices and skill sets, and (c) influencing external audiences.

In the third segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 4, 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: Strategic Objective Highlights, which is updated biannually.

In the fourth and final segment of the update, plans were shared regarding a series of activities for the Board in 2020, with the goal of confirming the relevance of the current strategic plan. The activities planned will help the Board determine whether current priorities are appropriately being addressed, whether the right future trends are being considered, and what, if any, adjustment needs to be made to the current strategic plan.

VALUE OF THE CCCs IMPLEMENTATION PLAN 2018–2020

Director of Public Relations Joseph Cerquone reported on the 2019 performance of ASHA's Value of the CCCs campaign and covered campaign goals and projected activities for 2020. Launched in 2015 to promote the value of ASHA-certified members to key professional audiences, the campaign is in its last funded year. The BOD agreed to a presentation at a later point this year with options for continuing some form of the campaign beyond 2020.

ASHA LEADERSHIP Q&A: MEMBERSHIP CHAT DEBRIEF

ASHA Past President Shari Robertson and Chief Staff Officer for Communications Lisa Cole reviewed with the Board the “Leadership Q&A: A Membership Chat with the Board,” that took place at the November 2019 ASHA Convention, and addressed follow-up questions and issues.

MEMBERSHIP AND MEMBERSHIP SATISFACTION TREND DATA

Director of Surveys and Analysis Sarah Slater provided an update to the BOD on ASHA membership trends, retention, and satisfaction data. The Association continues to experience healthy growth in the number of professionals affiliating with the organization. At the end of 2018, ASHA represented 204,000 individuals, with the overall retention rate being 98.2% (96.3% for audiologists and 98.5% for SLPs). ASHA acts on member feedback in ways to increase member satisfaction, such as highlighting the value of ASHA certification through the ashacertified.org campaign and other advocacy efforts. The Association’s official 2019 membership counts will be available by March 2020.

CONFIRMING THE RELEVANCE OF THE STRATEGIC PATHWAY

The long-term outcomes for the Strategic Pathway to Excellence necessitate routine checks to ensure that the progress and direction of the Pathway is consistent with the BOD’s desired outcomes, along with ongoing evaluation to determine the extent to which any course corrections are needed to ensure the transformational outcomes are achieved. As the first step in this process, Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams facilitated an activity for the BOD to review the Envisioned Future 2025 (EF). BOD members responded to questions regarding whether the outcomes described in the EF are still on target and achievable by 2025. Vice President for Planning Craig Coleman, Vicki Deal-Williams, and Director of the Office of Business Excellence (OBE) Rozsa Felix will work together to compile and summarize responses and provide recommendations to the BOD by their June meeting regarding potential resource allocation for Strategic Objectives to expedite progress toward outcomes, modifying expectations related to achieving a specific outcome, and so on.

BOD 3-2020: APPROVE THE ASHA PARTNERSHIP WITH OTHER ORGANIZATIONS TO PLAN AND EXECUTE INTERNATIONAL CONFERENCES IN FIVE COUNTRIES

The Board discussed the resolution BOD 3-2020 to partner with other organizations to plan and execute international conferences in 2021–2025. The BOD will vote on this resolution online in the next few days.

TRENDS AND ISSUES FROM ASHA COMMITTEES AND BOARDS AND RELATED ENTITIES

NSSLHA Update

National Student Speech Language Hearing Association (NSSLHA) National Advisor Kia N. Johnson provided updates on NSSLHA governance, activities, and upcoming programs for students.

- Student Advocacy Day was a success, with 8,600+ Take Action letters submitted and 2,200+ student advocates engaged. We look forward to working with NSSLHA chapters, members, and nonmembers in March for the upcoming Virtual Advocacy Day.
- At the ASHA Convention in Orlando, National NSSLHA engaged with 63% of student attendees—nearly twice the number of students that engaged with National NSSLHA at the 2018 ASHA Convention.
- In November, the National NSSLHA Executive and Regional Council began work on the 2020–2022 strategic plan. The plan will be finalized at the spring NSSLHA Executive Council meeting.
- The NSSLHA Member Honors applications will be open February–March 31. The awards are between \$250 and \$500. Additional information about Member Honors is available at <https://www.nsslha.org/programs/member-honors/>.
- Student leadership applications are open March 2–April 30th. This includes positions on the NSSLHA Executive Council and the Student State Officer positions. Additional information is available at <https://www.nsslha.org/student-leadership/>.

Updating BOD Position Descriptions

Immediate Past President Shari Robertson discussed the need to update current BOD descriptions given that it has been a number of years since these descriptions have been reviewed. Consequently, she asked each BOD member to review their particular position descriptions for accuracy and provide feedback including but not limited to requirements, time commitment, travel expectations, and skillset needed to successfully perform the duties of the position.

IALP Board Meeting

Chief Executive Officer Arlene Pietranton shared that as the large society representative on the International Association of Logopedics and Phoniatics (IALP) Board of Directors, she wanted the ASHA BOD to be aware of an upcoming IALP BOD meeting in February. In addition to ASHA’s BOD, she plans to reach out to the other large society IALP member organization (RCSLT) to share the agenda and ask for feedback once it is published.

FINANCIAL REVIEW

Vice President for Finance Mel Cohen presented ASHA’s financial update. He reported on the preliminary December 31, 2019, report, which showed total operating revenue of \$63,780,180 and total operating expenses of \$58,677,667, equating to net revenue (revenue minus expenses) of \$5,102,513, which is higher than last year at this time. Mel reported that we anticipate the final net revenue over expense to be in the range of \$1,000,000 to \$1,500,000 pending year-end adjustments.

STANDING AUDIOLOGY AND SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEES

Separate audiology and speech-language pathology subcommittee meetings were held, with information then reported back to the full BOD. The meetings were led by Vice President for Audiology Practice Sharon Sandridge, Director of Audiology Practices Tricia Ashby, Vice President for Speech-Language Pathology Practice Marie Ireland, and Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly.

The Audiology Subcommittee discussed the following topics:

Aligned Sense of Purpose (Sandridge/Ashby)

The Audiology BOD Subcommittee was reminded of the events that led up to the formation of the Aligned Sense of Purpose group and the actions that occurred in 2019, including a face-to-face meeting last January and a virtual meeting in June. After discussion, it was decided that the group was worth continuing. Therefore, members of the Aligned Sense of Purpose group will be contacted to ascertain interest in continuing and identify any obstacles that might impede reconvening.

AuD Education Summit Task Force (Ashby)

CAPCSD has formed a committee to consider a centralized application system for AuD Final Year Externships. The committee agrees there is urgency to create a national database for externship sites and to standardize the application process for the externship year. Neil DiSarno will represent ASHA on the committee. Stakeholders in support of this work include ASHA, CAPCSD, AAA, SAA, and the VA.

Impact of OTC on Audiology Practice (Ashby/Sandridge/Pietranton)

FDA Regulations for OTC devices are not expected to be introduced until summer or later. The impact or predicted impact on the profession of audiology was discussed, as was the role that ASHA should have in educating the membership. The ASHA Audiology Practices team is working to incorporate OTC into the 2020 online conference, with a focus on patient-centered care versus device-centered care. Additional actions could include *ASHA Leader* articles and *ASHA Now* original content articles focused on integration of OTC.

The Speech-Language Pathology (SLP) Subcommittee discussed the following topics:

Impact of Patient Driven Payment Model (PDPM) and Patient Driven Groupings Model (PDGM) on SLPs in Various Work Settings: Resources, Supports, and Issues

The committee reviewed member contacts to the association, discussed the preliminary report of the skilled nursing facility (SNF) PDPM survey distributed by ASHA to members in SNF work settings, and discussed related resources available to members.

The subcommittee also identified a working list of issues important to SLPs. The subcommittee agreed to finalize the list of topics to be discussed during the March call.

REVIEW OF BOD OPERATING PROCEDURES

President Theresa Rodgers and Chief Executive Officer Arlene Pietranton reviewed the BOD operating procedures, including BOD responsibilities in the areas of planning, operations, audit, and communications; guidelines for conducting business via an asynchronous electronic meeting; relationship of the BOD to the National Office staff; policies restricting BOD members in being elected, appointed, or selected for a BOD office in any year during which they serve on the BOD; voting guidelines for BOD resolutions and motions; and the process to be followed should a BOD member have a conflict of interest.

DIVERSITY AND INCLUSION IN THE COMMITTEE ON COMMITTEES PROCESS

The BOD has been working intentionally to increase the diversity of committees, boards, and councils with regard to dimensions such as age, profession, gender, employment setting, and number of individuals from underrepresented racial/ethnic backgrounds. President-Elect Lynn Williams and Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams reviewed the commitments that the BOD has made and their potential to impact outcomes in appointments the Board members will make later this year for vacancies on committees, boards, and councils that begin in 2021. The BOD revisited their diversity goals, and Board members were urged to encourage individuals across a variety of dimensions of diversity to submit requests for consideration via [the Committee/Board Interest Form](#), especially individuals who are early career professionals, those from underrepresented racial/ethnic backgrounds, former officers of National NSSLHA, and those who have participated in ASHA's leadership development programs (the Leadership Development Program [LDP] and the Minority Student Leadership Program [MSLP]).

BOD 1-2020: AMEND THE ASHA BYLAWS TO SUNSET ADVISORY COUNCILS (ACs)

Immediate Past President Shari Robertson and Director, Association Governance Operations Andrea Falzarano provided a summary to date on the four recommendations submitted by the Ad Hoc Committee on Governance Review (Ad Hoc GR). BOD 1-2020 to sunset the ACs was submitted for BOD consideration in early January 2020, which also opened a 1-month comment period for members to submit an InTouch Form. It is proposed that a new Committee of Ambassadors be created in place of the ACs, with its composition being similar to the current ACs (1 audiologist and 1 SLP from each state and territory; Washington, D.C.; an international representative; and a NSSLHA representative) and which operates in a manner consistent with other ASHA committees, boards, and councils. The existing positions on the BOD (i.e., Chair of the Audiology Advisory Council and Chair of the Speech-Language Pathology Advisory Council) will transition to a Board Member at Large in Audiology and a Board Member at Large in Speech-Language Pathology, both of whom will be elected by the full membership for 3-year terms.

The BOD also was reminded about the process for this bylaws change. Because this amends section 3.3 of ASHA's bylaws (Rights Reserved to Members), it will require a vote by the membership to change the bylaws. Following the discussion, which included a review of comments from InTouch forms, the BOD approved the resolution to move the bylaws change forward for a member vote. This vote will be open February 27, 2020, through March 17, 2020. If the membership approves this bylaws change, it will take effect on January 1, 2021.

There was also information shared about Recommendation #4, "Moving to a Hybrid Election" occurring after the bylaws resolution to sunset the ACs concludes, because the outcome of one resolution will have an impact on that language. Once the resolution to sunset the ACs is considered by the members in the special election, the resolution to move to a hybrid election will be submitted for member comment and BOD consideration likely at their June 2020 meeting.

More information can be found on the [Ad Hoc GR recommendations](#) webpage.

PLANNING FOR MARCH ADVISORY COUNCIL MEETINGS

Chair of the Audiology Advisory Council Charles Bishop and Chair of the Speech-Language Pathology Advisory Council Barbara Goodson led the BOD in a planning discussion for advisory council meetings to be held at the National Office. They also reviewed the new meeting schedule for the March 2020 meeting. The BOD discussed a number of topics to be brought to the advisory councils for advice and guidance during the March meeting.

GENERATIVE DISCUSSION: TRANSPARENT ORGANIZATIONAL ETHICS

ASHA's BOD has engaged in generative discussions for several years. These discussions are intended to engage the Board in deliberations that inform the BOD's decision making and help to define issues and frame challenges. At this meeting, a generative discussion was held on the topic of transparent organizational ethics. The topic reflects growing trends toward value-based decision-making, challenges to organizations' reputations, the proliferation of online reviews, pervasive social media, and growing institutional mistrust. The Board discussed the potential effects that these issues might have on ASHA members and the Association and considered the related opportunities and challenges.

The meeting was adjourned on February 8th at 3:00 p.m.