ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met at the National Office on January 19 and 20, 2018. Following are highlights of the Board's discussions.

PRESIDENT’S OPENING REMARKS
President Elise Davis-McFarland convened the meeting at 8:30 a.m. on January 19, 2018, welcomed Board members, and expressed how she was looking forward to working with them in the upcoming year.

At the beginning of the meeting, the Board visited the newly completed multimedia studio. Constructing a separate space for photography and videography will enable the Association to use these increasingly expected and sought-after visual forms of communication efficiently and effectively in today’s communications and branding environment.

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:

Branding Project
The Branding Project is nearing completion. The four different sets of member feedback and research on a potential visual refresh all yielded similar results, in terms of which of the three different looks members favored. (The ASHA logo remains the same, with an updated font.) An internal architecture has been determined that will enable ASHA’s diverse products, services, and programs to be organized into broad categories, with a system of visual cues. This will help streamline the currently fragmented sub-logos into a more readily decipherable, recognizable, and cohesive set of member offerings. The changes will begin rolling out this spring.

ASHA in Space
In November, ASHA was contacted by member Indira Feustel from Houston, Texas, whose husband is NASA Astronaut Drew Feustel, Commander of Expedition 56, which is a 6-month mission to the International Space Station (ISS) launching from Baikonur, Kazakhstan, in March 2018. Drew and Indira attended the ASHA Convention in Atlanta in 2012, when Mark Kelly and Gabby Giffords received the Annie Glenn Award. There were actually three astronaut couples attending that Convention (the Glenns, Feustels, and Kellys). Indira was part of Gabby Giffords’s SLP team in Houston.

Indira reached out to offer ASHA the opportunity to send something small up into space with Drew and Expedition 56 this March on behalf of the professions—the audiologists, SLPs, professors, and researchers, patients, and their families. A “mini-Annie” replica of the Annie Glenn Award and the CCC’s lab coat patches (one each for “ASHA Certified Audiologist” and “ASHA Certified Speech-Language Pathologist”) will be making the journey. A team of ASHA staff is currently working on ways to connect ASHA members to this expedition and support members who want to connect their clients, students, and patients, especially in school settings, sharing the excitement of participating in this “ASHA in Space” initiative. A major theme is that a crucial part of a successful mission is communication. Communication between crewmembers,
between the astronauts and mission control, and between the astronauts and their families/friends while they are in space. It is not only key to successful outcomes; it can mean the difference between life and death.

**Interstate Compact Update**
The Advisory Group for the Speech-Language-Hearing Interstate Licensure Compact has continued meeting through conference calls held on November 16, November 30, and December 19 to carry on discussions around the structure of the compact, educational requirements, continuing education, and telepractice. A separate conference call was held on November 16 to update stakeholders as to the process and answer any questions. The Advisory Group will continue to work together in the upcoming year through a series of conference calls and the ASHA Community to address other areas of concern and to develop a set of suggestions for the team that will be drafting the Compact language.

**Leadership Academy Update**
ASHA’s Leadership Academy launched in October 2017. It is a one-stop shop to help ASHA members develop their leadership skills based on their own interest and time availability.

Designed to help develop a strong pipeline of future leaders for the professions, the Leadership Academy is also designed to help prepare volunteer leaders for ASHA, state speech-language-hearing associations, and related professional organizations.

The Academy includes free online assessments to evaluate leadership strengths and areas of growth as well as an individual’s primary leadership style to inform the member’s personal leadership development plan, which can then be applied to the range of resources offered in the Academy, including:

- eleven on-demand, 1-hour webinars, each focused on a leadership competency, such as strategic thinking, conflict management, and emotional intelligence;
- a leadership online community where members can exchange ideas on leadership, discuss leadership concepts as they apply them to their profession, and discuss key takeaways from the webinars;
- a resource center that includes recommended readings and videos that support and expand on the webinars and key leadership concepts; and
- links to information on ASHA’s long-standing other leadership programs such as the Leadership Development Program and the Minority Student Leadership Program.

Leadership Academy participants can view the webinars for free or choose to earn ASHA continuing education units (CEUs) at a nominal cost.

ASHA has received positive feedback from members, state associations, related professional organizations, and university faculty since the launch through outlets such as the Convention Leadership Empowerment Zone and the ASHA online community. Viewings of the eleven webinars ranged from 34 to 220 viewings. There were 209 members who chose to earn ASHA CE units. In addition, 343 members joined the Leadership Online Community. All volunteer leaders are encouraged to join the community to engage in conversation.
2017 Convention Summary
The 2017 Annual ASHA Convention was held November 9–11 in Los Angeles, CA, and broke a number of West Coast attendance records. The Convention theme, *Focus on the Big Picture*, resonated with members as they enjoyed sessions planned in over 20 different topic areas. More than 14,000 attended the Convention, making it the third highest attendance ever. There were more than 320 exhibiting companies, nearly 2,700 NSLHA members, 360 International Affiliates, and just shy of 3,000 members new to the professions. In addition, 4,250 people attended the Convention for the first time. Members and affiliates from California made up 37.5% of the total attendance, and all 50 states and two territories were represented. There were 2,950 presenting authors, of whom 1,250 were first time presenters. Male participation increased from 6.5% to just over 9%.

The opening session, with keynote speaker Goldie Hawn, was attended by more than 4,000 people; and the largest crowd to date attended the ASHA Awards ceremony. The Annie Glenn Award was given to the television show *Speechless*, which was highlighted by an emotional acceptance speech by actor Micah Fowler.

Dues Renewal Update
Dues renewal efforts for 2018 once again produced an increase in the number of members choosing to renew online, with projections expected to beat last year’s record of 147,785 renewals.

ProSearch/ProFind Background
The ASHA "Find a Professional" referral service, ProSearch, has been a long-standing member benefit that allowed members to create a free listing online promoting their practice. Each year, thousands of consumers "found a professional" through this resource. Potential patients and clients using the service can choose from more than 17,000 ASHA-certified audiologists and speech-language pathologists. In 2015, it was completely redesigned to become ASHA ProFind, a state-of-the-art, public facing, online directory of ASHA-certified audiologists and speech-language pathologists who are actively accepting referrals. The pool for potential participation in ASHA ProFind is not all 191,500 members, but a considerably smaller target audience of individuals in private practice or other settings open to referrals. Currently ProFind contains 1,695 audiologists and 14,392 speech-language pathologists, for a total of 16,087 individuals who have opted in as of December 27, 2017. In member records, ASHA shows 146,959 people who have responded yes or no to the question “Are you in private practice?” Of these individuals, 8.9% (or a total of 13,079) are employed full time in private practice. These individuals are the main audience for ASHA ProFind, although some members who are in part-time private practice have also opted in.

Healthy Communication and Popular Technology Initiative
ASHA’s Healthy Communication and Popular Technology Initiative [https://communicationandtech.org/](https://communicationandtech.org/) is a new public relations undertaking that promotes safe use of popular technology, and discourages its overuse, in the interest of protecting and fostering healthy communication. Prompted by polling of ASHA members that reflects concern about the potential negative impact of popular technology overuse and trends showing very young children using popular devices, this effort will be aimed at parents, educators, and young people in three
basic ways: (1) by providing practical advice for developing healthy usage habits, (2) conducting communication health awareness outreach that promotes healthy usage, and (3) exploring the impact of usage on human communication. With more concerns arising about popular tech overuse, this initiative is designed to position ASHA and ASHA members as leading sources of information and guidance.

**ASHA’s New Director of Audiology Professional Practices**
Tricia Ashby-Scabis is the new director of Audiology Professional Practices. Tricia began working at ASHA on November 3, 2017. She brings a wealth of knowledge, having practiced audiology—including in multiple leadership roles—for 22 years. Tricia is experienced in providing diagnostic hearing evaluations, amplification, vestibular assessment, evoked potentials, and practicum supervision. Her experience with didactic course development has prepared her for researching new trends in audiology practice with consideration toward adjusting to the changing needs and expectations of clinical practice. Tricia comes to ASHA from Towson University, where she was a clinical assistant professor and was responsible for providing clinical supervision in the Towson University Hearing and Balance Center, as well as teaching graduate and undergraduate courses.

**FIDUCIARY DUTIES REVIEW**
Ed Olifer, 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 Perry Flynn was joined by Chief Staff Officer (CSO) for Multicultural Affairs Vicki Deal-Williams and Director of the Office of Business Excellence Rozsa Felix to present an update on the latest accomplishments in connection with the Tier 1 Transformational Objectives (Strategic Objectives 1, 2, 3, and 4). The progress that has been made on the *Path to Transformation* was discussed, including the creation of timelines for transformational initiatives for these objectives. Recent major accomplishments were also highlighted as part of this update.

The update had three segments, the first of which was a review of the *Path to Transformation* framework. This framework, in three phases, was first introduced in 2017. Each phase was reviewed and discussed in detail: (a) products and events, (b) new practices and skill sets, and (c) influencing external audiences. The framework offers a consistent way of monitoring and evaluating the progress toward transformational outcomes and was used to create the timelines for the transformational initiatives identified by each strategic objective owner.

The second segment of the update included a review of the status of transformational initiatives for Strategic Objectives 1, 2, 3, and 4. The emphasis was on the work that has been accomplished to date for those objectives. The plans that the objective owners have been executing over the past few years are concluding and the focus will be shifting to the creation of the next set of transformational initiatives. These initiatives are recorded and the timelines are
visualized by creating a Gantt chart, to illustrate when the strategic initiatives will be achieved. Rob Mullen, director of ASHA’s National Center for Evidence-Based Practice in Communication Disorders and owner of Strategic Objective 1, provided an update about a new approach and its benefits to achieving that objective.

In the third and final segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 5, and 7. Information about the work underway and accomplishments to date can be found at Strategic Pathway to Excellence: Objective Highlights.

VALUE OF THE CCCs IMPLEMENTATION PLAN 2018–2020
The ASHA BOD received an overview of the Value of the CCCs campaign by Director of Public Relations Joseph Cerquone. Topics included its history, goals, audiences, tactics, and metrics, along with adjustments planned for the campaign’s second 3-year funding cycle, 2018–2020.

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 2016, ASHA represented 191,500 individuals. Between 2015 and 2016, the overall retention rate was 98.1%; 96.6% 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 the free Case Studies continuing education webinars program. The Association’s official 2017 membership counts will be available by March 2018.

ASHA BYLAWS: BOD 37-2017, AMEND ARTICLE XIII, SPECIAL INTEREST GROUPS, OF THE ASHA BYLAWS TO REFLECT ACTUAL TERMINOLOGY AND PRACTICE
Before voting on ASHA Bylaws: BOD 37-2017, Amend Article XIII, Special Interest Groups, of the ASHA Bylaws to Reflect Actual Terminology and Practice, Vice President for Audiology Practice Bob Fifer and Vice President for Speech-Language Pathology Practice Marie Ireland led a discussion about comments received from members and to address any concerns about the proposed resolution. Director of Special Interest Groups Michelle Ferketic participated in the discussion. A resolution revising the Bylaws to delete the language “self-supporting” was approved by the BOD.

POLITICAL LANDSCAPE AND THE 2018 PUBLIC POLICY AGENDA
Vice President of Government Relations and Public Policy Katheryn Boada and Director of Government Relations and Public Policy Jeffrey Regan presented on the current political landscape and the 2018 Public Policy Agenda. The presentation put the current political landscape into context with the 2018 midterm elections and described the potential impact the elections could have on Congress and the Trump Administration. In addition, it identified health care and education issues likely to receive debate and/or consideration this year. It is also identified the likely impact these issues will have on ASHA members, and provided an overview of how ASHA—utilizing the 2018 Public Policy Agenda—is organizing itself operationally and structurally to identify and execute appropriate advocacy strategies on behalf of members.
PLANNING FOR MARCH ADVISORY COUNCIL MEETINGS
Chair of the Audiology Advisory Council Charles Bishop and Chair of the Speech-Language Pathology Advisory Council Melanie Hudson 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 2018 meeting. The BOD discussed a number of topics to be brought to the advisory councils for advice and guidance during the March meeting.

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 Academic Affairs in Audiology Janet Koehnke, Chief Staff Officer for Audiology Neil DiSarno, Chair of the Speech-Language Pathology Advisory Council Melanie Hudson, and Chief Staff Officer for Speech-Language Pathology Lemmie McNeilly.

The Audiology Subcommittee discussed the following topics:

The 2018 meetings schedule was reviewed and members determined who would attend audiology-related meetings throughout the year. The subcommittee also discussed the agenda for the 2018 Audiology Advisory Council meeting scheduled for March 11–13. Also discussed were the results of the audiology survey sent to ASHA members and also fielded by other audiology associations. The survey 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. Responses to the open-ended questions revealed that there was an aligned sense for the future of audiology. A resolution will be coming forward proposing next steps to include the use of an executive coach who would plan and implement a process to move this initiative forward. ASHA was asked by the International Safety Equipment Association to support their initiative to have the limit of workplace noise reduced from the present 90dB for an 8-hour day. Once ISEA provides a final document, the Board will consider this request.

The Speech-Language Pathology Subcommittee discussed the following topics:

The Vice Presidents shared updates from the various committees, boards, and councils with which they liaise. Staff also shared updates regarding work at the National Office and with the other entities.

- Discussed the clinical doctorate in speech-language pathology including conversations with the president of the Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) regarding CAPCSD’s resolution requesting ASHA and the Council on Academic Accreditation (CAA) establish standards for a speech-language pathology doctorate (SLPD) degree. A resolution is being considered by the BOD requesting the establishment of an Ad Hoc Committee that will be charged with (1) clarifying the rationale and potential issues (negative and positive) in moving to an SLPD as an entry-level degree; (2) planning a speech-language pathology educational summit in 2019 with a larger group of stakeholders to
discuss the need, consider potential issues, and make recommendations regarding moving to an SLPD as an entry-level degree.

- Updated plans regarding participating in the conference of the Philippine Association of Speech Pathology
- Update regarding ASHA’s participation in the Rehabilitation 2030 Meeting of the World Health Organization

FINANCIAL REVIEW
Vice President for Finance Mel Cohen presented ASHA’s financial update. He presented the November 30, 2017, report, which showed total operating revenue of $54,260,202 and total operating expenses of $50,226,105, equating to net revenue (revenue minus expenses) of $4,034,097. Many expenses are recorded in December (including Convention expenses), and ASHA is projecting reduced year-end net revenue over expenses after conditional contribution commitments are made to the ASHFoundation and the National Association Hearing Speech Action (NAHSA). It was also reported that the Audit Committee had a planning meeting with ASHA’s auditing firm, and that the audit results will be available in late April or May 2018.

GENERATIVE DISCUSSION TOPICS
ASHA’s BOD has engaged in generative discussions for several years. These discussions are intended to engage the Board in deliberations that inform their decision making, define issues, and frame problems. At this meeting, a generative discussion was held on the topic of anticipatory intelligence. The Board discussed how that change driver might affect the Association and its members, and considered any potential adjustments that need to be taken now or in the future to plan for or respond to the change.

REVIEW OF BOD OPERATING PROCEDURES
President Elise Davis-McFarland 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; and the process to be followed should a BOD member have a conflict of interest.

TRENDS AND ISSUES FROM ASHA COMMITTEES AND BOARDS

NSSLHA Update
The National Advisor for the National Student Speech Language Hearing Association (NSSLHA) Sonja Pruitt-Lord provided a membership update, recapped work toward NSSLHA’s Strategic Plan, and reported on NSSLHA’s 2016 Audit Report.

2017 Membership Counts: NSSLHA closed its 2017 membership year with just over 13,000 members. NSSLHA has seen a slight increase in audiology students over the past 2 years; however, it still remains an area of growth. To help grow membership, the National Office team will launch a membership recruitment tool this year.
**NSSLHA Undergrad Scholarship:** To provide support to undergraduate students in communication sciences and disorders programs, NSSLHA launched its first undergraduate scholarship program in late 2017. A total of 119 applications were submitted. NSSLHA will award six $1,000 scholarships to juniors and four $500 scholarships to sophomores later this spring. (Graduate students are eligible for the NSSLHA scholarship administered through the ASHFoundation.)

**Increase Member Engagement:** When the NSSLHA Executive Council (EC) restructured the NSSLHA Chapter Honors Program in 2016, one of their goals was to increase member engagement on the NSSLHA Member Community. Since then, there has been a 310% increase in unique contributors and a 569% increase in discussions posted on the community.

**New Blog Launched:** To implement some of the tactics associated with NSSLHA’s Strategic Goal 3 (Deepen member understanding and engagement), the National Office has launched a blog (blog.nsslha.org) that will serve as a new way to connect and communicate with students and members. With the launch of the blog, *NSSLHA Now!*—NSSLHA’s biannual publication—has been sunset.

**2016 Audit Report:** The NSSLHA Board of Directors met with Grant Thornton, an independent auditing firm, and received an unqualified (“clean”) opinion on the audit report for 2016—a positive review.

**Mentee Introduction:** Finally, Sonja explained the mentor–mentee relationship between Board of Director members and NSSLHA Executive Committee and Regional Council members.

**DIVERSITY AND INCLUSION IN THE COMMITTEE ON COMMITTEES PROCESS**
President-Elect Shari Robertson and Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams reminded BOD members of the BOD’s commitment to increase diversity in the Committee on Committee nomination and appointment process prior to the initiation of the 2018 appointment process. The BOD’s agreements, data-driven approach, and resources available for identifying and engaging a range of diverse perspectives—across profession, age, gender, race/ethnicity, setting, position/role, and participation in ASHA leadership programs (MSLP & LDP)—to serve on the Association's committees, boards, and councils were summarized.

**MEMBERSHIP FORUM DEBRIEF**
ASHA Past President Gail Richard and Chief Staff Officer for Communications Lisa Cole discussed the Membership Forum that was held at the 2017 ASHA Convention, including suggested plans for enhanced engagement at future Forums. Additionally, the BOD discussed ways to improve communication with members who submit issues or questions for discussion after the meeting concludes.

The meeting was adjourned at 3:00 p.m.