ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met at the National Office on June 8 and 9, 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 June 8, 2018, and welcomed Board members.

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:

Occupational Licensing
There has been a concerning trend in several states wherein legislation would eliminate or undermine occupational licensing across many professions. ASHA is working closely with other credentialing organizations on this issue.

Value of the CCCs
Re-funded for 3 years (2018–2020) by the ASHA Board of Directors, ASHA’s Value of the CCCs campaign [www.ashacertified.org](http://www.ashacertified.org) continues using ads placed in leading educational, health, and medical trade outlets to promote the value of ASHA certification and the services of ASHA members to professionals who hire, refer, supervise, and evaluate ASHA-certified members. With the current iteration of the campaign, there is also a new outreach component to legislators. To date, the campaign has reached a professional audience of approximately 80 million and it is on track to reach millions more in 2018.

Claims Portal
The Clinical Claims Review (CCR) Portal is taking shape in the format of a main page describing the general scope of services of audiologists and speech-language pathologists and subsequent condition-specific clinical pages. The main page includes descriptions of evaluations and interventions and model definitions of medical necessity. Habilitation, rehabilitation, maintenance, and documentation standards are specifically addressed as well.

The clinical pages focus on the role of audiologists and speech-language pathologists in treating specific conditions (autism currently under development). The development of the pages is on schedule, and completion is expected before the end of the year. This project is an initiative under Strategic Objective 5: Increase influence and demonstrated value of audiology and speech-language pathology services.

Assistants Credentialing Program
ASHA hosted the job-task analysis (JTA) meetings for audiology assistants and speech-language pathology assistants on June 1–2 and June 3–4 respectively. The meetings led to the creation of surveys for each profession that will be disseminated for widespread peer review later this summer. The rating scales will be similar to a practice analysis study, which rates statements on frequency and importance scales. Once the survey data are analyzed, a test blueprint will be
submitted to the Council for Clinical Certification (CFCC) for review and approval. Once approved, the discovery process will begin to determine the eligibility requirements to become a certified assistant, which the CFCC would approve no later than their 2019 winter meeting.

**Philippines S-L-H Association Conference Collaboration**
The ASHA Board of Directors approved partnership with other international speech-language-hearing organizations for the purpose of jointly planning and executing international conferences in five countries. This is the third year of this initiative and ASHA is collaborating with the Philippine Association of Speech Pathology (PASP) to conduct their 2018 Conference in Taguig City, Philippines, from July 21–23, 2018.

**NCCA Accreditation of ASHA’s Certification Programs**
ASHA is in the process of promoting to stakeholders and updating materials to reflect that both the audiology certification program and the speech-language pathology certification program were accredited by the National Commission for Certifying Agencies (NCCA) in April.

**ASHA in Space**
*The Flight of the Annie* is ASHA’s name for a 6-month mission (Mission 56) to the International Space Station that launched in March. Andrew Feustel, the mission commander (and spouse of ASHA member Indira Bhatnagar Feustel, CCC-SLP) carried a replica of the Annie Award, along with other items celebrating the professions and communication, with the mission crew on their journey.

Interest in this exciting development has been strong. An ASHA press release about the special space cargo reached a potential audience of 136 million. A photo of Commander Feustel wearing an “Audiologists & Speech-Language Pathologists Rock” T-shirt—his personal way of celebrating Better Hearing and Speech Month from space—broke all-time records for likes and engagement on ASHA’s Instagram account. Combined, ASHA social media posts about the mission have had an audience reach of approximately 100,000. In addition, *The ASHA Leader* devoted feature coverage to the space flight and ASHA developed themed resources for school-based members to use for student engagement.

Visit [www.asha.org/flightoftheannie](http://www.asha.org/flightoftheannie) to see the evidence of this outreach and more, including interviews of Commander Feustel speaking about the importance of communication and information for tracking his flight in real time.

**Interstate Compact Update**
The Speech-Language-Hearing Interstate Compact (SLHIC) Advisory Committee finished the first phase of its work by preparing recommendations and selecting members for the Drafting Team.

The Drafting Team held its first meeting May 21–22, 2018, in Washington, DC, to begin drafting a document for the Advisory Committee and external stakeholders to review. The draft compact is expected to be available for stakeholder comments in the fall of 2018. In the meantime, the Council of State Governments (CSG) will continue to update interested parties.
ASHA Connect Conference
The ASHA Connect Conference will be held July 20–22, 2018. Schools Connect, Health Care Connect, and Private Practice Connect, tailored to speech-language pathologists (SLPs), will take place at the Baltimore Convention Center. The Maryland Speech-Language-Hearing Association is hosting three pre-conference sessions on Thursday, July 19, for those seeking to expand their learning experience.

The 2018 Connect conferences will reinforce the bonds and camaraderie of the unique practice communities and deliver curated experiences around those work settings.

The conferences will share opening and closing sessions and an Exhibit Hall, where lunch will be served on Friday and Saturday. Attendees have the opportunity to attend sessions from the other conferences at no additional cost and can earn ASHA CEUs or professional development hours from all eligible sessions, regardless of their primary conference registration. Connect also registered eligible sessions with the Pennsylvania Speech-Language-Hearing Association and Illinois Early Intervention Program so SLPs from those states can earn Pennsylvania Act 48 and Illinois EI credits.

ASHA’s New Director of Accreditation
Kimberlee Moore is ASHA’s new Director of Accreditation. Kimberlee’s first day at ASHA was April 30, 2018. Kimberlee brings a wealth of knowledge from working in the field of higher education accreditation for the past 13 years. As the Executive Director of Accreditation and Academic Compliance at the Laureate Education, Inc., she led and supported domestic and international universities in pursuit and/or maintenance of institutional and programmatic accreditations. This included helping institutions develop and enhance continuous quality improvement efforts by providing strategic leadership, training on accreditation, and guidance on academic policies and processes. In particular, Kimberlee supported institutions with U.S. regional and programmatic/specialized accreditation (including but not limited to ACOTE, CAA, CCNE, CAPTE, and NAAB).

ASAE Gold Award for Leadership Academy
ASHA’s newly launched Leadership Academy won an ASAE "Gold Circle Award" (GCA) for 2018 in the category of New Product/Service Launch Campaign. Gold Circle Awards recognize extraordinary association programs in the marketing, membership, and communications fields. The New Product/Service Launch Campaign category recognizes an outstanding new product/service launch campaign.

ASHA Wins the NBASLH William T. Simpkins, Jr. Service Award
ASHA received the 2018 National Black Association for Speech-Language and Hearing (NBASLH) William T. Simpkins, Jr. Service Award on April 13, 2018, during the Awards Dinner at the 2018 NBASLH Convention. NBASLH describes the award as designed to recognize an organization or an individual who has distinguished itself or himself/herself through service to NBASLH. The recipient of the award exemplifies the mission and goals of the organization through notable contributions, and it is an honor of distinction for the recipient (i.e., individual, team, agency, corporation, or academic institution).
2018 ASHA Staff Service Awards
The following ASHA, ASHFoundation, and NSSLHA staff were recognized at the annual Staff Service Awards on Thursday, April 5, for their years of dedicated service to the professions and the Association:

30 years: Mary Brenner, Ellen Fagan, Pam Leppin
25 years: Eileen Lewis
20 years: Doug Plesh, Carmen Santana, Floyd Roye, Tracy Schooling, Tule Choy
15 years: Renee Tross, Peggy Savage, Kat Weixel, Gerald Lewis, Sue Flesher, Neela Swanson, Loretta Nunez, Natalie Wilson
10 years: Laura Olson, Jie Qiu, Tammy Berger, Ben Sledge, Karen Wilson, Kevin Brooks, Mona Heath, Larry Liu, Deena Thompson, Jillian Henderson, Jaumeiko Coleman, Jodi York, Susan Burger, Jeremi Jones, Avneet Matta
5 years: Tim Nanof, Monica Sampson, Sara Mischo, Michele Moy, Francine Pierson, Adena Dacy, Ian Needham, Victoria Davis, Justin Goldstein, Mike Skiados, Kathi Zimmerman, Gwen Fortune-Blakely, Rhoni Rakos, Sharon Barton, Heather Lewis, Cheryl Manley

Certification Administration
Through mid-May, certification applications are tracking about 1% higher than at this time the previous year. This was expected as more programs gain CAA-accreditation. The 2020 certification standards changes will go into effect January 1, 2020. As a result, it is expected that there will be an increase in applications in 2019. Applicants will likely take advantage of applying prior to initiation of the new standards.

ASHA has been working on an online certification and reinstatement application for the past year and this is expected to go live in August/September 2018. By going online, it is expected that the amount of manual data entry required by the certification staff will be reduced, which should reduce application-processing times.

STRATEGIC PATHWAY UPDATE
Chief Staff Officer (CSO) for Multicultural Affairs Vicki Deal-Williams was joined by Director of the Office of Business Excellence Rozsa M. Felix to present an update on the latest accomplishments related to ASHA’s Strategic Pathway to Excellence. The update had four segments, the first of which was a review of the process for developing annual key performance indicators (KPIs). Establishing KPIs helps us monitor results and drive specific behaviors that lead to the outcomes we desire. One to three KPIs were identified for each strategic objective. All the 2018 key initiatives and KPIs were discussed and the KPI Dashboard, a tool to monitor the performance and track the status of each KPI, was introduced. The KPIs and their status from each strategic objective owner will be provided quarterly.

The second segment of the update included a review of the performance measures (PMs) for all strategic objectives. Strategic objective owners have identified performance measures (PM) for their strategic objectives and annual status reports on these PMs are provided to the Board of Directors. All objective owners have reviewed their PMs and evaluated their relevancy. Proposed changes will be submitted to the Board of Directors for approval later in 2018.
An overview of a collaborative approach involving Strategic Objectives 2, 3, 4, and 8 was the third segment of the update. These strategic objectives include plans for faculty development related to IPE and collaborative practice, teaching CSD science courses, supervision, telepractice, using support professionals, practicing at the top of the license, and increasing cultural literacy. The objective owners are combining their knowledge, insights, and ideas and will work with key stakeholders to provide faculty with information, tools, and resources to facilitate curriculum development and teaching in these content areas. The intent is to supplement what faculty are currently doing to facilitate the transformation of the practice of the professions and to assure a comprehensive and coordinated initiative.

In the fourth and final segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 5, 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.

FINANCIAL REVIEW
Vice President for Finance Mel Cohen presented the first quarter financial report through March 2018. Total revenue is $15,276,759 and total expenses are $12,940,143, with net revenue (revenue minus expense) of $2,336,616. This is slightly higher than the 2017 net revenue by $524,000, and on target for ASHA’s 2018 operating budget.

Cohen also provided an Audit Committee report. ASHA received an unmodified opinion, which is the best audit opinion an association can receive. A motion was made and unanimously passed to acknowledge and accept the 2017 Annual Audit Report.

UPDATE ON THE BRANDING REFRESH INITIATIVE
Chief Staff Officer for Communications Lisa Cole and Director, Creative Media Martine Stein presented an update to the Board on the Branding Refresh Initiative, including slides that depicted the refreshed brand architecture, color palette, and icons for ASHA sub-brands, a review of the methodology used to build the architecture, member research conducted, and the implementation schedule going forward.

AD HOC COMMITTEE FOR HEALTH REFORM AND ALTERNATIVE PAYMENT METHODS REPORT RECOMMENDATIONS
Member of the Ad Hoc Committee for Health Reform and Alternative Payment Models Paul Rao and Director, Health Care Policy, Health Care Reform Daneen Sekoni provided an overview of the changing reimbursement landscape in health care from volume to a value-driven system that focuses on improved quality, patient outcomes, and cost-effectiveness. In response to the movement to value-based care, they discussed the high priority action items recommended by the Ad Hoc Committee that could be used as a guide for ASHA staff for the implementation of alternative payment models and value-based care.

UPDATE ON CYBERSECURITY
Network Services Manager Eileen Lewis presented an overview of ASHA’s Information Security Program to help Board Members understand the risks ASHA faces and the steps ASHA
takes to protect our assets and prevent cyber-attacks. This covered the impact a cyber-attack might have as well as how ASHA prevents and protects against threats on a recurring basis.

COMMITTEE ON COMMITTEES APPOINTMENTS
President-Elect Shari Robertson and Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams reviewed with BOD members their commitment to increase diversity in the Committee on Committees nomination and appointment process prior to the initiation of the 2018 appointment process. The BOD’s agreements and data related to dimensions of diversity including profession, age, years of affiliation with the association, gender, race/ethnicity, setting, position/role, and participation in ASHA’s Minority Student Leadership Program and/or Leadership Development Program were summarized. The BOD members considered this information as they reviewed the proposed nominees and made appointments with terms to start in 2019 for 20 of the Association’s committees, boards, and councils. Once finalized, these appointments will be approved by the BOD and members selected for these positions will be notified.

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 Audiology Advisory Council Chair Charles Bishop, Chief Staff Officer for Audiology Neil DiSarno, Vice President for Science and Research Nadine Martin, and Chief Staff Officer for Speech-Language Pathology Lemmie McNeilly.

The two subsections below summarize the discussions of these two subcommittees.

Audiology Subcommittee

- **Audiology Survey Results**
  Discussion occurred regarding the results of the survey distributed by ASHA, the Academy of Doctors of Audiology, the American Academy of Audiology, and the Educational Audiology Association to their members. The survey results revealed that more than 85% of the more than 2,000 respondents indicated they would prefer to have audiology associations working collaboratively rather than competitively. Those participating associations will also be contacted regarding an opportunity to participate in an endeavor designed to have associations representing audiologists work to better align the vision and mission of the profession of audiology.

- **Audiology Advisory Council Survey Results**
  The post–Audiology Advisory Council (AAC) meeting survey results were reviewed. Thirty-three council members responded to the survey, which is a 67% response rate. Generally, there was a positive response to the meeting content, schedule of events, and overall experience by the council members. Results of the evaluation from the AAC meeting will be used to plan the 2019 meeting.

- **Update on the Scope of Practice Ad Hoc Committee**
The status of the Ad Hoc Committee on the Audiology Scope of Practice was discussed. A draft of the scope was sent to the general membership for review with a response of approximately 60 comments. Committee members carefully reviewed the comments and revised the scope of practice document based on that input. Following additional internal committee review and editing, the document was forwarded for appropriate formatting in preparation to present to the Board of Directors for final review and vote for acceptance.

- **Audiology Practice Standards Organization (APSO)**
  The three ASHA Board of Directors audiologists who attended the American Academy of Audiology Convention also attended a session presented by APSO where information was presented regarding the organization’s development of audiology practice standards.

**Speech-Language Pathology Subcommittee**

Vice President for Science and Research Nadine Martin facilitated the meeting and Vice President for Finance Mel Cohen served as the recorder. The SLP members of the BOD shared information regarding committees, boards, and councils with which they liaise and topics related to speech-language pathology.

- Results of the evaluation from the Speech-Language Pathology Advisory Council meeting will be used to plan the 2019 meeting.

- The elections for the Speech-Language Pathology Advisory Council chair and vice chair position will be held this summer.

- The Academic Affairs Board will have a symposium on the teaching of science in collaboration with the Massachusetts Speech-Language Hearing Association on Wednesday afternoon before Convention. It is also surveying academic programs regarding challenges and successes teaching IPP.

- Peer review is currently underway for proposed position statements on facilitated communication and the rapid prompting method; the committee will consider feedback and the BOD will receive the position statements for approval.

- SIG 3 will submit a proposal for a name change to reflect current clinical practice patterns.

- The GRPP Board members communicated with ASHA committee, board, and council chairs for input to the 2019 Public Policy Agenda

- The NSSLHA Executive Council continues to address topics that enhance students’ interest in joining NSSLHA and are considering more topics for the blog.

- Vice President for Science and Research Nadine Martin provided an update on the CRISP Committee.
TRENDS AND ISSUES FROM ASHA COMMITTEES, BOARDS, COUNCILS, AND RELATED ENTITIES

NSSLHA Update
The National Advisor for the National Student Speech Language Hearing Association (NSSLHA) Sonja Pruitt-Lord provided a governance update, recapped the NSSLHA Chapter Honors program, reported on NSSLHA’s 2018 membership, and reviewed the 2017 financials.

- Update on Governance Structure: Each year seven positions on the NSSLHA Executive and Regional Councils open, and this year, NSSLHA had a 65% increase in the number of applications for these positions. The annual elections for the Executive and Regional Councils will run from June 6 through June 19, and seven new leaders will begin onboarding as of July 1.
- Overview of 2018 NSSLHA Chapter Honors: Each year, chapters work toward earning NSSLHA Chapter Honors. To earn these awards, chapter members are encouraged to engage in legislative advocacy, increase awareness of communication disorders, and support the NSSLHA scholarship fund through the ASHFoundation. This year 58 chapters earned Chapter Honors—an increase of 28% over last year.
- Summary of 2018 NSSLHA Membership: Current membership counts are down compared to this time last year. With 3 months remaining in the 2018 membership year, the National Office will continue to promote the NSSLHA to ASHA Conversion Discount to eligible students.

2nd Quarter 2018 InTouch Report
Chief Staff Officer for Communications Lisa Cole reviewed the InTouch member queries for the second quarter, highlighting topic trends.

Ad Hoc Committee on Governance Review Update
The Ad Hoc Committee on Governance Review met at the ASHA office on May 21–22 to begin the process of conducting a review and evaluation of aspects of ASHA’s governance structure and processes to determine if they meet the Association’s current governance needs. Paul Meyer, a consultant with Tecker International, LLC, facilitated the discussion of identifying areas for review as per the charge of the committee. Elements to be included in the scope of the project were reviewed with the BOD. Interviews with stakeholders and data collection in these areas were identified as next steps.

ADVISORY COUNCILS: TOPICS AND ISSUES FOR INPUT
Audiology Council Chair Charles Bishop and Speech-Language Pathology Council Chair Melanie Hudson asked the BOD about topics or issues they would like feedback on from the Advisory Councils.
Discussion included whether there could be tracking of Advisory Council comments on peer-reviewed documents. It was noted that Advisory Council members, as part of their charge, submit comments directly into the peer review technology platform.

ASHA’S IALP ORGANIZATIONAL MEMBERSHIP
The International Association of Logopedics and Phoniatrics (IALP) recently notified members of a substantial increase to annual dues because of a relationship with their journal publisher, Karger Publishers. ASHA is a member of this organization and Chief Executive Officer Arlene Pietranton discussed this significant increase with the BOD, seeking their input and guidance on how to respond to the letter. The BOD expressed concern regarding the magnitude of the increase and requested more information on the reasons for this increase.

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 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 higher education. The Board discussed the effect that changes in higher education might have on the Association and ASHA members, and considered the need for any adjustments to strategies and plans to account for these changes.

The meeting was adjourned at 4:40 p.m.