

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met virtually on June 5 and 6, 2020. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Theresa Rodgers convened the BOD meeting at 10:30 a.m. ET/9:30 a.m. CT/8:30 a.m. MT/7:30 a.m. PT on June 5, 2020, and welcomed the Board members. She acknowledged the effect COVID-19 has had on so many, both professionally and personally, including the effects of the public health emergency within various work settings, the challenges faced in delivering services and teaching classes, and the risk our members experience in ensuring that vital services are provided to patients. She also acknowledged the opportunity it has presented, such as in the case of certain advocacy efforts by ASHA, and noted continuing need to proactively examine how COVID-19 will affect the Association, members, and the consumers of members' services.

She also noted how deeply grieved she has been over the events of the past 2 weeks, particularly the murder of George Floyd and the racism that is so pervasive in our communities. She expressed gratitude that thousands of ASHA members provided direct feedback to the BOD for ASHA to act to end racist and inequitable practices in our discipline, and the collective commitment on the part of the BOD to do so. She also reaffirmed further enhancing ASHA's commitment and actions related to diversity and inclusion. She expressed hope that all ASHA members will take time to be introspective, to be courageous, and do their part to ensure that ASHA unequivocally 'walks the talk.'

CEO UPDATE REPORT

In addition to providing the written summary with the pre-meeting materials, Chief Executive Officer Arlene Pietranton shared the following with the BOD:

CONNECT 2020

- [The ASHA Connect Conferences](#) (ASHA Schools Connect, ASHA Health Care Connect, & ASHA Private Practice Connect) will be conducted virtually, July 8–20, 2020.
- There will be more than 50 recorded presentations and 20 live chats covering topics across schools, health care, and private practice settings.
- Chris Ulmer, a disability rights advocate and founder of Special Books by Special Kids, will deliver the opening keynote on the Power of Acceptance and Positivity, and ASHA President-Elect Lynn Williams will deliver the closing keynote on Thriving Amid Change and Uncertainty. The event will also include daily announcements, discussions areas, a resource center for handouts, space for attendees to engage with staff, and a virtual exhibit hall.

Future of Learning (FoL)

Due to the impact of COVID-19–related priorities among many of the volunteer and staff leaders involved in this initiative, work was paused in mid-March but has now resumed, albeit at a slower pace than originally planned for 2020. Draft “Desired Characteristics of ASHA’s Learning Culture and Ecosystem” based on discussions that took place at the December 2019 FoL event have been developed and circulated for review by the volunteer and staff leaders who

attended that event. Conversations have resumed with several highly experienced and knowledgeable consultants to explore their interest, availability, and potential fit to further guide and inform the development of an ASHA roadmap to evolve, enhance, and transform the ASHA learning ecosystem.

Joint International Conference With South Africa

ASHA is partnering with the South African Speech-Language-Hearing Association (SASLHA) in 2020. Due to the pandemic, the planned face-to-face meeting has been cancelled and will instead be a virtual event November 13–14, 2020. Some of the sessions that ASHA members will provide will be pre-recorded; some will be live.

Special Opportunities Funded 2020 Activities

As part of efforts to reduce 2020 expenses due to the impact of COVID-19 on ASHA’s 2020 revenue streams, numerous adjustments have been made to some of the activities that were planned to be funded from the Special Opportunities Fund in 2020. The following is updated information regarding the status of the use of those funds.

- **SO #1 NOMS lounge at Convention**

NOMS was planning a lounge to publicize and recruit for the new version of the SLP NOMS registry (set for a “soft” launch this October) and the first-ever Audiology NOMS registry (set for a soft launch in February 2021). These registries are the cornerstones of ASHA’s initiative in support of Strategic Pathway Objective 1. *The approved funding of \$7,460 will not be spent if the 2020 ASHA Convention does not take place as an in-person event.*

- **SO #2 communication and marketing, and stipends**

1. **Marketing/communication plan for SO #2: Advance Interprofessional Education and Collaborative Practice (IPE/IPP)**

The approved budget of \$160,000 has been *reduced to “up to \$60,000” (for an expense reduction of \$100,000)*. The scaled back work effort in 2020 can be done in-house as a collaborative effort between the SO #2 Team and staff in Marketing, Creative Media, and Digital Communications. Priority work/deliverables for 2020 will include the following:

- Develop an IPE/IPP visual brand.
- Enhance the IPE/IPP web presence.
- Create promotional assets that drive interest and application within IPP.
- Develop resources for influencing setting-specific stakeholders, including administrators.
- Expand learning opportunities that focus on how to implement IPP.
- Disseminate available evidence on how IPE/IPP improves outcomes.

2. **ASHA Professional Development (APD) course programming for SO #2: IPE/IPP**

Special opportunities funds in the amount of up to \$15,000 were approved for IPE/IPP-related professional development offerings. The funds will be used as planned to support IPE/IPP programming at the ASHA Connect 2020 conferences (e.g., presentation recording production costs, invited speaker compensation). Several ASHA Connect 2020 sessions will address aspects of interprofessional collaborative practice.

3. ASHA stipend programs for SO #2: IPE/IPP–IPEC Institutes

Special opportunities funds in the amount of up to \$15,000 were approved for ASHA’s Stipend Program for IPEC Institutes. The 2020 faculty development IPEC Institutes scheduled for May (introductory level) and October (advanced level) have been cancelled. Currently, IPEC is planning to hold an in-person or remote institute the first week of December (introductory level). Use of the stipend funding in 2020 is dependent upon the December institute being held and ASHA members registering to attend either an in-person or remote event. *If that does not happen, these funds (\$15,000) will not be spent.*

4. ASHA stipend programs for SO #2: IPE/IPP–ASHA Convention Non-CSD Travel Stipend

Special opportunities funds in the amount of up to \$25,000 were approved for use in 2020 for the ASHA Convention Non-CSD Travel Stipend program. This program supports professionals who are not in CSD to travel to the ASHA Convention to present with audiologists and speech-language pathologists as part of IPP teams. *Use of the funds in 2020 is dependent upon the ASHA Convention being held as an in-person event.*

5. Staff travel to include an audiology presence at RPO meetings for SO #2: IPE/IPP

Special opportunities funds in the amount of \$6,610 were approved for use in 2020 for audiology staff travel to related professional organization (RPO) meetings where participation would promote audiologists' role on IPE/IPP teams. Audiology staff participated in the American Physical Therapy Association (APTA) Combined Sections Meeting in February 2020. However, subsequent planned conferences were cancelled and travel restricted due to COVID-19, resulting in an *expense reduction of at least \$4,000.*

- **SO #3 CSD Science Teaching Symposium; podcast interview**

Special opportunities funds in the amount of up to \$34,805 were approved for the ASHA Sponsored Teaching Symposium on Foundational CSD Science Courses. The Symposium, “Innovations in Teaching and Learning: Speech, Language, and Hearing Sciences,” supports SO #3 by enhancing teaching and learning for CSD foundational sciences such as hearing science, speech science, language science, anatomy and physiology, or neuroscience. The Symposium was scheduled to occur at the ASHA National Office May 21–22, 2020, but has been postponed until 2021 due to COVID-19 and travel restrictions; *these funds (\$34,805) will not be spent in 2020.*

- **SO #4 assistant certification programs**

In November 2017, the ASHA BOD passed a resolution approving a 3-year plan to develop certification programs for audiology assistants and SLP assistants. The assistant certification programs remain on track to begin accepting applications in the fourth quarter of 2020, with the first ASHA-certified assistant certifications being awarded shortly thereafter. The latest information is available at www.ashaassistants.org or by emailing assistants@asha.org. The following key steps have been completed or remain on track to be completed:

- The passing point studies for each exam took place in March.
- The audiology assistant and SLPA certification standards were approved in April and are on the assistants website and www.asha.org/certification.

- The passing scores on the examination were approved by the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) in May and will be posted to the website in June.
- Certification handbooks and the online education modules will be available in the third quarter of 2020.

In 2018 and 2019, spending from the Special Opportunities Fund was \$30,000 under budget (approved budget was \$235,000; actual spending was \$205,000). For 2020, Special Opportunities Fund spending is expected to be on budget (\$65,000) as the 2020 tasks are/were fixed-fee activities.

- **SO #5 Private Payer Summit; update of coding and reimbursement modules; meeting of MAG on Alternative Payment Models; Student Hill Day; Interstate Compact**
 1. **Private Payer Summit:** The annual ASHA Private Payer Summit has been postponed until September 2021. ASHA will continue to strategically leverage critical relationships built with payers through past summits on topics related to the value of audiology and speech-language pathology services, including services delivered via telepractice.
 2. **Coding and reimbursement modules:** ASHA’s training modules on coding and reimbursement topics are outdated and in need of updating. ASHA staff have identified a process to update these modules in 2020 using in-house resources.
 3. **Member advisory group (MAG) on alternative payment models:** The MAG held a virtual meeting in April to continue its work on developing member education resources and guidance with respect to successful participation in alternative payment models and emerging health care delivery systems. If resources allow, the MAG will seek funds for a face-to-face meeting in 2021.
 4. **Student Hill Day:** The annual Student Hill Day will take place virtually in the fall of 2020. The Federal and Political Affairs Team will work with students and graduate programs to schedule virtual meetings with Congressional lawmakers and staff.

Aggregate expense reduction from Items 1–4 above: \$87,238.00

5. **Interstate Compact:** The first legislative year for the Audiology & Speech-Language Pathology Interstate Compact (ASLP-IC) has been a success. Eleven states introduced bills to adopt the compact and four states enacted the legislation: Oklahoma, Utah, West Virginia, and Wyoming. The COVID-19 pandemic resulted in seven state legislatures recessing and adjourning early after focusing on COVID-19–related emergency legislation. It is likely that more states would have passed the bill in 2020 had they remained in session. The current circumstances may extend the time needed for at least 10 states to pass the bill in order for the compact to become operational. Bills will be reintroduced in those seven states and in additional states in 2021; we remain optimistic for an operational compact within the next few years.

- **SO #6 marketing and dissemination of targeted career materials to high schools with a STEM focus and diversity of over 75%; paid search to promote the recruitment microsite**

The goal of the SO #6 diversity campaign is to build awareness of the career paths of audiology, speech-language pathology, and CSD sciences while students are in their prime career path decision-making phase. Our target audience includes 15–18-year-olds who are part of underrepresented communities.

The SO #6 diversity awareness campaign for male 15–18-year-olds began on Facebook and Instagram on April 29. ASHA has spent less than \$250 so far and has been able to get the message in front of 261,000+ unique male users in our target demographic. These users may be unfamiliar with this career path and now have had their first touchpoint of exposure. There are two video ads currently running that are each 16 seconds long. Out of the 261,000+ unique male users, 1,530 users watched the ad all the way through. These 100% watch rates are very cost-efficient—around \$0.13 per view. These users can be remarketed to introduce them to the next step in the funnel. Our paid advertising goal for this stage is to continue to spread this message to new users and encourage link clicks. The next steps for this project include continuing to market and remarket to males and evolve the recruitment site with customized messaging for the five additional racial–ethnic audiences, and to build video and social assets to appeal to these distinct audiences. *Expense reduction to date is \$140,000+.*

- **SO #8 AFDI2020; language training; tools and resources to increase awareness and compel empathy and direct members to resources**
 1. **AFDI 2020:** The 2019 ASHA Faculty Development Institute (AFDI) was a highly successful event. Faculty from approximately 60 CSD academic programs participated in training to compel curricular changes for preparing students in four areas related to the Strategic Pathway: Interprofessional and Collaborative Practice (SO #2), Evidence-Based Practice (SO #3), Enhancing Service Delivery and Practicing at the Top of the License (SO #4), and Cultural Competence (SO #8). Plans were under way to replicate the Institute in October 2020 and expand the number of academic programs with plans for curricular enhancements, but AFDI 2020 was cancelled due to the impact of the COVID-19 pandemic on colleges/universities and restrictions on in-person gatherings, for *an expense reduction of \$65,000*. Funds will be requested to hold the Institute in 2021.
 2. **Second language proficiency through online language training:** Funds in the amount of \$15,000 were requested to include an additional cohort of 150 ASHA members in the pilot initiative to increase second language proficiency. ASHA has partnered with Mango Languages to offer access to a language learning platform with enrichment tools for increasing proficiency in over 70 languages. The tool promotes functional language learning (with listening and reading practice) and offers self-paced online and mobile lessons.
 3. **Cultural Competence Engagement Experience:** Expenditure of \$20,000 supported updates to resources on ASHA’s website and promotion of the That’s Unheard Of (TUO) campaign assets that compel users to engage. Strategic dissemination of new and updated content occurred via e-newsletters, organic social posts, paid social ads, and direct email

messaging. The website went live on February 27, 2020; however, campaign efforts were truncated to focus on addressing COVID-19–related needs. As of April 27, 2020, analytics from TUO showed that there were more than 16,000 unique page views from across the globe, with at least nine colleges/universities referring to campaign materials in online courses. For the self-assessment and quizlette, there were 600 and 500 international participants, respectively.

On March 3, 2020, three primary communication efforts were initiated to funnel users to select pages on the TUO site with direct links to ASHA’s website. During the 2-week marketing blitz, there was an overall 10% increase in views on the ASHA multicultural web page resources, compared to 2019 data. For those ASHA web pages that were directly linked from TUO pages in that targeted messaging, there was a 66%–100% traffic increase. Traffic on comparable multicultural web pages not linked from TUO remained static, or experienced a slight decrease compared to 2019 data. Four days of a paid social ad campaign in late March resulted in 400 visits; a decision was made to cease communications in light of the rapidly changing COVID-19 conditions. The positive preliminary data will be used to determine promotion targets once the campaign is resumed.

- **Value of the CCCs**

Due to COVID-19, the Value of the CCCs campaign (www.ashacertified.org) activities were suspended in March 2020. Starting in June, campaign outreach will resume at reduced levels of activity and spending.

Online member engagement opportunities will also be available. New ASHA-certified member profiles will be posted on the Story Wall of the campaign site and disseminated to external audience members via social media. Also, the campaign member toolkit will be refreshed and promoted to members. Both the ASHA-certified member profiles and the toolkit will reflect the COVID-19 environment. *Overall expense reduction of \$600,000+*

- **Clinical Specialty Certification Grant Program**

ASHA’s 7-year Specialty Certification Grant program was approved in 2014 and ends in 2021. The grant program continues to assist petition groups with funding to offset the costs of establishing new specialty certification boards. Petitioning groups formed by ASHA-certified audiologists or speech-language pathologists who are interested in creating an external specialty certification credential can petition to have their credential recognized by ASHA through approval of their application by the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) and its Committee on Clinical Specialty Certification (CCSC).

Grant requests are reviewed by an ad hoc committee of the CFCC, and grant funding is awarded to a petitioning group or newly established specialty certification board based on their meeting the current eligibility criteria and fulfilling the application requirements.

AOTA-APTA-ASHA Executive Staff Meeting

The 4th annual AOTA-APTA-ASHA Executive Staff meeting was hosted by ASHA and conducted virtually on April 30, 2020. Given the acute and continuing impact of the pandemic, the focus of this meeting was on sharing information regarding each organization's response to COVID-19 in terms of operations and member needs; the impact of COVID-19 on each organization's 2020 programs and budgets; and potential longer term impact of COVID-19 on each of our professions and organizations. Strong appreciation was expressed for our collaborative COVID-19-related advocacy efforts and the need to continue to work together on sustaining the emergency easements related to telepractice. Participants also identified a representative from each organization to share information related to our respective national office "re-opening" plans.

2020 ASHA Staff Service Awards

The following ASHA, ASHFoundation, and NSSLHA staff are recognized for their years of dedicated service to the professions and the Association:

- 35 years:** Lester Hyman
- 30 years:** Mike Duncan, Janet McNichol, Sue Riojas
- 25 years:** Catherine Clarke, Swee Khaw
- 20 years:** Tobi Frymark, Jennifer Harper, Michelle Mannebach
- 15 years:** Joe Cerquone, Evelyn Dompenciel, Karen Graham-Cannon, Rebecca Bachman Smith
- 10 years:** Susan Adams, Laurie Alban-Havens, Liz Ehrstein, Zee Gebrelibanos, Jeff Harris, Ellen Shortill
- 5 years:** Haley Carrier, Lisa Cole, Emma Crutchfield, Gretchen Ehret, Stacey Glasgow, Catharine Gray, Derek Holt, Erik Lazdins, Samantha Moore, Katie O'Connor, Jennifer Phelan, Alexis Redmond, Meghan Ryan, Deb Scotting, Farzaneh Seifi, Robbie Tully, Mary Pat Twomey, Susan Victor

Certification Administration

Through the first 4 months of 2020, the number of applications is down from 2019 as expected due to the surge of applications prior to the 2020 standards changes.

Annual retention of certificate holders remains between 97% and 98%.

Certification Administration Unit

As of April 30, 2020, ASHA Certification had received 327 applications in speech-language pathology and 53 in audiology. To date in 2020, 285 individuals had been reinstated, and 2,577 individuals had been granted certification—2,461 in speech-language pathology and 116 in audiology.

UPDATE TO ASHA'S RESPONSE TO COVID-19

ASHA's priority is the safety and well-being of members, volunteers, and staff. The organization continues to respond to the challenges presented by COVID-19 both to the professions and operations at the National Office. ASHA monitors evolving guidelines from entities such as the CDC and the WHO, as well as the National Office's home state of Maryland. The Association

has been operating on an all-remote basis since mid-March and will take a phased-in approach to reopening the office as Maryland guidelines allow. An ASHA travel ban for volunteers and staff continues until at least September 30, 2020.

Members in all settings have experienced extreme disruption in their professional lives. Surveys have been conducted, and resources and information (existing and new) are being provided to members. In addition to providing a dedicated website to highlight information such as telepractice resources, public policy updates, and setting-specific resources, all members were enrolled for free to the ASHA Learning Pass (ALP) through June 30, 2020. To date, 120,000 CE offerings have been completed in 2020 as compared to 40,000 in total in 2019. Additionally, ASHA has been hosting town halls and webchats and will continue to do so.

Providing this resource to members has had revenue implications for ASHA but the Association is examining its 2020 budget to reduce expenses in light of expected significant revenue implications.

As previously noted, the decision was made to move ASHA Schools Connect, Health Care Connect, and Private Practice Connect to online from July 8 to 20 for on-demand recorded sessions, live chats with invited speakers, and open discussion boards, as well as a virtual exhibit hall. We continue to very actively monitor and evaluate Convention options and hope to make a “go/no go” decision by the end of this month.

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 three segments, with the first focused on the review of the Q1 2020 status of the strategic objectives’ annual key performance indicators (KPIs), the short-term performance metrics that track, monitor, and assess the success of initiatives for the year. Up to three KPIs have been identified for 2020 for each strategic objective; their status at the end of Q1 2020 was reported to the Board, along with changes to the KPIs due to the COVID-19 pandemic.

The second segment of the update included a review of the status of transformational initiatives for Tier 1 Strategic Objectives 1, 2, 3, and 4. The transformational initiatives are documented as “Path to Transformation Plans” and the timelines are visualized by creating a Gantt chart to illustrate when and how the strategic initiatives will be achieved. The Path to Transformation framework 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. While most face-to-face initiatives have been delayed or modified to virtual formats during the COVID-19 pandemic, the strategic objectives continue to make progress as expected toward desired outcomes.

In the third segment of the update, major accomplishments were reported for the strategic objectives. This segment also included information regarding specific changes because of the COVID-19 pandemic (such as cancelled and/or postponed activities). Additional 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.

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 Association's desired outcomes, along with ongoing evaluations to determine the extent to which any course corrections are needed to ensure the transformational outcomes are achieved.

Vice President for Planning Craig Coleman, Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams, and Director of the Office of Business Excellence (OBE) Rozsa Felix facilitated the Strategic Pathway Refresh activities.

The focus for the June BOD meeting was on Strategic Objectives 1, 2, and 3. Prior to the meeting, BOD members reviewed feedback collected from the Audiology and Speech-Language Pathology Advisory Councils and SIG Coordinating Committees on strategic objective initiatives and participated in a series of information sessions with those strategic objective owners to discuss general themes and concerns from the stakeholder feedback. Progress on each of the three strategic objectives was rated as on track or in need of adjustments. BOD members determined any needed changes to performance measures or outcomes, or recommendations for adjusting resources for each of the three strategic objectives.

BOD INTOUCH REPORT

Chief Staff Officer for Communications Lisa Cole presented the InTouch report to the Board for review and discussion.

ADDRESSING SYSTEMIC RACISM

Following a record amount of feedback from members calling for ASHA to demonstrate a commitment to directly address systemic racism, Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams facilitated a discussion with the BOD. The BOD spent some time initially reviewing examples of member experiences and stories, which reinforced the need to solicit more of these experiences to ensure priorities are accurately identified. ASHA will begin by soliciting member stories and experiences on a wider scale. Following that discussion, time was spent generating ideas on how to move the Association forward, and on potential partners and stakeholders. President-elect Lynn Williams informed BOD members that the BOD's already scheduled October retreat topic will focus on unconscious bias. Additionally, the BOD will use their scheduled June conference call to map out details of initial actions and determine needed resources.

COMMITTEE ON COMMITTEES APPOINTMENTS

For several years, 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 individuals from underrepresented racial/ethnic backgrounds. President-Elect Lynn Williams 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. 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, Leadership Development Program, and/or NSSLHA Council were summarized. The BOD members considered this information as they reviewed the proposed nominees and made appointments with terms to start in 2021 for 19 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. The resulting changes in the overall demographic composition of ASHA's Committees, Boards, and Councils will be reviewed at the October 2020 BOD meeting.

BOD 9-2020 (AMEND ASHA BYLAWS-HYBRID ELECTION)

ASHA Past President Shari Robertson and Director, Association Governance Operations Andrea Falzarano provided an overview of BOD 9-2020 to transition to a hybrid election for the Board of Directors. The resolution was submitted for BOD consideration in early May 2020. At the same time, a 1-month comment period was opened to allow ASHA members to submit feedback regarding this resolution via a BOD InTouch Form.

In 2018, ASHA engaged in a broad review of its governance structure. One of the recommendations resulting from this review was to transition to a hybrid election for the BOD in order to help ensure diversity of representation on the BOD as well as the continued positioning of well-qualified and experienced individuals in these critical leadership positions.

This resolution would create a hybrid election in which the office of the president-elect and all vice president positions are uncontested elections consisting of a sole candidate with members voting on the slate, and two BOD member-at-large positions (one for audiology and one for speech-language pathology) are contested elections with up to three candidates on the slate per position, with members electing one candidate per office. ASHA members would continue to have the opportunity to nominate candidates for all BOD positions.

The resolution also expands ASHA's Committee on Nominations and Elections (CNE) to nine members to allow for more diversity on the CNE. The immediate past president will continue to serve as CNE chair and BOD liaison. The resolution adds ASHA's president-elect as a voting member of the committee. This will provide an opportunity for the president-elect to understand how the CNE functions and their role as chair in the slating process for open BOD positions prior to their term as chair of the CNE.

The BOD also reviewed the process for this bylaws change. Per [ASHA's bylaws](#), the BOD has the responsibility to make changes to the bylaws except for any amendments involving Section 3.3, Rights Reserved to Members. Since these bylaws' changes do not amend Section 3.3, it is the responsibility of the BOD to vote for or against these proposed changes.

Following discussion, which included a review of comments from InTouch forms, the BOD approved the resolution to transition to a hybrid election. The bylaws amendments will go into effect on January 1, 2021.

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

FINANCIAL REVIEW

Vice President for Finance Mel Cohen presented the first quarter financial report. Total revenue through March 2020 was \$16,157,278 and total expenses were \$13,376,479, with net revenue (revenue minus expense) of \$2,780,799. This is slightly higher than the 2019 net revenue by \$225,000. It was also reported that the full impact of the COVID-19 pandemic continues to evolve as of the date of this report. As such, uncertainty remains as to the full magnitude of the pandemic's impact on ASHA's financial condition. Management is actively monitoring the impact of the situation on ASHA operations, and will provide a more detailed report to the Financial Planning Board and Board of Directors.

AD HOC COMMITTEE ON GRADUATE EDUCATION FOR SPEECH-LANGUAGE PATHOLOGISTS REPORT RECOMMENDATIONS

President-Elect Lynn Williams and Chair of the Ad Hoc Committee on Graduate Education for SLPs, provided an overview of the committee's report at <https://www.asha.org/uploadedFiles/AHC-Graduate-Education-for-SLPs-Final-Report.pdf>. The committee was formed in May of 2018 and was charged with gathering data and synthesizing information to address the following questions:

1. What are the rationale and data indicating whether optional, post-entry-level clinical doctoral programs in speech-language pathology in the United States should be accredited?
2. What are the rationale and data indicating what is needed to adequately prepare future speech-language pathologists (SLPs) to enter the profession?
3. What input do ASHA members and other key stakeholders have regarding (a) which aspects of the current model of entry-level education for speech-language pathology in the United States are serving the profession and the public adequately now, and in the near future, and (b) which aspects are not?

The Board discussed the Committee's report and the three recommendations made, which are:

Recommendation #1 – The Committee recommends that the ASHA Board of Directors request that the CAA undertake deliberation of accrediting optional, post-entry-level clinical doctoral programs in speech-language pathology (see rationale in Section IV).

Recommendation #2 – The Committee recommends that the ASHA Board of Directors appoint a planning committee charged with advising the ASHA BOD about how the questions posed in Recommendation #3 should continue to be addressed. The Committee recommends that these efforts continue to focus on how the future of learning and work could impact the education of entry-level SLPs in the future.

Recommendation #3 – The Committee recommends that work continue with a larger number of stakeholders, including representatives from the CFCC, CAA, the National Student Speech-Language-Hearing Association (NSSLHA), and CAPCSD to further address the following questions:

- What is needed to adequately prepare future SLPs to enter the profession?
- What competencies are needed to enter speech-language pathology practice, and how should they be acquired and evaluated?

- Which aspects of the current model of entry-level education for speech-language pathology in the United States are serving the profession and the public adequately now, and in the near future, and which aspects are not?
- Are there changes to the current model of entry-level education that would likely help to address challenges, gaps or unmet needs that have been identified?

Resolutions will be drafted and submitted to the Board to advance these recommendations.

TRENDS AND ISSUES FROM ASHA COMMITTEES AND BOARDS AND RELATED ENTITIES

NSSLHA Update

Kia N. Johnson, the National Advisor for the National Student Speech Language Hearing Association (NSSLHA), shared recent updates related to NSSLHA's COVID-19 response and governance update.

Update on NSSLHA's COVID-19 Response: To address the immediate needs of students—particularly graduate student clinicians and clinical fellows, NSSLHA developed a number of student-specific resources, including a [NSSLHA COVID-19 webpage](#), live chats, and blog posts on guidance for meeting certification standards.

Update on NSSLHA Chapter Honors: Each year, chapters work toward earning NSSLHA Chapter Honors. To earn these awards, chapters are encouraged to engage in legislative advocacy, increase CSD awareness, and support the NSSLHA Grad Scholarship fund through the ASHFoundation. This year 112 chapters earned chapter honors. These chapters sent more than 6,900 letters to legislators and donated more than \$17,836 to the ASHFoundation to support the NSSLHA Grad Scholarship.

Update on Student Advocacy: To help develop effective advocates, NSSLHA rallied CSD students from across the country to submit letters to their legislators. More than 1,250 students participated, and more than 6,900 letters were sent to legislators.

Update on Governance: NSSLHA increased promotion of the 2020–2021 student leadership applications on social media, performed outreach to NSSLHA chapters at HBCUs (Historically Black Colleges and Universities) and Hispanic Serving Institutions and completed targeted outreach to states that typically have very few applicants. These efforts resulted in a record-breaking 105 Student State Officer and 36 Executive Council applications. The call for applications ended in May and the terms for NSSLHA's new student leaders will begin July 1, 2020.

UPDATING THE BOD POSITION DESCRIPTIONS

Immediate Past President Shari Robertson updated the BOD on the work of the BOD Subcommittee to Update BOD Position Descriptions, whose members include Vice President for Standards and Ethics in Audiology Arlene Carney, Vice President for Science and Research Elena Plante, and staff liaison to the subcommittee Director, Association Governance Operations

Andrea Falzarano. The BOD was provided an overview on why the BOD descriptions needed to be updated to provide potential BOD candidates with a more complete picture of the time, expertise, experiences, and responsibilities of BOD service as well as developing position descriptions for the new at-large members in audiology and speech-language pathology. These latter two positions were created when the bylaws amendment to sunset the Advisory Councils was approved by the membership. Shari Robertson outlined the tasks the subcommittee identified to accomplish their goal and the proposed timeline. A template was provided to BOD members so they could provide a framework of information that accurately describes their specific BOD position.

GENERATIVE DISCUSSION: COVID-19

ASHA's BOD engages in generative discussions at each BOD meeting. These discussions are intended to engage the Board in deliberations that inform their decision-making and help to define issues and frame challenges. At this meeting, a generative discussion was held with regard to the impact of COVID-19 and how resulting changes may impact the future of the discipline and the practice of the professions. The Board discussed new challenges that have surfaced and opportunities presented in the wake of the virus.

The meeting was adjourned on June 6 at 4:30 p.m. ET/3:30 p.m. CT/2:30 p.m. MT/1:30 p.m. PT.