ASHA BOARD OF DIRECTORS MEETING REPORT
October 12-14, 2018

The October 2018 ASHA Board of Directors (BOD) meeting was called to order at 1:00 p.m. on Friday, October 12, 2018, by President Elise Davis-McFarland.

**PRESIDENT’S OPENING REMARKS**
President Elise Davis-McFarland welcomed the BOD members to the meeting.

**CEO UPDATE REPORT**
In addition to providing the written summary (titled *CEO Update*) with the pre-meeting materials, Chief Executive Officer (CEO) Arlene Pietranton updated the BOD about a number of items:

**2018 ASHA CONVENTION**
All indicators for the 2018 Convention suggest that this will be one for the record books. The Northeast region has close to a third of ASHA’s and NSSLHA’s membership in the area, and past Boston Conventions have long held spots among the highest attended Conventions. The Convention Program Committee and Convention Co-Chairs Sharon Sandridge and Melissa Jakubowitz took the theme “Revolutionary Learning, Evolutionary Practice” well to heart. New learning formats have been added such as ePosters, Hands-on/Demo Labs, and new Master Classes.

The opening speaker, Roy Spence will help set the tone around the revolutionary idea of purpose as a driving force in life. Past popular keynote speaker Drew Dudley (2016 Opening Speaker) is joining ASHA again, this time to present a session, sign his new book in the ASHA Store, and spend time in the leadership section of the Empowerment Zone. The Empowerment Zone will include areas on leadership, early career guidance, technology, media training, and advocacy. It will also serve as the home base for members to sign the International Declaration of Communication Rights. The goal is to get 10,000 new signatures. The 70th Anniversary of the Universal Declaration of Human Rights will also be celebrated.

Other special features this year:
- A MoviePlex area has been added in the Poster Hall to create an area where attendees can spend some time watching movies and documentaries about CSD and related topics.
- An ASHA version of the Boston Common area will be in the center of the Exhibit Hall … a fun gathering place for people to explore and relax.
- ASHA is bringing back the Caring Square, the Concierge Learning Center, the ever-popular ASHA Member Service Center, and the Value of the CCCs personal photo campaign.

Current registration patterns are running about 15% ahead of where registration was at this time for the 2016 Convention, which currently is the Convention with the highest ever attendance (16,500). We’re now on track for 18,600–19,325 attendees. The Exhibit Hall goals of 303 companies and 20 exhibitor/member tables have been surpassed, and selling is still occurring.

**Customized e-Newsletter**
ASHA has produced a range of standalone e-newsletters (i.e., Leader Live, Fresh Ideas, Access Academics & Research, Access Audiology, Access SLP Health Care, and Access Schools) over the past 5–10 years. A project was started in July to consolidate and modernize these e-newsletters under a single e-newsletter name while streamlining production to create a personalized, customizable, curated, weekly e-newsletter for members, affiliates, and nonmembers. The new e-newsletter is scheduled to launch in early 2019.

Members and subscribers will have a single e-newsletter from which they can choose the type of content they receive rather than managing preferences for multiple, independently operated e-newsletters. A
modernized content vehicle will deliver specific content in a timely manner that does not fatigue members.

**ASHA Dues Renewal**

This year, ASHA is segmenting renewal messaging into separate communications to audiologists and SLPs. While both professions are part of the same discipline, there is a need to communicate customized relevant benefits to both professional memberships.

Last year, a record number of members renewed online, 154,775, which also means more members are renewing earlier than ever before. As an incentive to renew early, members will receive a 20% discount on ASHA CE courses if they renew online by December 21, 2018.

Renewal is also the perfect time to join a Special Interest Group (SIG). SIG affiliates get access to articles published by all 19 SIGs in the peer-reviewed newsletter (and soon-to-be scholarly review journal), *Perspectives of the ASHA Special Interest Groups*, and $5 self-studies are available for ASHA CEUs. By becoming a member or affiliate of ASHA, individuals are eligible for benefits that save money. [This chart](#) illustrates the benefits and savings they will receive.

**Leadership Academy**

ASHA’s Leadership Academy has continued to receive positive feedback from members, state associations, and related professional organizations since its launch in October 2017. Additional components have been added in 2018, including a Leadership Mentoring Program (LMP) and a Leadership Development Program (LDP) Toolkit.

The Leadership Mentoring Program (LMP) is a pilot program in ASHA’s continued efforts to develop a diverse pipeline of future leaders for the professions and ASHA volunteer leadership. Through one-on-one interactions with an experienced mentor, mentees receive support for their leadership development goals in terms of practical advice and guidance, as well as support in identifying future career or volunteer paths. Empowering mentee participants is an overarching design philosophy—the program is designed to be mentee-driven to allow mentees to take ownership of their learning. The LMP successfully matched 55 mentor/mentee pairs for its first cohort, which kicked off in September with separate webinar orientations for mentors and mentees. The program will be evaluated when it concludes in April 2019; it will be offered again if well received.

The [LDP Toolkit](#) launched in October 2018 to support state association affiliates and related professional organizations in offering leadership development to help grow their members’ skills. The Toolkit provides instructions to develop and implement an LDP utilizing ASHA’s Leadership Academy webinars as the primary content for the program. The Toolkit as well as the webinars in ASHA’s Leadership Academy are free to register and view to minimize the financial impact on an association’s budget. The Toolkit provides step-by-step instructions including forms, templates, timelines, and suggested meeting agendas for associations to use as much or as little of the information to fit their organization’s needs.

**Career Portal Launch**

The Career Portal—[https://careers.asha.org/](https://careers.asha.org/)—officially launched in early September 2018. ASHA’s Career Portal offers members career development tips and resources (e.g., tips on résumé and cover letter development, interpersonal communication, and work/life balance) to help them thrive in their careers or find their next job opportunity. Focused on providing resources based on the member’s career stage (e.g., getting the job, on the job, leadership, and supervision), the new site offers easy navigation and an engaging web experience using ASHA’s new colors and branding. It also offers new ways to engage with ASHA content through the use of quizzes. Whether searching for solutions to workplace challenges or seeking a new job, the Career Portal is a key destination for career development information and CSD job opportunities.
Silverchair to Atypon Migration
ASHA has elected not to renew the agreement with Silverchair to host *The ASHA Leader*, the journals, *Perspectives of the ASHA Special Interest Groups*, and the Clinical Research Education (CREd) Library. The ASHAWire suite of publications is migrating to the Literatum platform, a product of Atypon Systems.

Atypon’s Literatum platform is the largest in scholarly publishing and is the home to publications such as the *New England Journal of Medicine*, SAGE’s 1,300+ journals, *Health Affairs*, and the *DSM* library from the American Psychiatric Association. A little over 2 years ago, Atypon was acquired by John Wiley & Sons, which is moving the Wiley Online Library onto the platform and has invested heavily in its development.

The new ASHAWire will offer an improved reading experience and better ways to find information. The Atypon platform will provide enhanced functionality and at a lower cost than the Silverchair platform. The transition to the new platform will be completed no later than December 28 of this year.

National Office Staff Turnover
For over 10 years now, ASHA’s staff turnover continues to be half of the average across employers in the Washington, DC Metropolitan area.

ASHA Awards
ASHA received an American Society of Association Executive’s (ASAE) Summit Award, ASAE’s highest award, for the ASHA-Pan American Health Organization Capacity Building Initiative. ASHA is the only association that has received three Summit Awards to date.

Chief Executive Officer Arlene Pietranton received ASAE’s 2018 Key Award, the highest award given by ASAE to an association executive. Pietranton previously received the Professional Society CEO of the Year (2015) Award from *CEO Update* and the CEO of the Year (2018) Award from *Association Trends*, making her the only association CEO to be the recipient of all three awards.

Certification Administration Unit
As of September 15, 2018, ASHA Certification had received 8,219 applications in speech-language pathology and 508 in audiology. To date in 2018, 377 individuals were reinstated, and 7,458 individuals were granted certification—7,002 in speech-language pathology and 456 in audiology.

ASHFOUNDATION ANNUAL REPORT TO THE BOD
A report from the American Speech-Language-Hearing Foundation (ASHFoundation) was presented by ASHFoundation President Allan Diefendorf, who was joined by ASHFoundation Executive Director Nancy Minghetti.

A broad overview of facts and data related to the ASHFoundation's mission and programs was provided. Included in the presentation were highlights of the year in review, with a special focus on new developments, including outcomes of the new researcher–practitioner collaboration grant competition. This new grant, designed to help close the gap between research and practice, will award four grants this year. In addition, it was noted that more than $600,000 in grants and scholarships will be awarded at this year’s ASHF Founders Breakfast during Convention.

Diefendorf also explained how ASHA's annual support is instrumental, makes an important difference in achieving the ASHFoundation's mission, and builds capacity for growth in the future, adding that the work of the ASHFoundation aligns with ASHA's Strategic Pathway. He concluded by expressing sincere gratitude to ASHA for its annual support to the ASHFoundation, emphasizing the impact made possible through ASHA's generosity.
INTERSTATE COMPACT UPDATE
Director of State Legislative & Regulatory Affairs Susan Adams, along with Manager of the Council of State Government’s (CSG) National Center for Interstate Compacts (NCIC) Dan Logsdon, and Special Counsel at NCIC Rick Masters presented the draft interstate licensure compact for audiologists and speech-language pathologists to ASHA’s BOD and led a discussion of its contents. The draft compact is currently undergoing stakeholder review through March 2019. The compact is expected to be finalized by summer 2019 and introduced in targeted state legislatures in 2020.

STRATEGIC PATHWAY UPDATE
Vice President for Planning Perry Flynn was joined by Chief Staff Officer for Multicultural Affairs, Vicki Deal-Williams, and Director, 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 suggested Performance Measure (PM) changes for Strategic Objective 5, “Increase Influence and Demonstrated Value of Audiology and Speech-Language Pathology Services.” The recommended changes to the Performance Measures were discussed in detail and a motion was submitted to the Board for approval.

The second segment was a review of the third Quarter (Q3) status of the Annual Key Performance Indicators (KPIs) for each of the strategic objectives. The KPIs are annual metrics that monitor results and progress toward the desired outcomes. Each of ASHA’s strategic objectives has one to three associated KPIs and the Q3 status of each KPI was reported to the Board.

The third 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 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 first introduced in 2017 and allows 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 fourth and final segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 6, 7, and 8. 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 Owner’s Highlights.

2019 PUBLIC POLICY AGENDA
Vice President for Government Relations and Public Policy Katheryn L. Boada and Director of Government Affairs and Public Policy Jeffrey P. Regan presented the proposed 2019 Public Policy Agenda (PPA). The PPA is developed annually by the Government Relations and Public Policy Board (GRPPB) and serves as the foundational directive and guide for advocacy efforts undertaken by the Association. The 2019 PPA is based principally on a biennial membership survey, GRPPB discussion, and GRPPB consultation with ASHA’s committees, boards, Special Interest Groups (SIGs), and staff. The 2019 PPA identifies advocacy priorities within the areas of health care issues, schools issues, professional practice and workforce issues, and patient, client, and student issues. The BOD approved the resolution to adopt the 2019 PPA.

ALTERNATIVE PAYMENT MODELS WORK PLAN UPDATE
In follow up to the BOD’s decision at the June meeting to approve the report of the Ad Hoc Committee for Health Reform and Alternative Payment Models, Director of Health Care Policy, Health Care Reform Daneen Sekoni provided an overview of the APM recommendations that will be used to guide ASHA in the implementation of APMs and value-based care. She explained that the recommendations will be infused into ongoing strategic pathway and operational work. The recommendations address areas such as
increasing member awareness of APMs through member education, demonstrating the value of audiology and speech-language pathology services, and quality measurement.

**BOD ACTIVITIES AT CONVENTION**

Chief Staff Officer of Communications Lisa Cole and Board of Directors Manager Marty Moore reviewed the BOD’s schedule for the 2018 ASHA Convention in Boston this November. BOD involvement is expected in various activities beginning on Tuesday and ending on Sunday morning. BOD members will also be attending a variety of sessions and activities as presenters, participants, and active supporters and will be available at the Leadership Skills Station in the Empowerment Zone at various times, as well as at the Member Forum on Saturday.

**FINANCIAL REVIEW**

Vice President for Finance Mel Cohen presented the August 2018 financial report. Total revenue is $41,933,672 and total expenses are $35,313,308, with a net revenue (revenue over expenses) of $6,620,365 to date, which is greater than last year, due to membership growth. Year-end net projection remains close to budget of $105,926. In addition, the 2019 proposed budget was presented, which had been previously reviewed in detail and subsequently recommended for approval by the Financial Planning Board (FPB) during its September meeting. The 2019 Budget reflects a total revenue of $63,078,440, total expenses of $62,837,561, and net income (revenue minus expenses) of $240,879. The BOD approved the 2019 budget and reviewed ASHA’s 2017 Form 990.

**AD HOC COMMITTEE ON GOVERNANCE REVIEW (AD HOC GR) UPDATE**

ASHA Past President Gail Richard and Ad Hoc GR Chair Wayne Foster reviewed the charge to the committee and the process they followed to arrive at a set of preliminary recommendations.

The committee’s charge is to conduct a review and evaluation of aspects of ASHA’s governance structure and processes to determine if they meet the Association’s current governance needs. Aspects to be addressed include reviewing—and, if necessary, making—recommendations regarding:

- opportunities and processes for meaningful member input and engagement to inform the BOD, including the Advisory Councils;
- the qualifications for BOD Service;
- the nominations and election process for ASHA’s BOD and Advisory Council elections;
- and voter participation in ASHA’s BOD and Advisory Council elections.

The committee identified the following areas to review:

- Election/nominations process
- Role of the Advisory Councils
- Board succession planning
- Qualifications of BOD candidates
- Formal representation on BOD
- Informal input to BOD
- Composition of CNE
- Cultivation of leaders
- Voting process
- Adherence to ASHA’s commitment to diversity
- Opportunities for meaningful engagement of members in ASHA governance

The committee was seeking feedback from the BOD on the draft recommendations to provide guidance for their final report due at the end of the year.

**GENERATIVE DISCUSSION: REJECTION OF EXPERTISE**
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 Rejection of Expertise. The topic reflects a growing trend toward public skepticism of credentialed experts in general, and increased reliance on noncredentialed, unofficial, and sometimes uninformed sources of information and guidance. The Board discussed the potential effects that rejection of expertise might have on ASHA members and the Association and considered the related opportunities and challenges, along with how the Association might prepare for potential impact.

STANDING AUDIOLOGY AND SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEES
Separate audiology and speech-language pathology subcommittee meetings were held and information from both subcommittee meetings was reported back to the entire BOD. Leading these meetings were Vice President for Audiology Practice Bob Fifer, Chief Staff Officer for Audiology Neil DiSarno, Vice President for Strategic Planning Perry Flynn, and Chief Staff Officer for Speech-Language Pathology Lemmie McNeilly.

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

Audiology Subcommittee

Chief Staff Officer for Audiology Neil DiSarno

Update on the Aligned Sense of Purpose Meeting
Planning is ongoing for the Aligned Sense of Purpose meeting set to occur on January 18, 2019. The meeting will bring representatives from The American Academy of Audiology, The Academy of Doctors of Audiology, Educational Audiology Association, The Academy of Rehabilitative Audiology, and ASHA to the ASHA National Office to work with Executive Coach Michael Aquilino. The meeting is in response to survey results from members of those associations indicating that an aligned mission and vision for the profession of audiology would benefit moving the profession forward. ASHA Board members were asked to provide names of individuals to represent ASHA at the meeting. Board members were asked to send names to Neil DiSarno by Friday, October 19; a follow-up conference call will take place to confirm attendees.

AuD Education Summit Task Force Document
For 2 days in June, a task force met to work on developing a summary document of the finalized recommendations from committees developed from the AuD Education Summit. The task force is expected to have the summary document to the Board of Directors before the end of the year. The recommendations will be shared with standard-setting bodies and all Summit attendees.

Partnership with Ida Institute
ASHA is announcing a new partnership with the Ida Institute. Ida is a well-respected entity that focuses on individuals with hearing problems, tinnitus, and infants/children with hearing loss.

Audiology Advisory Council Chair Charles Bishop
Audiology Advisory Council Chair Charles Bishop reported that the 2019 meeting will be held March 3–5. As a result of moves or career changes, there are three vacancies on the Audiology Advisory Council for the states of Virginia, New Hampshire, and Maine.

Report to FDA regarding OTC
A consortium including the Academy of Doctors of Audiology, American Academy of Audiology, International Hearing Society, and ASHA was established to develop a document detailing the specifications and safety measures for the FDA to consider regarding the OTC hearing aid program. The document has been provided to the FDA. The consortium is working to
schedule a face-to-face meeting with the FDA in November. There was also considerable discussion regarding a recent submission to the FDA by the Bose Corporation to consider a product they have at this time they would like to have meet the standards of approval for an OTC product by the FDA. At the following website, an addendum was added to the publication regarding the Bose announcement:
https://www.engadget.com/amp/2018/10/05/fda-approves-bose-over-the-counter-hearing-aid/

Addendum: Update 10/11/18 5PM ET: This post was updated to reflect that the Bose Hearing Aid is not considered an over-the-counter device by the FDA, but is instead a direct-to-consumer device. The FDA is still working on drafting regulations regarding over-the-counter hearing aids, a new category allowed by a law passed last year.

**NSLHNA National Advisor Sonja Pruitt-Lord**

The NSLHNA Audiology Executive Council members will be meeting to discuss audiology-specific programming. Also, the Secretary for the National Student Academy of Audiology reached out to NSLHNA to discuss collaborating with the Student Association of Doctors of Audiology on a joint project this coming year to hold a campaign to raise awareness of noise induced hearing loss through regularly posted facts and infographics on social media. The student association effort is to collaborate on finding facts, coming up with a branding for the campaign that is conducive for their organizations, and distributing the posts. NSLHNA is also reaching out to SAA to discuss co-hosting an event at AAA.

**Speech-Language Pathology (SLP) Subcommittee**
The SLP members of the BOD shared information regarding committees, boards, and councils with which they liaise, and topics related to speech-language pathology:

**Immediate Past President Gail Richard**
- The Honors committee will be presenting awards at Convention.
- The Ad Hoc Committee on Next Generation has been actively initiating activities for early career professionals. They are completing their work in December 2018.
- The Committee on Nominations and Elections completed the elections for Vice Chairs of the Advisory Councils. Beginning in 2019, Regina Lemmon will serve as Vice Chair for the Speech-Language Pathology Advisory Council and Cole Campbell will serve as Vice Chair for the Audiology Advisory Council.
- The Ad Hoc Committee on Governance Review has drafted preliminary recommendations and will submit their final report in December 2018.
- The Committee on Leadership Cultivation has several initiatives underway. Convention activities will include a poster, seminar on leadership, and presence in the Empowerment Zone. They matched 55 mentors and mentees in the new mentoring program.

**Vice President for Academic Affairs in Speech-Language Pathology Lynn Williams**
- The Academic Affairs Board will hold a pre-Convention workshop on Advancing the Scholarship and Practice of Teaching and Learning in CSD on Wednesday from 1:30–4:30 p.m. and will give two presentations at Convention—Best Practices & Innovative Models for PhD Education and The Changing Face of Undergraduate Education in Communication Science and Disorders: Engaging Undergraduates in High Impact Learning Practices. A subcommittee is working on developing a blog series with the objective to attract current students and clinicians to consider a PhD and learn about faculty–researcher careers.
- A resolution will be coming to the BOD to add a third face-to-face meeting of the Council on Academic Accreditation, given their workload.
• Interprofessional Education/Interprofessional Practice (IPE/IPP) Update: A number of presentations on IPE/IPP and an IPE/IPP Research Networking Lunch will be part of the 2018 ASHA Convention. Vice Presidents for Academic Affairs and Science and Research will facilitate a lunch meeting to discuss research ideas and partnering opportunities in advancing research in IPE/IPP. In addition, the Interprofessional Education Collaborative (IPEC) Faculty Institute is being held; stipends will be offered to SLPs and audiologists who apply as part of an interprofessional team to participate in the IPEC Faculty Institute (a team must include at least three different professions to participate in the Institute). IPE champions in audiology and speech-language pathology are being identified and encouraged to participate in the second IPEC Interprofessional Leadership Development Program (IDLP).

• The Ad Hoc Committee on Graduate Education in Speech-Language Pathology held its first face-to-face meeting October 8–9. Their work at this meeting was related to preliminary discussions of models of graduate education and identified the development of subcommittees to begin work on next steps; conference calls will be scheduled, and the second face-to-face meeting will be held June 11–12, 2019.

Speech-Language Pathology Advisory Council (SLPAC) Chair Melanie Hudson

• Regina Lemmon from South Carolina was elected as the new Speech-Language Pathology Advisory Council Vice Chair beginning in January 2019. There have been active discussions on the community site regarding state licensure requirements. The Advisory Council face-to-face meeting will be held March 3–5, 2019.

Vice President for Planning Perry Flynn

• Multicultural Issues Board (MIB): Members are presenting at Convention and have submitted a presentation to CAPCSD.

• International Issues Board (IIB): The IIB is working with Brazil & South Africa in planning joint conferences.

• The Ad Hoc Committee on Language Proficiency is charged with defining Language Proficiency. They have received input from members and will deliver their final report to the BOD by December 2018.

Vice President for Speech-Language Pathology Practices Marie Ireland

The BOD will be voting on a proposed name change for Special Interest Group 3 from Voice and Voice Disorders to Voice and Upper Airway Disorders. All SIG Coordinating Committees are working to monitor short course registrations for Convention. ASHA recently participated in a joint meeting with the American Psychological Association that had a focus on cognitive rehabilitation. FAQs have been posted online to support ASHA members and provide additional information on practice implications for ASHA’s position statements on facilitated communication (FC) and the rapid prompting method (RPM). The ASHA Schools Town Hall meeting held in August has received increased attention. The event was segmented into four parts and provides resources and suggestions for school-based members.

Vice President for Government Relations and Public Policy Kathy Boada

• The Government Relations and Public Policy Board (GRPPB) completed work on the proposed 2019 Public Policy Agenda.

• Health Care Economics Committee (HCEC): Work at Current Procedural Terminology (CPT) and Relative-Value Update (RUC) committees focused on cognitive (speech-language pathology) and vestibular (audiology) codes.

• Multiple committee presentations and member engagement activities are planned at ASHA (GRPPB, HCEC, Medicaid, School Finance Committee). The Political Action Committee (PAC) Reception at Convention is to be held Wednesday evening (see https://www.asha.org/Advocacy/pac/ASHA-PAC-Events/ for more information).
Vice President for Science and Research Nadine Martin

- The Research and Scientific Affairs Committee is running smoothly; this year’s Grant Review and Reviewer Training program was successful.
- The Committee on Clinical Research, Implementation Science, and Evidence-Based Practice (CRISP) has several activities going on that focus on promotion of implementation science and clinical research. A travel award will be offered to a researcher and mentor with shared interest/expertise in implementation science. This award will be used to attend a conference (to be identified) that focuses on Implementation Science. The articles from CRISP committee members on implementation science are in the final stages of preparation for publication in the initial issue of Perspectives in 2019. CRISP is also working on updating the CREd library.
- The Researcher-Academic Town Meeting to be held at this year’s ASHA Convention will feature the topic of incorporating standardized review methods for clinical research publications.

Vice President for Standards and Ethics in Speech-Language Pathology Barbara Jacobson

- The Ad Hoc Committee on Recognition of Advanced Non-Clinical Practice has been established to examine alternative means for recognizing advanced nonclinical skills such as supervision, telepractice, and bilingual services.
- The Board of Ethics is going to request that the BOD approve a third Board of Ethics meeting annually due to workload.
- The BOD received a report on the Assistant Certification Program.

Vice President for Finance Mel Cohen

Cohen reported that the Financial Planning Board met and recommended the 2019 budget for the BOD’s approval.

National Student Speech Language Hearing Association (NSSLHA) National Advisor Sonja Pruitt-Lord

- The NSSLHA Blog, https://blog.nsslha.org/, is a great resource for students. The NSSLHA Executive Council continues to address topics that enhance students’ interest in joining NSSLHA and invite more blog posts.
- Student Advocacy Day, October 10, was a success with students submitting over 3,000 letters to congressional members.

Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly

McNeilly noted that the Oralfacial Myofunctional Disorders (OMD) portal page went live last week.

TRENDS AND ISSUES FROM ASHA COMMITTEES AND BOARDS

NSSLHA Update

The National Advisor for NSSLHA Sonja Pruitt-Lord provided the following updates:

Governance Structure

As of September 1, 79 new Student State Officers began their 1-year term. Currently every state—and Puerto Rico and Washington, DC—except for Delaware has at least one Student State Officer. These leaders will help bring chapters in their state together while beginning to form relationships with state associations.

NSSLHA’s Convention Activities

With a record number of students expected to attend the ASHA Convention in Boston this November, the NSSLHA Executive Council has set a goal to increase the engagement in NSSLHA activities at Convention to at least 50% of student attendees. They will do this through a number of member-engagement activities at the NSSLHA Student Lounge.
2018 Membership Counts
On August 31, NSSLHA’s 2018 membership year closed with a total of 12,721 National NSSLHA members—a slight dip from the 2017 membership year.

Increased Diversity of ASHA Committees, Boards and Councils
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, individuals with underrepresented racial/ethnic backgrounds, and so forth. Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams updated the BOD on their progress toward diversity metrics for 2019 CoC appointments. Progress was noted across a number of dimensions, and the BOD expressed need for continued emphasis moving forward on appointing early career professionals, individuals from underrepresented racial/ethnic backgrounds, and those who have participated in ASHA’s leadership development programs (the Leadership Development Program and the Minority Student Leadership Program).

Subcommittee on Social Media and Civility Update
Chief Staff Officer for Communications Lisa Cole updated the Board on the initial work of the newly formed Subcommittee on Social Media and Civility. This Subcommittee was created in September as an outgrowth of an issue that members raised concerning social media discussions taking place by both nonmembers and members on third-party CSD social media sites (such as private Facebook groups) that are disrespectful and/or not representative of the professional conduct standards of the Association. The Subcommittee would like to work with staff to create a Digital Toolkit on Social Media and Civility to provide tools and practical resources for ASHA members to help foster positive conversations and productive dialogue on any and all digital platforms, particularly where there are controversial issues being addressed.

Ad Hoc Committee on the Next Generation
Immediate Past President Gail Richard provided an update on activities of the Ad Hoc Committee on the Next Generation (NGC), which sunsets December 31, 2018. The NGC has worked to develop and implement recommendations to meet its charge, as well as come up with a plan to keep them sustainable by ASHA and the Committee on Leadership Cultivation (CLC):

- Provide a community for early career professionals (ECPs). The NGC launched an online community in September 2017, and had a sentence added to new member emails highlighting the ECP community and encouraging new members to join. Committee members rotate posting and moderating online discussions on a weekly basis. The group has also solicited to other ECPs to post and lead discussions moving forward, creating an additional volunteer opportunity for ASHA’s ECP members.

- Provide training, networking, and leadership development to encourage ECP engagement within ASHA. The NGC recommended changing the eligibility requirements of the Leadership Development Program (LDP) to include members who have served as committee members (not chairs) in an effort to refrain from excluding ECPs who may need this training from being eligible to apply. They have hosted online journal club chats within the ECP community beginning in 2018 on various topics with journal authors as guest hosts. NGC members also assisted the CLC in outreach efforts to get more ECP members into the committee pool and interested in committee/board/council service. In November 2018, the NGC will have finalized a “survival kit” for entry-level ECP leaders on ASHA committees/boards/councils, in collaboration with the CLC.

- Communicate and collaborate with ASHA ECP members.
There is now ECP presence at the ASHA Convention, including the First Timers’ Welcome and the Empowerment Zone. This year, the audiology members of the NGC have also assisted by providing input for the Audiology ECP event at ASHA18. The NGC has also worked with ASHA’s Government Affairs and Public Policy Team (GAPP) to share advocacy information with other ECPs, generate interest/support for social media advocacy via Thunder Claps and Virtual Hill Days, and recruited ECPs to join ASHA’s pilot Grasstops Program.

- Provide opportunities to make ASHA leadership and members aware of ECP interests, accomplishments, and contributions.

The NGC worked with its board liaison, ASHA Past President Gail Richard, to submit three resolutions to the Board of Directors adding ECP-specific positions to three ASHA boards: Academic Affairs Board, Multicultural Issues Board, and the Government Relations and Public Policy Board. They launched the Distinguished Early Career Professional Certificate program, which is currently in its application review phase. The 2018 issue of Audiology Connections includes a profile on two ECP audiologists in volunteer roles at ASHA who were interviewed by the NGC’s audiology subcommittee. The NGC also helped 2018 Convention Program Committee (CPC) topic chairs to recruit ECP volunteers for the audiology-specific CPCs.

IALP Update
The International Association of Logopedics and Phoniatrics (IALP) recently notified its organizational members of a substantial increase to annual dues due to changes in the arrangement with the publisher of IALP’s journal. ASHA is an IALP organizational member; the BOD agreed to pay the 2018 dues but to continue the conversation with IALP regarding their concerns. ASHA CEO Arlene Pietranton shared that she and ASHA President Elise Davis-McFarland will be meeting with IALP representatives at Convention to discuss this issue. Information is being shared with ASHA on how they can access the IALP journal online.

Council on Academic Accreditation (CAA) and Board of Ethics Forthcoming Resolutions
Vice President for Academic Affairs in Audiology Janet Koehnke and the Vice President for Academic Affairs in Speech-Language Pathology Lynn Williams noted that there will be a resolution forthcoming from the CAA requesting funds for an additional face-to-face meeting at the National Office. A resolution requesting funds for an additional face-to-face meeting will also be coming forward from the Board of Ethics.

Interprofessional Education/Interprofessional Practice (IPE/IPP) Activities
Vice President for Academic Affairs in Speech-Language Pathology Lynn Williams updated the BOD on her attendance at the All Together Better Health conference. She noted the presentations she made on behalf of ASHA resulted in good discussion and questions about the role of the professional association in fostering IPE/IPP.

Convention Activity
Incoming Vice President for Audiology Practice Sharon Sandridge noted that ASHA will be hosting a hEaring Lab and Community Giveback on Saturday at Convention. Staff from the convention center and area hotels will be invited to attend.

ADVISORY COUNCIL: TOPICS AND ISSUES FOR INPUT
Audiology Council Chair Charles Bishop and Speech-Language Pathology Council Chair Melanie Hudson asked the BOD to share any topics or issues they would like feedback on from the Advisory Councils.

ASSISTANT CERTIFICATION PROGRAM UPDATE
Director, Certification Todd Philbrick provided the BOD with the results of the Audiology Assistant (AUDA) and SLP Assistant (SLPA) Job Task Analysis (JTA) studies. The update included a review of
the process and purpose of the studies, next steps and timeline for the assistant credential program. The job-task statements were reviewed and rated by several hundred certificate holders and stakeholders. The results of the study were statistically analyzed by Professional Testing Inc., ASHA’s outside consultant, and then reviewed by ASHA subject matter experts (SMEs), comprising ASHA certified audiologists, SLPs, and assistant personnel.

The SMEs recommended blueprints that were approved by the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) in September. The blueprints are currently undergoing editorial review and will be announced/available on ASHA’s website prior to the Annual Convention. The exam blueprints will be used by a separate group of SMEs and the CFCC to establish eligibility pathways for assistants to earn the certification. The next steps and timeline for creating the program were reviewed and it was noted that ASHA remains on schedule to certify assistants at the end of 2020.

The meeting adjourned at 12:05 p.m. on Sunday, October 14, 2018.