

ASHA BOARD OF DIRECTORS MEETING REPORT

October 25-27, 2019

The October 2019 ASHA Board of Directors (BOD) meeting was called to order at 1:00 p.m. on Friday, October 25, 2019 by President Shari Robertson.

PRESIDENT'S OPENING REMARKS

President Shari Robertson welcomed the BOD members to the meeting.

CEO UPDATE

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:

ASHA Now

ASHA Now, the Association's new, customizable e-newsletter, launched October 1. *ASHA Now* lands in inboxes every other Tuesday, featuring a personalized mix of the latest clinical information, professional practice tips, *ASHA Leader* articles, research, ASHA updates, important deadlines, professional development opportunities, and more. (*ASHA Now* is a consolidation of six previous ASHA e-newsletters: *Fresh Ideas*, *Leader Live*, *Access Academics and Research*, *Access Audiology*, *Access SLP Health Care*, and *Access Schools*.) Subscribers can tailor the content they receive by [updating their preferences](#)—they can choose any combination of Academic Issues and Research, Audiology, SLP Health Care, and SLP Schools.

ASHA Voices Podcast

The *ASHA Voices* podcast combines a radio news style with conversation among colleagues. It takes an interdisciplinary look at the speech-language-hearing professions through panel discussions, one-on-one interviews, Convention dispatches, and opportunities for member interaction.

New episodes are published every other Thursday; the first episode focused on the school-to-prison pipeline and the second on implementation of the new Patient Driven Payment Model (PDPM) in skilled nursing facilities (SNFs). To hear each episode as soon as it's released, follow the *ASHA Voices* page on *Leader Live* at on.asha.org/ashavoices or subscribe to the program with Apple Podcasts, Spotify, or Google Play.

Convention

The 2019 Convention is looking stronger than originally forecasted. In 2014 (the last time Convention was in Orlando), there was total attendance of 12,350; projections for 2019 are for 14,000–15,000 attendees. The number of companies in the exhibit hall is also much higher and has surpassed exhibit hall participation and revenue from the 2018 Boston Convention.

The Convention Program Committee and Convention Co-Chairs Laurie Sterling (speech-language pathology) and Jessica Sullivan (audiology) have worked with 2019 ASHA President Shari Robertson to infuse concepts related to the theme of *Imagine More* through many aspects of the program, which will include a second year of newly introduced formats—Master Classes and Hands-on Labs (both of which have been converted to invitation-only sessions). It is of note that Co-Chair Jessica Sullivan is the first alum of Minority Student Leadership Program (MSLP; which will celebrate its 20th anniversary at Convention) to be appointed as a Convention Co-Chair.

Opening Speaker Steve Pemberton has a personal story of explicit gratitude for having people in his life who were able to “imagine more” for him when he was unable to imagine a brighter future for himself, with special appreciation for the school-based professionals who helped him achieve great things.

There are several new opportunities this year:

- The Imaginarium is a lounge space where attendees can wander and relax, acknowledging the different places that inspire imagination.
- The Neuroscience of Play(ground) offers attendees some background on the benefits of play on the brain, as well as tactile offerings to help ensure attendees get a brain break so they're ready to absorb new information.
- The Mild Kingdom Lounge is ASHA's version of the quiet car on a train—a home for those who may need a “quiet” break.
- The local chapter of Canine Companions will be on site with some service dogs. They'll talk about the benefits of hosting a facility dog and help Convention attendees learn how to work effectively with individuals who have service animals.
- The Closing Party will be held at Universal Studios and will allow attendees to enjoy Harry Potter, Men in Black, and the Simpsons areas of the park, and unlike in 2014, attendance will not be limited.

Returning this year: The Concierge Learning Center (CLC), the Caring Square, ASHA's Member Service Center, and the Value of the CCCs personal photo campaign.

OMA Anniversary

This year marks the 50th anniversary of ASHA's Office of Multicultural Affairs (OMA). OMA addresses cultural and linguistic diversity related to professionals in CSD, and persons with communication disorders and differences, including the development of practices, policy, tools, and resources, and information dissemination. OMA also seeks to increase the awareness of careers in audiology and speech-language pathology among students in underrepresented groups and to address related professional preparation and retention issues.

ASHA's Minority Student Leadership Program (MSLP) also celebrates its 20th year, and the Student to Empowered Professional (S.T.E.P.) program commemorates 15 years this year. These programs have supported thousands of students—most from historically underrepresented backgrounds—who have participated, many of whom are now professionals and actively engaged ASHA members.

A number of activities have been occurring throughout the year in recognition of these milestones. Findings on a Better Hearing and Speech Month (BHSM) poll addressing early identification of communication disorders and access to treatment addressed diversity to connect to the OMA anniversary. Each of the Multicultural Constituency Groups (National Black Association for Speech-Language and Hearing [NBASLH] and the Hispanic, Asian Pacific Islander, Asian Indian, Native American, and LGASP-GLBT Caucuses) conducted takeovers of ASHA's Instagram account to highlight linguistic and cultural diversity related to their specific cultural group, and a number of initiatives are underway to increase members' cultural competence. Each unit within the ASHA National Office has been working toward a goal that increases staff or members' cultural competence; SIG 14 (Cultural and Linguistic Diversity) has supported the other Special Interest Groups in addressing multicultural issues in issues of *Perspectives*; and efforts have been made to increase donations to the American Speech-Language-Hearing Foundation (ASHFoundation) Minority Scholarship Fund.

A number of Convention activities will commemorate the anniversaries, including a special address by Ijeoma Oluo, a Seattle-based writer and author of *So You Want to Talk About Race*; the address will be live-streamed on Thursday, November 21, 12:30 p.m.–1:30 p.m. ET, followed by a book signing. And everyone is welcome to attend the MC² Anniversary Celebration event at Club 3NINE at the Rosen Plaza Hotel during Convention on Thursday, November 21, 8–11 p.m.

ASHA Faculty Development Institute

The inaugural ASHA Faculty Development Institute (AFDI) was held at the National Office September 20–22, 2019, focusing on the application of concepts related to the future of learning and the future of work. The AFDI was designed to assist faculty in teaching and incorporating four topic areas into audiology and speech-language pathology curricula: Evidence-Based Practice (EBP), Interprofessional Education and Collaborative Practice (IPE), Practicing at the Top of the License (ToL), and Cultural Competence (CC).

Sixty-three faculty of multiple ranks and areas of expertise were selected from a large applicant pool to participate in the AFDI and become champions of change to advance two or more of the four topics at their universities. Six speakers with expertise in the four areas presented information highlighting innovations from their institutions: Mindy Bridges, PhD, and Wenonah Campbell, PhD, presented on EBP; Devin Nickol, MD, and Denise Ludwig, PhD, presented on IPE; Valarie Fleming, PhD, presented on CC; and Carmen Vega-Barachowitz, MS, presented on ToL. Participants were highly engaged and enthusiastic. They networked to share ideas and prepare the first drafts of their implementation plans, which were discussed in small breakout groups. The small group discussions focused on the question of how to adjust curricular content and pedagogy to best align education with evolving trends in EBP, IPE, CC, and ToL. This cohort will have opportunities to network, share resources, and communicate virtually over the next 18 months, and participants will contribute to an e-publication to share their innovative ideas and lessons learned more broadly. The AFDI is planned to be offered again in 2020.

Assistant Certification Program

ASHA staff in conjunction with subject matter experts (SMEs) and Professional Testing, Inc. are continuing to develop the Assistant Certification Program (ACP). In June, the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) approved the eligibility requirements for certified audiology and speech-language pathology assistants. Those pathways and additional information on the ACP are available at www.ashaassistants.org.

In August and early October, separate SME groups participated in 2.5-day meetings to review and approve exam questions that were written earlier this year. The SME groups were able to review and approve enough questions to create two forms of the exam for each profession. In March 2020, Professional Testing, Inc. will lead two passing point studies, which will result in a recommended passing score for the CFCC to approve.

The ACP will begin accepting applications in July 2020, and the certification exam will be available nationwide in October 2020. Please stay tuned to www.ashaassistants.org for the most up-to-date information on this initiative.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact Legislative Educational Summit was held on August 19–20 in Washington, DC. Twenty-five legislators and regulatory board members attended from 15 targeted compact states. States in attendance were Georgia, Idaho, Iowa, Kansas, Kentucky, Louisiana, Maryland, Nebraska, New Mexico, North Carolina, Ohio, Oklahoma, Utah, West Virginia, and Wisconsin. Although these states have not necessarily committed to introducing legislation, several of them are moving forward with drafting legislation for introduction in 2020. ASHA staff also met with legislators at the National Conference of State Legislatures conference on August 5–8, the Department of Defense—State Liaison Office on September 18, and the National Council of State Boards of Examiners in Speech-Language Pathology and Audiology on September 27–28. ASHA is offering monthly webinars on the compact and best practices for state associations leaders through the end of 2019.

ASHA-PAHO Needs Assessment Trip to Ecuador

ASHA and PAHO/WHO have been working together since 2013. ASHA became a Non-State Actor (NSA) in official relations with PAHO/WHO in 2014 and was renewed in 2018 for another 3 years (2018–2020). Countries that ASHA has worked with thus far are Honduras, El Salvador, Guyana, Paraguay, and Belize. Collaboration is now underway with Ecuador.

In Ecuador, service providers have the professional titles of phonoaudiologist or speech-language therapist. Audiologists have a medical degree; there is currently only one in the country. Phonoaudiologists or speech-language therapists provide the vast majority of audiology services; there are currently 17 phonoaudiologists and 426 speech-language therapists in the country.

ASHA's team was comprised of Brenda Gorman (ASHA member expert who is Professor and Chair of Communication Sciences and Disorders at Elmhurst College) and Lily Waterston (ASHA's Director of International Programs). They were joined by the PAHO/Ecuador team (PAHO Country Representative and three staff) and the Acting Director of Ecuador's National Directorate of Disabilities and 3 staff (one of whom is a phonoaudiologist).

The following needs were identified:

- Train-the-trainers workshops
- Academic networking and inclusion in training programs
- Professional development courses
- Technical assistance for the development of norms in consultation with faculty experts and other key personnel.

Next steps:

1. The Ecuadorian Ministry of Public Health (MPH) will finalize and disseminate the work plan.
2. ASHA will create an ad hoc committee for planning and executing technical assistance to the Ecuadorian MPH.



Private Payer Summit

On September 19–20, ASHA held its inaugural Private Payer Summit, designed to engage payers on key topics related to the value of audiology and speech-language pathology services and to develop strategic relationships with key payer staff, including medical directors and claims reviewers. Over time the Summit is expected to achieve three critical goals: (1) ensure and sustain appropriate access, coverage, and payment with respect to audiology and speech-language pathology services; (2) influence and improve corporate processes for claims and care management; and (3) reduce the number of denials of claims with respect to audiology and speech-language pathology services.

The event spanned two business days and included representation from a dozen major insurers and utilization management companies. Robust discussions took place on a variety of topics critical to the professions, including scopes of practice; clinical practice considerations; issues around billing, coding, and documentation; telehealth coverage; prior authorization requirements; and emerging research data. These discussions provided helpful insight and information to help inform the development of additional resources and guidance to ASHA members. Summit participants reported gaining a clearer understanding of the important value ASHA members deliver in today's health care delivery systems.

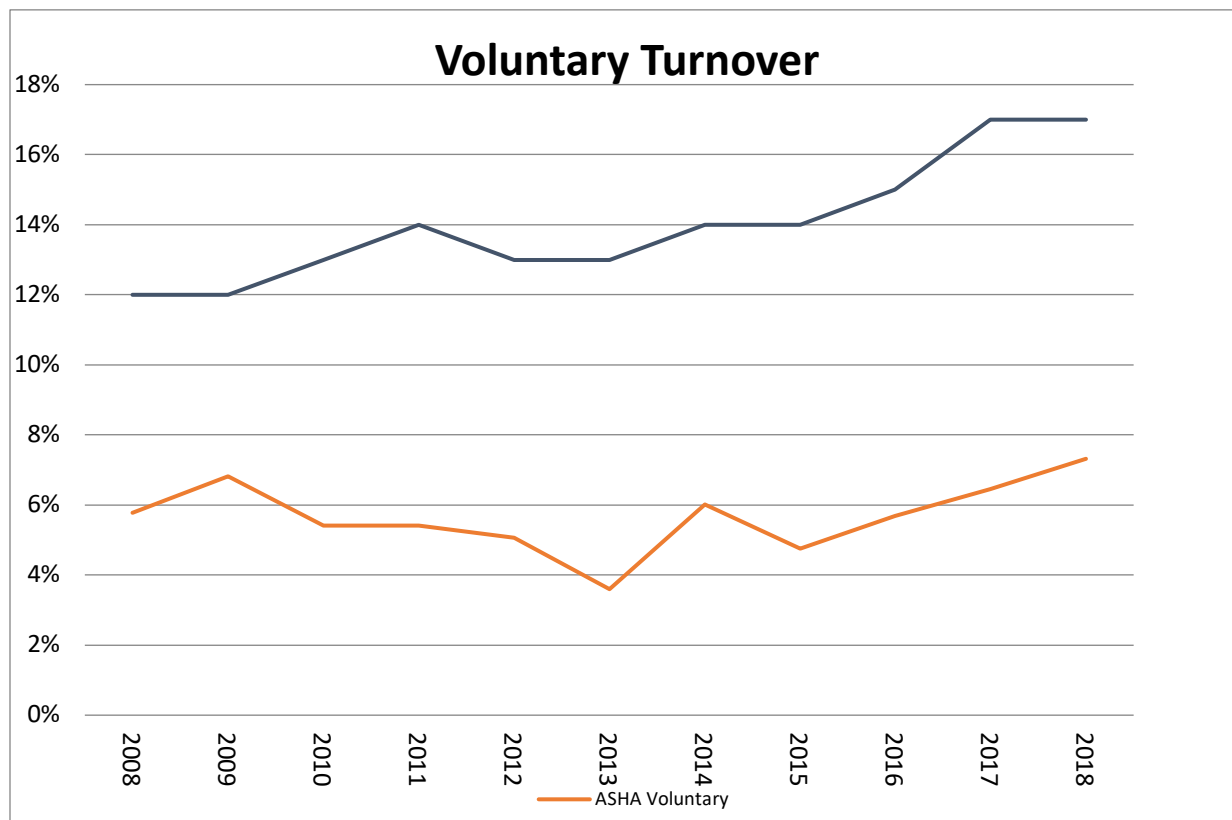
Dues Renewal

Each year ASHA works to provide a better experience when members renew their membership and certification. The Action Center is improving call flow during peak days (for example, December 31) by informing members when phone lines are busy and encouraging them to pay online, and by maximizing outbound calling schedules to allow for more calls to be made, increasing outreach efforts by 18% over 2018. The Information Systems (IS) unit has added a new server to help streamline processing, allowing more people to be online at one time.

Members are encouraged to renew early to avoid the year-end surge. Those who **renew by December 6, 2019**, will be entered into a drawing for a \$225 Amazon gift card. Members are also being reminded that renewal is a great time to join a Special Interest Group (SIG) so they can access articles published by all 19 SIGs in the scholarly review journal, *Perspectives of the ASHA Special Interest Groups* and benefit from \$5 self-studies available for ASHA CEUs.

National Office Staff Turnover

For the past 10 years, ASHA's turnover continues to consistently be less than half of the average in the DC Metropolitan area.



Specialty Certification Grant Program

The Specialty Certification Grant program was approved in 2014 through 2021 to assist petition groups with funds to offset the costs of establishing a new Specialty Certification Board (SCB). Petitioning groups formed by ASHA-certified audiologists or SLPs who are interested in creating an external credential can petition to have their specialty credential officially recognized by ASHA through approval of their application by the Council for Clinical Certification (CFCC) and its Committee on Clinical Specialty Certification (CCSC).

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

Since 2016, the grant program has awarded a total of \$105,189 to three petitioning groups. Two of these petitioning groups have been successful in having their applications approved by the CCSC and CFCC and are currently in the process of forming their specialty certification boards, completing a practice analysis study, and creating assessment mechanisms for future certificants. These two boards are the American Board of Autism Spectrum Disorders (AB-ASD) and the American Board of Augmentative and Alternative Communication (AB-AAC).

A fourth petitioning group, the American Board of Voice and Upper Airway Disorders (AB-VUAD) has also had its application approved by the CCSC. The AB-VUAD has not submitted a request for grant funding yet but is likely to apply in the future.

2020 Certification Requirements for Clinical Educators, Supervisors, and Clinical Fellow Mentors

Starting in 2020, audiology and SLP certification standards require that certificate holders who provide clinical education, supervision, or service as clinical fellow mentors for individuals applying for ASHA

certification have 9 months of clinical experience post-award of the CCC and have completed at least 2 hours of professional development in the area of clinical education and supervision, beginning with experience/hours earned by applicants in 2020. The CFCC, in conjunction with ASHA certification staff, launched its compliance mechanisms (CE Registry and attestation form) in April, and approximately 18,000 certificate holders are now in compliance with the requirement.

The CFCC and certification staff estimate there are 25,000 clinical educators, supervisors, and clinical fellow mentors practicing and supporting students and clinical fellows. Please help spread the word to your peers and colleagues.

Certification Administration

We have already eclipsed previous records for certification applications received in a year, which was set in 2014 and over 640 audiology applications have been received to date, which is more than received in 2011, the last year that a master's degree was accepted as the entry-level degree requirement for audiology certification.

The 2020 certification standards have been the driver for the surge in applications. Because the new standards don't go into effect until January 1, 2020, we anticipate getting at least 2,000 additional applications, given that those who graduate in December will be able to apply under the current standards.

In March, ASHA launched the certification online application (COLA), which has greatly increased efficiency and ease of processing. Despite the record number of applications in 2019, processing/wait times for applicants have not exceeded 6 weeks for COLA applicants and 8 weeks for paper applications; by comparison in 2014, wait times were 3–4 months. And as a result of the online application, the certification team is far less reliant on temps and overtime to keep processing times within reasonable limits.

Certification Administration Unit

As of September 30, 2019, ASHA Certification had received 11,915 applications in speech-language pathology and 641 in audiology. To date in 2019, 364 individuals were reinstated, and 8,561 individuals were granted certification—7,974 in speech-language pathology and 587 in audiology.

ASHFOUNDATION ANNUAL REPORT TO THE BOD

A report from the ASHFoundation was presented by ASHFoundation President Allan Diefendorf, who was joined by Nancy Minghetti, ASHFoundation Executive Director.

The presentation provided a broad overview of facts and data related to the ASHFoundation's mission and programs. Included in the presentation were highlights of the year in review, with a special focus on new developments and progress. Dr. Diefendorf explained how ASHA's annual support is instrumental, makes an important difference in achieving the ASHFoundation's mission, builds capacity for growth in the future, and that the work of the ASHFoundation aligns with ASHA's Strategic Pathway. He concluded by expressing sincere gratitude to the ASHA BOD for its annual support to the ASHFoundation, emphasizing the impact made possible through ASHA's generosity.

STRATEGIC PATHWAY UPDATE

Vice President for Planning Perry Flynn was joined by Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams to present an update on ASHA's Strategic Pathway to Excellence. The update had four segments, the first of which focused on the review and Q3 2019 status report of the Annual Key Performance Indicators (KPIs) for each of the Strategic Objectives. The KPIs are short-term performance metrics that track, monitor, and assess the success of a major objective/focus area for the year. The Strategic Objective Owners identified one to three KPIs for 2019 and the statuses of these KPIs at the end of the third quarter in 2019 were reported to the Board.

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 recorded 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 was first introduced in 2017 and allows the Objective Owners to categorize their transformational initiatives in three distinct phases: (1) developing new products and conducting events; (2) facilitating new practices and skill sets; and (3) influencing external audiences.

In the third segment of the update, high-level plans were shared regarding a series of planned activities for the Board in 2020, with the goal of confirming the relevancy of the current strategic plan. The activities planned will help the Board determine whether we are concentrating on the right priorities, considering the right future trends, and addressing all the areas that need to be prioritized and covered in the current strategic plan.

In the fourth and final segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 4, 5, 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: Strategic Objective Highlights](#).

GOVERNANCE REVIEW MEMBER ADVISORY GROUP UPDATE

Past President Elise Davis-McFarland, Chair of the Member Advisory Group Gail Richard, and Director, Association Governance Operations Andrea Falzarano presented the [Ad Hoc Committee on Governance Review Recommendations](#) as updated by ASHA's Member Advisory Group (MAG).

The MAG was formed in early 2019 to communicate the recommendations to members, encourage feedback be submitted to the BOD, and make final recommendations to the BOD based on continued research and feedback received.

The BOD recognized that Recommendation #1, Create a Leadership Profile and Tracking System and Recommendation #2, Create Member "Crowdsource" Opportunities are operational in nature, which led the MAG to engage in a discovery process with staff. Past President Elise Davis-McFarland presented the findings of the Discovery Process for both recommendations. The purpose of the discovery process is to reduce or eliminate risk in a project by clarifying the need, desired outcomes, and scope of the project. The BOD reviewed the findings of the discovery processes for both recommendations and provided their support for each of these projects to move forward as resources allow.

Chair Gail Richard reviewed the feedback themes received about Recommendation #3—Sunset the Advisory Councils (ACs), including recognition that the current AC charge is being fulfilled by a variety of other ASHA Committees, Boards, and Councils. However, feedback indicated that a group of audiology and speech-language pathology members to engage in advocacy and communication initiatives could be a valuable and more effective focus.

The MAG recommendation to the BOD is to sunset the ACs and create a new Committee of Ambassadors with standing on par with other ASHA committees, boards, and councils. The composition of the committee would be similar to that of the ACs, which is one audiologist member and one SLP member from each state, the District of Columbia, U.S. Territories, International and NSSLHA. These positions would be appointed similar to other ASHA committees, boards, and councils. Current AC members would transition to this newly formed committee for the remainder of their terms. AC Chairs would transition to BOD At Large Positions in audiology and speech-language pathology; these two positions would be elected by the membership in future years. An Ad Hoc Committee will be formed to create the charge for the COA and standard operating procedures upon approval of bylaws changes.

MAG Chair Gail Richard reviewed the feedback themes received about Recommendation #4—Implement a Hybrid Election for the BOD. Feedback comments in support related to ensuring the opportunity for better diversity representation on the BOD, matching experience and qualifications of members with initiatives underway, ensuring that the right people would be in the right positions, and eliminating an election model of “winners and losers”. Comments also raised concern about members losing their voice and the possibility of favoritism.

The MAG’s recommendation is to transition to a hybrid election with all members continuing to have the opportunity to nominate candidates for all positions. The President-Elect and Vice Presidents positions would be slated (a sole candidate per position) by the Committee on Nominations and Elections, with an all member ratification process. The Audiology and Speech-Language Pathology BOD Member At-Large positions (created by sunsetting the ACs) would be elected by the members from each of the professions.

The BOD approved moving forward with implementation on both Recommendations #3 and Recommendations #4. Both recommendations will require bylaws changes allowing for further member comment and feedback in the process; an e-mail blast alerting members will be sent at least four weeks prior to a BOD vote on the proposed bylaws changes.

BOD GOALS

Based on the BOD self-assessment results, President Shari Robertson led a BOD discussion reviewing the results of past BOD goals and establishing new goals for the remainder of 2019 and 2020.

FINANCIAL REVIEW

Vice President for Finance Mel Cohen presented the August 2019 financial report. Total revenue is \$44,420,302 and total expenses are \$36,675,988, with a net revenue (revenue over expenses) of \$7,744,364, which is more than last year, due primarily to membership growth. In addition, the 2020 proposed budget was presented, which had been previously reviewed in detail and subsequently recommended for approval by the Financial Planning Board (FPB) during its October meeting. The 2020 Budget reflects a total revenue of \$63,223,982, total expenses of \$63,100,475, and net income (revenue minus expenses) of \$123,507.

Mel Cohen also provided FPB reports. The FPB recommended that the BOD approve funding strategic objective projects totaling \$556,782 from the Special Opportunities Fund, as well as agreed to some procedural changes to the BOD Discretionary Budget. The BOD approved the 2020 budget and also reviewed ASHA’s 2018 Form 990.

2020 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 BOD with the proposed 2020 Public Policy Agenda (PPA). They reminded the BOD that the PPA is developed annually by the Government Affairs and Public Policy Board (GAPPB) and serves as the foundational directive and guide for advocacy efforts undertaken by the Association. The 2020 PPA is based principally on a biennial membership survey, GAPPB discussion, and GAPPB consultation with ASHA’s committees, boards, councils, Special Interest Groups (SIGs), and staff. The 2020 PPA identifies advocacy priorities within the areas of schools issues, health care issues, professional practice and workforce issues, and patient, client, and student issues. The BOD approved the resolution to adopt the 2020 PPA.

BOD ACTIVITIES AT CONVENTION

Chief Staff Officer for Communications Lisa Cole and BOD Manager Marty Moore discussed with the Board the expectations regarding Convention activities, including the Leadership Q&A (formerly the Member Forum).

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 Standards and Ethics in Audiology Arlene Carney, Chief Staff Officer for Audiology Neil DiSarno, Vice President for Speech-Language Pathology Practice Marie Ireland, and Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly.

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

Audiology Subcommittee:

Response to the National Academies of Science, Engineering, and Medicine (NASEM) Workshop Proposal on Hearing Care Coverage in the United States (DiSarno)

ASHA was contacted by NASEM regarding a request to support a workshop and to provide input relative to a draft of the workshop planned to address third party and Medicare coverage of hearing aids. NASEM expects to address multiple questions about the role of insurance coverage for hearing care in the United States. ASHA will provide input to the workshop draft and consider becoming a sponsor of the workshop, which is expected to take place in spring 2020.

JDVAC 2020 (DiSarno)

ASHA received a request to provide a speaker to present at the spring 2020 joint meeting of the Military Audiology Association and VA Audiology Association meeting. An audiology member of the Board of Directors will provide a presentation.

Report of the Academic Affairs Board (AAB) (Koehnke)

It was reported that there is positive movement relative to the number of audiology PhD degrees granted in years 2013–2018.

CAPCSD AuD Externship Year Working Group Request (DiSarno)

ASHA has agreed to provide a member to participate on a CAPCSD AuD Externship Year working group whose charge will be to determine necessary steps to create a national database and standardize the application process for the final externship year for audiology graduate students throughout the nation. This working group would consider the appropriate role of CAPCSD in creating a common application using AUDCAS.

Speech-Language Pathology Subcommittee:

The following individuals provided updates: Kathy Boada (Vice President for Government Relations and Public Policy), Mel Cohen (Vice President for Finance), Betsy Crais (Vice President for Academic Affairs in Speech-Language Pathology), Elise Davis-McFarland (Past President), Perry Flynn (Vice President for Planning), Barbara Goodson (Chair, Speech-Language Pathology Advisory Council), Marie Ireland (Vice President for Speech-Language Pathology Practice), Barbara Jacobson (Vice President for Standards and Ethics in Speech-Language Pathology), Sonja Pruitt-Lord (NSSLHA National Advisor), and Lemmietta McNeilly (Chief Staff Officer for Speech-Language Pathology). The following updates are not covered elsewhere in this report:

Speech-Language Pathology Advisory Council Chair Barbara Goodson

Mid-term vacancies have been filled as they have arisen. Monthly discussions on the Community Site continue to engage and seek input from members. There is ongoing collaboration with the AAC to develop a new structure for the March AC meeting, which will be held March 22–24 to include more discussion and collaboration between SLPs and audiologists. The SLPAC members have been invited and encouraged to participate in BOD Q&A at Convention as well as the Volunteer Appreciation Luncheon. Tamara Harrison from Alabama has been elected Vice Chair of the SLPAC for 2020. The call for

nominations is open for the following states: North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, International, and U.S. Territories.

Vice President for Speech-Language Pathology Practices Marie Ireland

The SLP School Issues Advisory Board (SIAB) continues to review information, initiatives, and materials and provide input from the perspective of school-based SLPs.

The ASHA Special Interest Groups (SIGs) have planned short courses, invited sessions, and affiliates meetings for Convention. The Board of SIG Coordinators will meet on Committee Day immediately prior to the ASHA Convention. SIG 19 (Speech Science) received approval from the ASHA BOD to move from candidate to permanent status.

Vice President for Academic Affairs in Speech-Language Pathology Betsy Crais

Academic Affairs Board

- The Report of the 2013–2018 Academic Affairs Board (AAB) Strategic Plan to Increase the Student Pipeline and Workforce for PhD Researchers and Faculty-Researchers is completed. The report will be disseminated to the academic-research community and published to the ASHA website. The plan was developed by the AAB in 2013 as part of their ongoing charge to monitor trends in CSD education and to support/enhance capacity building for faculty-researchers in the discipline. The AAB, CAPCSD, and ASHA staff worked to implement the plan between 2013 and 2018. Efforts focused on communicating about the CSD discipline and the ongoing need for PhD level faculty-researchers, fostering curricular enhancements at the undergraduate and PhD levels, offering programs to increase PhD student and faculty recruitment and retention, and advocating for funding to support PhD education and CSD research. All goals were met and significant progress was made to address the PhD pipeline during the current plan years (2013–2018), thus building on the overall positive trend achieved since a PhD shortage in CSD was first identified in 2002.
- AAB members continue to work on the 2020 Teaching Symposium. The plenary speakers are Brad Story, University of Arizona (Speech Science); Sumitrajit (Sumit) Dhar, Northwestern University (Hearing Science); Melanie Schuele, Vanderbilt University (Language Science); and Jennifer Friberg, Illinois State University (Scholarship of Teaching and Learning). The application period is closed, and 98 applications were received for the 60 slots (50 professionals, 10 advanced PhD students). Applicants will be notified in early December.
- The AAB planned the Researcher-Academic Town Meeting at ASHA with a focus on critical thinking.
- Betsy Crais and Melody Harrison, with support from the AAB and CAPCSD, have submitted a manuscript to *Perspectives* focused on the PhD shortage from their survey of over 240 CSD PhD graduates.

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

Board of Ethics

- The BOE no longer has a backlog of cases, and there are only 30 cases on the docket for 2020. The last case that was under the 2010 Revised Code of Ethics has been heard. Thirty-eight cases were adjudicated at this last meeting.
- The proposed Code of Conduct for Assistants will be submitted to the BOD shortly.
- The BOE anticipates having a revised Code of Ethics ready for 2021.

Council for Clinical Certification

- At its last meeting, the CCSC modified the tenets for specialty certification and the CFCC approved them.
- Upcoming issues to be covered in 2020 include telesupervision, language proficiency, and standards and processes for the assistant certification program.

Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly

Please visit <https://www.asha.org/News/2019/Impact-of-PDPM-on-Workforce/> for information and resources.

Past President Elise Davis-McFarland

The Committee on Nominations and Elections will meet at Convention to discuss revisions to the election practices section of the committee's standard operating procedures regarding social media practices.

The Committee on Leadership Cultivation will have several presentations and a poster at the November convention.

Vice President for Planning Perry Flynn

- The International Issues Board will give a presentation at Convention.
- The MultiCultural Issues Board is completing their book to be published by ASHA.
- The Ad Hoc Committee on International Ethics will meet December 16–17.

Vice President for Government Relations and Public Policy Kathy Boada

All committees (GAPPB, HCEC, PAC, Medicaid, SFC, Joint Committee) continued with preparation for Convention activities including member engagement, education, and committee meeting preparation

- ASHA-PAC Reception: Wednesday, November 20th from 5:30 p.m. to 7:30 p.m. at Urban Tide Restaurant at the Hyatt Regency Orlando.
- The Medicaid committee had a successful introductory phone call with a new director at the Centers for Medicare and Medicaid Services, establishing initial connections to provide opportunity for an ongoing relationship.
- The Health Care Economics Committee has developed a new Tool Kit for Advocacy.

TRENDS AND ISSUES FROM ASHA COMMITTEES/BOARDS/COUNCILS AND RELATED ENTITIES

NSSLHA Update

National Student Speech Language Hearing Association (NSSLHA) National Advisor Sonja Pruitt-Lord, provided a governance update, reviewed NSSLHA's planned activities for this year's ASHA Convention, and gave an update on the 2019 membership:

As of September 1, 66 new Student State Officers began their 1-year term. These leaders will help bring chapters in their state together while beginning to bridge relationships with state associations.

- The NSSLHA Executive Council has set a goal to reach 50% of student attendees at the ASHA Convention through a number of member-engagement activities at the NSSLHA Student Lounge and the NSSLHA Par-tay to be held Friday, November 21, 7:30–9:30 p.m., at BB King's Blues Club.
- On August 31, NSSLHA's 2019 membership year closed with a total of 12,596 National NSSLHA members.

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 other key considerations. CSO for Multicultural Affairs Vicki Deal-Williams updated the BOD on their progress toward diversity metrics for 2019 Committee on Committee (CoC) appointments. Progress was noted across a number of dimensions toward the BOD's goals.

The BOD also revisited its diversity goals and identified data needed to ensure that the goals are realistic and attainable. Recommendations for revising the goals will be presented to the BOD for consideration at the first 2020 BOD meeting.

IALP

Chief Executive Officer Arlene Pietranton shared a recent International Association of Logopedics and Phoniatrics (IALP) bylaws change that a nominee for their “large society” representative on the IALP Board was needed. The two organizations in this category are ASHA and the Royal College of Speech and Language Therapists (RCSLT). The RCSLT and ASHA discussed rotating the seat with first a representative from ASHA followed by a representative of the RCSLT and so forth. The BOD supported ASHA and RCSLT rotating this seat on the IALP Board, with ASHA’s CEO and IALP member Arlene Pietranton serving as the nominee for this term.

IALP is also considering a name change and a recent vote at the August 2019 IALP General Assembly did not result in a majority vote for any one of the four options presented. IALP sent the ballot to its affiliated societies, which includes ASHA. We have reached out to our delegates to the 2019 IALP General Assembly and asked that they cast their votes, which will be tallied by ASHA and forwarded to IALP.

InTouch Report

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

Motion 48-2019 Update CoC SOP Policy Section

President-Elect Theresa Rodgers discussed the proposed changes to the Committee on Committees (CoC) Standing Operating Procedures (SOP) policy section as presented in Motion 48-2019. The change seeks to prevent nomination of an individual(s) serving on or nominated for the Council for Academic Accreditation (CAA) or Council for Clinical Certification (CFCC) during ASHA’s annual CoC appointment process. The change in the CoC SOP would compel only the CoC to take into consideration whether potential candidates are already serving on the CAA or CFCC before nominating them to serve on another committee.

Global Rehabilitation Alliance Recommendation

Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly shared information about the Global Rehabilitation Alliance (GRA) which is currently an independent organization with 19 professional/civil societies as organizational members that pay dues annually. The GRA was founded in May 2018 with the aim of being an advocacy platform to help further the development of rehabilitation globally.

The GRA has asked its member societies to consider how the GRA should be structured in the future. The two options are as follows: Option 1—The GRA should start a negotiation with the WHO to develop Terms of Reference for an Alliance located within the WHO; Option 2—Maintain the current GRA structure as an independent organization outside of the WHO. The BOD supported Option 1. Brooke Hollowell and Lemmietta McNeilly are ASHA representatives; they will inform the GRA by the requested deadline of November 18, 2019.

GENERATIVE DISCUSSION

ASHA’s BOD has engaged in generative discussions for several years. These discussions are intended to involve 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 on the topic of Diversity and Inclusion. The topic reflects our increasingly diverse society and work settings, and the evolution of values that are

occurring against a backdrop of social, political, and racial polarization. The BOD members reviewed data and trends that will significantly impact the composition of our membership, workplaces, training models, and approaches to service delivery, and considered the related opportunities and challenges.

ADVISORY COUNCIL: TOPICS AND ISSUES FOR INPUT

Audiology Council Chair Charles Bishop and Speech-Language Pathology Council Chair Barbara Goodson asked the BOD to share any topics or issues they would like feedback on from the Advisory Councils.

The meeting adjourned at 11:58 a.m. on Sunday, October 27, 2019.