ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met in person on June 21–23, 2024. The following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Tena McNamara convened the BOD meeting at 9:00 a.m. ET on June 21, 2024, and welcomed Board members to the second BOD meeting of 2024.

CEO UPDATE

In addition to providing the written summary with the pre-meeting materials, Chief Executive Officer Vicki Deal-Williams shared the following:

National Speech-Language-Hearing Month (NSLHM)

Highlights from May's National Speech-Language-Hearing Month outreach included a media tour with ASHA President Tena McNamara and Immediate Past President Robert Augustine. Both conducted interviews about stigmatization of communication disorders with TV and radio stations in New York City, Philadelphia, Seattle, and elsewhere. Media metrics to date show an audience reach of nearly 3.5 million people.

Also in May, news outlets picked up press releases about ASHA's new developmental milestones, the results from polling persons with communication disorders about stigmas, stuttering myths, and a new hearing resource for parents of young children more than 1,500 times. Altogether, these press releases had a potential audience of more than 500 million people. On the NSLHM webpage, a wide and varied assortment of promotional resources for members were offered, with a significant number of resources in Spanish. Social media assets promoting the month and the professions drew more than 300,000 views.

In addition:

- NSLHM was officially recognized by a U.S. Congressional resolution.
- ASHA and the Center for Hearing and Communication in New York City (NYC) collaborated on the display of an ASHA co-branded hearing loss graphic in a kiosk network across NYC.
- ASHA and an ASHA member were highlighted in an *NBC Today* digital story.
- ASHA's ACT Now On Hearing public service announcement, which was relaunched for World Hearing Day (March 3), kept airing into May. In that time, it had nearly 10,000 airings on 64 TV stations with a combined potential audience of nearly 40 million.

Nearly 6,000 members, assistants, and students participated in the Speaking Up For Communication digital campaign, which is conducted annually throughout May. The combined potential audience reach was nearly 4.3 million people.

Health Care Summit

ASHA is delighted to report that the 2024 ASHA Health Care Summit—an intimate, 1-day, inperson learning experience designed for SLPs in health care—was a success. Thank you to our incredible host and collaborators from Shirley Ryan AbilityLab in Chicago. The full day of learning, which took place on April 12, 2024, showcased how clinicians at Shirley Ryan AbilityLab think through various treatment options for aphasia to select the best approach to meet patient goals. ASHA members raved about their experience at the event, rating it 4.8 out of 5.0 on overall satisfaction and an 82 net promoter score (for reference, a net promoter score above 80 is

considered "world-class."). ASHA looks forward to working with other nationally recognized centers of excellence to host future ASHA Health Care Summit events.

Lessons for Success

ASHA hosted the Lessons for Success conference at the National Office in April. The program provides intensive training to early-career scientists in the areas of

- securing research funding (awareness of early-career funding mechanisms, effective grant-writing skills, and understanding the review process);
- establishing an independent research career; and
- leading your research team (e.g., ensuring inclusivity, managing your time and projects, communicating effectively, and managing data responsibly).

The format includes presentations, small-group discussions, hands-on activities, participation in mock reviews of grants submitted by the protégés, and individual guidance from assigned conference faculty. This year's conference included 31 protégés, 18 volunteer program faculty, and representatives from 9 funding agencies.¹

Outcomes data are collected from the protégés at 3-year and 6-year intervals following their participation. In response to the most recently fielded *Participant Outcomes Survey*,

- 100% of the 2020 Lessons for Success protégés had applied for research funding, and 91% of them were awarded research funding within 3 years of participation and
- by 6 years after participation, 100% of the 2017 protégés remained in the academic-research pipeline, and 78% of those who applied for NIDCD funding were awarded that funding.

The program is managed by ASHA's Academic Affairs and Research Education unit in partnership with ASHA's Research and Scientific Affairs Committee and the Lessons for Success Advisory Committee. The program has been supported, in part, by NIDCD since 2005.

Schools Practice Setting Update

- On March 6, ASHA held a virtual town hall titled "Compensation Conversation—What SLPs in Schools Need to Know About Negotiating Salaries." This virtual town hall consisted of a panel of eight members across the country: Leslie Salazar Armbruster, Amanda Brown, Perry Flynn, Karen Klopfer, Amanda MacKay, Megan Miskowski, Kim Reddig, and Debra "Debi" Ryan. A total of 665 people attended this live event (see the recording of this event). The following resources related to salaries and compensation were developed for this presentation from the March 6, 2024, Compensation Conversation Virtual Town Hall:
 - o ASHA Salary Resources
 - o Q&A From the Town Hall
- On March 8th, Chief Executive Officer Vicki Deal-Williams and Senior Director, SLP School Services Tiffany White met with Dr. Nicola Wedderburn, Executive Director of the International Literacy Association (ILA), to discuss the ILA's use of the acronym

¹ Funding agencies included the ASHFoundation; the National Institute on Deafness and Other Communication Disorders [NIDCD]; the National Center for Medical Rehabilitation Research (NCMRR); the National Institute on Aging (NIA); the Institute of Education Sciences (IES); the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR); the U.S. Department of Veterans Affairs (VA); the National Science Foundation (NSF); and the Patient-Centered Outcomes Research Institute (PCORI).

SLP to refer to specialized literacy professionals. As a result of ASHA's request, the ILA Board agreed not to use the acronym, minimizing confusion in school settings between different professionals who may be working with many of the same students. During the meeting, ASHA and the ILA also shared priorities to determine areas of alignment and potential collaboration.

- On May 15, ASHA held a virtual town hall titled "The Road Ahead: Postsecondary Transition Planning for Adolescents." This virtual town hall consisted of a panel of five members: Dr. Ginger Collins, Dr. Kimberly Murza, Dr. Twyla Perryman, Dr. Phyllis Scott, and Dr. Julie Wolter. A total of 242 people attended this live event. A recording of the event—along with slides and resources—is available on the ASHA website: 2024 Virtual Town Hall Series: Topics in School Based Practice. The following resources related to postsecondary transition planning were developed for this presentation:
 - What Is Postsecondary Transition Planning? (infographic) [PDF]
 - The Road Ahead: Postsecondary Transition Planning for Adolescents Town Hall Resources [PDF]
- ASHA has added five new member success stories about salary advocacy and negotiations to the <u>Increasing Salaries in the Schools</u> webpage. These stories will be highlighted on ASHA's website and social media platforms throughout June and July.
 - Success Story: Statewide Raise for North Carolina School SLPs
 - Success Story: SLPs Start at "Master's + 45" on the Salary Schedule
 - Success Story: Stipends and Sign-On Bonus for SLPs and SLPAs
 - SLPs Achieve a Separate Pay Scale 10% Above Teacher Pay in California
 - Success Story: Financial and Workload Incentives for Improved Recruitment and Retention
- ASHA presented "Strategies, Solutions and Supports for School-Based SLPs" at the state conferences for Ohio (OSLHA) and Pennsylvania (PSHA). ASHA also presented a poster titled "ASHA Workload Tools" at the New York (NYSSLHA) conference.
- In March and April, ASHA met with national representatives from the American
 Federation of Teachers (AFT) to discuss school-based issues and needs for educational
 audiologists and SLPs. Topics discussed were related to compensation,
 workload/caseload management, interest-based bargaining, and inclusion within the
 bargaining agreement process at the local level. AFT has expressed interest in future
 collaboration with ASHA to brainstorm ways to develop resources and supports for our
 school-based members.
- ASHA worked together with Baltimore City Public Schools to create a video highlighting
 the benefits of interprofessional collaboration to support student outcomes. In May,
 ASHA recorded five educational team members demonstrating Interprofessional Practice
 (IPP) in action at Hampden Elementary School in a prekindergarten classroom. The team
 members utilized a multisensory approach to facilitate decoding and phonological
 awareness within the classroom setting. The recording will be available in Fall 2024.

2024 Convention

The planning for the 2024 Convention is in full swing. The Convention Program Committee (CPC), the Convention and Meetings Team, and the entire ASHA staff are making significant progress—and there's a lot to look forward to.

This year's theme—**ELEVATE!**—is not just a theme but a movement. It's a catalyst for change and an opportunity to redefine what is possible within our field. The Call for Papers was met with incredible enthusiasm, bringing in more than 3,346 submissions. Additionally, there has been a strong response in Exhibit sales.

To accommodate event needs in Seattle, we're utilizing two convention center buildings, two levels of exhibit halls, and two leadership hotels.

One change to note in session formats is the naming of Master Classes. After reviewing feedback from members and the CPC, ASHA determined that there was a need to remove the word *Master* from our session format language. The 2-hour session format was renamed to *Short Courses*. While the length of the sessions will remain at 2 hours, the familiarity of that naming convention used in other ways prior, made the most sense for ASHA attendees.

An exciting new addition this year is a Closing Session from the plenary session stage, which will provide a powerful conclusion to the event and an opportunity to kick off the ASHA Centennial celebrations. We'll announce speakers for the Opening Session, the Annie Award Winner, and the Closing Session in late summer or early fall.

The Association understands that the change in date patterns could be challenging for some attendees. To help reduce these barriers, we're creating mini study spaces for those who need to take, study for, or proctor exams between sessions. Additionally, a more robust ROI toolkit has been developed—it can be found on the Convention microsite—to help attendees seek support from their employers for attending the Convention. Registration and housing are set to open to the general public on August 1, keeping in line with the usual timeline.

This year, ASHA is partnering with an audiovisual provider to enable artificial intelligence (AI) captioning in all session rooms. This initiative aims to (a) enhance accessibility and (b) support individual accommodation needs. Although this is the first year implementing this feature, ASHA is confident that it will significantly improve the experience for many participants.

In an effort to engage more participants and attract more assistants, a new registration category for Non–ASHA Certified Assistants has been introduced and is under a 3-year pilot period. ASHA is confident that these updates and new initiatives will make the 2024 Convention a remarkable and impactful event. Stay tuned for more information and updates by checking the Convention microsite.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact currently has 32 member states, with Alaska's legislation awaiting its governor's signature. The Compact Commission, along with the Occupational Therapy (OT) and Counseling Commissions, is working with Inspiring Apps to develop the compact data system that must be in place to operationalize the Compact. A minimum viable product is expected by late 2024 or early 2025—at which point state licensing boards will be able to connect to the system in order to begin issuing privileges to practice. The Interstate Compact Commission will be holding a Special Meeting on July 1. Planning has begun for the Annual Business Meeting, which will take place on September 28 in San Antonio, Texas.

Assistant Certification Programs

There continues to be steady growth within the assistant certification program at ASHA, which has certified more than 1,100 assistants and has renewal rates of above 90%. In addition to more

individuals receiving the C-AA or C-SLPA daily, we are pleased that 15 states now align with or recognize the C-SLPA certification/certification standards as a part of their license or registration requirements for speech-language pathology assistants. ASHA distributed model education programs (MEPs) for 2-year and 4-year SLPA programs for peer review. The recommended MEPs will be provided to the BOD for approval in the third quarter of 2024.

Certification Administration

Applicants for ASHA certification are up almost 10% through the first 5 months of 2024. Despite the increase in volume, application wait times are fewer than 4 weeks. The number and percentage of non-current certificants are lower in 2024 than in 2023.

ASHA Stream: Top 10 Videos (January-May 2024)

Year-to-date, *ASHA Stream* had 23,944 plays, which is eclipsing the 2023 total of 21,804 plays. Visitors to *ASHA Stream* have consumed 4,179 hours of content, which is more than four times the amount of content consumed in 2023 (984 hours).

Top 10 Videos (January-May 2024)

Video Title	Plays	Mins Watched
Redefining the Work: Passion, People, and Perspective	9709	217,667
Welcoming National Speech-Language-Hearing Month 2024	2629	2,699
Better Together: 2024 New Year's Message From ASHA's CEO	1817	4,534
ASHA's Developmental Milestones: Communication (Hearing, Speech, and Language)	1110	2.215
ASHA's Developmental Milestones: Feeding and Swallowing	450	944
Why I Chose Audiology (D'Essence Hampton)	379	399
What Is Aphasia? (With Janet Kuffour)	311	460
<u>Cultural Responsiveness Series: I Stutter and Have an Accent. Can I be your SLP?</u>	298	570
Careers in Hearing and Speech—Why Diversity Matters in CSD	295	277
ASHA Ethics Process FAQ	269	1,274

BOD BEST PRACTICES

Chief Executive Officer Vicki Deal-Williams facilitated a discussion with Board members to review the BOD's established Best Practices related to diversity, equity, and inclusion (DEI). The ASHA Board strives to be a high-performing board on managing issues that surface around DEI and reviewed

expectations for such, along with the importance of holding each other accountable in discussions and interactions and speaking up so issues/concerns do not have an opportunity to become problems.

STRATEGIC PATHWAY UPDATE

An update on ASHA's *Strategic Pathway to Excellence* was provided and comprised two distinct segments. Vice President for Planning Akilah R. Heggs was joined by Chief Executive Officer Vicki R. Deal-Williams and Senior Director of the Office of Business Excellence Rozsa Felix to provide this update to BOD members.

The first segment was dedicated to reviewing suggested Performance Measure changes for Strategic Objectives #1, #5, #6, and #7. Performance Measures are long-term focused metrics; they measure the outcome of the Strategic Objectives. The recommended changes to the Performance Measures were discussed in detail at the meeting, and motions were submitted for each to the Board for approval.

In the second segment, significant accomplishments and changes were reported for all nine Strategic Objectives. A detailed account of ongoing work and a comprehensive description of achievements to date can be accessed on the ASHA website: Strategic Pathway to Excellence: Strategic Objective Highlights (updated biannually).

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 underrepresented racial/ethnic backgrounds. President-Elect Bernadette Mayfield-Clarke and Chief Executive Officer Vicki Deal-Williams reviewed with BOD members their commitment to increase diversity within the Committee on Committees nomination and appointment process.

BOD members reviewed their agreements and data related to dimensions of diversity including profession, age, years of affiliation with ASHA, gender, race/ethnicity, setting, position/role, and participation in ASHA's leadership programs and/or on the NSSLHA Executive Council. The BOD members considered this information as they reviewed the proposed nominees and made appointments—for terms to start in 2025 for 21 of the Association's committees and boards. Once finalized, these appointments will be approved by the BOD. The resulting changes in the overall demographic composition of ASHA's committees and boards for 2025 will be reviewed at the October 2024 BOD meeting.

AD HOC COMMITTEE TO PLAN NEXT STEPS TO REDESIGN ENTRY-LEVEL EDUCATION FOR SPEECH-LANGUAGE PATHOLOGISTS

In the first quarter of 2024, the ASHA BOD accepted the <u>final report</u> [PDF] of the Ad Hoc Committee to Plan Next Steps to Re-Design Entry-Level Education for SLPs. An overview of the report was presented, and the Board discussed potential actions that ASHA could take related to the following priorities:

- 1. Mitigate the scarcity of clinical placements.
- 2. Develop and incorporate a competency-based educational (CBE) framework for CSD.
- 3. Develop learning resources to support CBE; the future of learning; the cultivation of 21st Century skills, cultural humility, equity, and inclusion in CSD; and advancement of clinical specialization.
- 4. Increase student and faculty diversity in CSD.
- 5. Address faculty shortages and faculty development needs.
- 6. Bolster foundational knowledge and clinical experiences related to working in medical settings more consistently across entry-level programs.

ASHA staff will use the input provided by the Board—and that provided by ASHA's Academic Affairs Board—to create Ad Hoc Committees to address priorities and develop work plans

GENERATIVE DISCUSSION: REWORKING CAREER PATHWAYS

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.

Chief Staff Officer for Science and Research Margaret Rogers led a discussion to explore future implications of a trend that has been labeled "Reworking Career Pathways" in a brief by the American Society of Association Executives. This trend centers on the idea that more people are changing the course of their careers throughout their professional lives more frequently than in the past. The Board discussed how that may affect CSD—and what implications there might be for education, clinical practice, ASHA, and the discipline as a whole over the next two to three decades.

FINANCIAL REPORT

ASHA's financial report was presented by Vice President for Finance Lawrence (Larry) Molt. He reported on the first quarter—which ended on March 31, 2024—which showed total operating revenue of \$20,653,592 and total operating expenses of \$14,874,489, equating to preliminary net revenue (revenue minus expenses) of \$5,779,103. Vice President Molt cautioned the BOD that the early surplus is largely due to unrealized gains from ASHA's investment portfolio, and that expenses expected later in the fiscal year may also impact some of what currently appears as additional revenue.

Molt then provided an Audit Committee report. ASHA received an unmodified opinion, which is the best audit opinion that an organization can receive. A motion was made and passed to acknowledge and accept the 2023 Annual Audit Report.

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on June 21, 2024, as a part of the February BOD meeting, with Board Member At Large in Audiology Anita Vereb facilitating. The following topics were discussed:

Senior Director, Federal & Political Affairs Jerry White, provided an update about ongoing audiology advocacy related to the Medicare Audiology Access Improvement Act (MAAIA) and telehealth legislation. Senior Director, Health Care and Education Policy Neela Swanson and Director of State Health Care and Education Affairs Tim Boyd provided an update related to legislative and practice act issues occurring on the state level (i.e. licensure) and potential impacts on reimbursement.

Chief Staff Officer for Audiology Donna Smiley shared that starting April 1, 2024, ASHA became a subgrantee to the American Academy of Pediatrics (AAP) on their cooperative agreement with Health Resources and Services Administration (HRSA) for the Provider Education Network for EHDI.

Vice President for Science and Research Sumit Dhar provided an update on the National Institute on Deafness and Other Communication Disorders (NIDCD) Workgroup on Affordable and Accessible Hearing Health Care for Adults with Mild to Moderate Hearing Loss meeting that occurred on Thursday, June 20 and Friday, June 21.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The BOD Speech-Language Pathology Subcommittee met on June 21, 2024, with Board Member at Large in Speech-Language Pathology Treasyri Williams Wood facilitating.

The committee reviewed the June InTouch Summary report, analyzing potential trends and their alignment with the BOD's growth goals. Chief Executive Officer Vicki Deal Williams and Chief Staff Officer for Speech-Language Pathology Monica Sampson provided brief reports from the National Office.

A significant portion of the meeting was dedicated to discussing value-based care systems and their implications for the profession. Topics explored included the following:

- 1. The current connection of speech-language pathology to value-based care systems
- 2. The concept of capitated care and its potential impact on service delivery
- 3. The role of SLPs in health care's shift toward value-based care

Senior Director, Health Care & Education Policy Neela Swanson provided a contextual overview to guide these discussions.

SOCIAL JUSTICE FRAMEWORK

Over the past year, ASHA's Board of Directors has been piloting the use of a decision-making framework to help determine when an issue requires action by the Association. Chief Executive Officer Vicki Deal-Williams reviewed ASHA's Social Justice Framework and its application to date and provided samples of frameworks being used by other similar associations for the BOD's review. The BOD offered feedback on the ASHA framework and identified desired changes. Final edits will be made, and the BOD will continue using the tool for decision-making.

ABLEISM FOLLOW-UP

In response to increasing member feedback and comments about ableism, the BOD is undertaking preliminary conversations about the implications of shifting our discipline from our current disorder model. To determine areas in need of future exploration, the BOD held a debate at this meeting on the merits and disadvantages of such a shift. Several ideas surfaced for which there was strong agreement; these will be used as starting points to advance the conversation.

NSSLHA Update

NSSLHA National Advisor Belinda Daughrity provided an update on the National Student Speech Language Hearing Association's (NSSLHA) governance, activities, and upcoming programs for students.

- National NSSLHA has begun working toward the goals in their new <u>2024–2026 Strategic Plan</u>.
 They are making steady progress across all four of their goals, especially noting an upcoming collaborative event for audiology students on September 25, 2024, with the Student Academy of Audiology (SAA) and the Student Academy of Doctors of Audiology (SADA).
- National NSSLHA saw positive member feedback from their 2024 Membership Survey—and, based on findings in that survey, National NSSLHA will be expanding efforts around opportunities for students.
- This year, 152 chapters—a new record—earned Gold, Silver, and Bronze Chapter Honors. To
 earn Chapter Honors, chapters are encouraged to engage in legislative advocacy; increase CSD
 awareness; participate in diversity, equity, and inclusion programs; and support the
 ASHFoundation Graduate Student NSSLHA Scholarship fund.

These chapters

- o increased awareness of CSD on local college campuses and communities across the country;
- o increased legislative advocacy efforts by sending more than 6,900 Take Action letters;

- o increased awareness on issues related to diversity, equity, and inclusion, hosting more than 300 events;
- o provided scholarships to students in CSD programs by contributing more than \$29,000 to the ASHFoundation Graduate Student NSSLHA Scholarship; and
- o supported CSD-related organizations by donating more than \$65,000 and 30,000 hours of time.
- Each year, National NSSLHA recognizes chapters, advisors, and members who are recipients of <u>NSSLHA Honors</u>. This year, the University of Central Florida was recognized as National NSSLHA's Chapter of the Year.

O&A SESSION

The following topics were posted prior to the BOD meeting for review by each BOD member, with the opportunity to provide feedback or have questions answered during the BOD meeting.

InTouch Report

InTouch Forms and member feedback are summarized monthly and are reviewed with the BOD at Audiology and Speech-Language Pathology Subcommittee meetings and at each BOD meeting. InTouch Forms that ASHA received from members since the last BOD meeting—along with a cumulative summary of the messages—were shared prior to the meeting. Chief Staff Officer for Communications Selena A. Ramkeesoon answered BOD members' questions regarding topics covered in the InTouch forms. Emerging issues and trends that require consideration by the BOD or select CBCs were also reviewed.

Committee on Nominations and Elections (CNE) Update and CNE Convention Session Request

The Committee on Nominations and Elections reported to the BOD that they are working on succession planning guidance. Past President Robert Augustine, who is also chair of the CNE, highlighted three evidence-based practices that included the following:

- outreach and networking with ASHA members who demonstrate leadership on ASHA's committees, boards and councils,
- outreach and networking with ASHA members who have completed ASHA's leadership development and mentoring programs,
- outreach and networking during the CNE convention seminar titled "Elevate Your Service to ASHA's Board of Directors" (if the session request is accepted for presentation), and.
- encouraging BOD members to contact members in their network who would like to be considered for open BOD position(s) in 2025.

Special Interest Group (SIG) Task Force Update

Vice President for Speech-Language Pathology Ryan Lee-James and Vice President for Audiology Practice Janice Trent provided the update and led the discussion.

The SIG Program Review Task Force has continued the work of re-imagining the ASHA SIG program. The Task Force is considering desired features of a future program supporting ASHA members in sharing experiences, information, relationships, and best practices around topics of mutual professional interest. The Task Force is using the broad headings of "Connections," "Volunteer Service Opportunities," and "Knowledge Generation and Acquisition" to reach its goals.

During June and July, the Task Force will seek feedback from ASHA members using a <u>survey</u>. Decision making by the Task Force will be informed by the responses to the <u>survey</u>.

Follow-Up on Letter From Committee on Clinical Specialty Certification

The Board reviewed a letter that they received in May 2024 from the chair of the Committee on Clinical Specialty Certification (CCSC; subcommittee of the Council for Clinical Certification [CFCC]) with the committee's recommendations for changes to the CCSC process. The recommendations were based on the results of an earlier survey of the membership that was fielded in September 2023. This survey was developed in conjunction with the CFCC.

The Board will continue to discuss the recommendations of the CCSC in the context of other relevant Association initiatives with a focus on the needs of the broad ASHA membership.

HILL DAY 2024

ASHA Board Member at Large in Audiology Anita Vereb and Board Member at Large in Speech-Language Pathology Treasyri Williams Wood reported on ASHA's May Hill Day advocacy event—including the number of attendees and states/territories represented, key meetings held with congressional representatives and staff, and progress made on legislative priorities since those meetings.

The ASHA BOD meeting was adjourned on June 23, 2024, at 11:45 a.m. ET.