

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met in person on February 17–18, 2023. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Robert (Bob) M. Augustine convened the BOD meeting at 8:30 a.m. ET on February 17, 2023, and welcomed Board members to the first BOD meeting of 2023.

CEO UPDATE

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

Schools Connect

ASHA Schools Connect 2023 provides both an in-person and online opportunity! The event will be held in Long Beach, California, July 13–15, and will include more than 40 presentations on the most relevant and pressing topics facing school-based SLPs. Members can start the experience early, on July 12, with a Workload Bootcamp pre-conference workshop to learn tips and tricks to help overcome workload woes. In-person attendees also get full access to the online conference, July 26 through August 7, so they don't miss out on concurrent sessions. Full session and speaker details will be available in March, and registration opens April 10.

2022 Convention

The 2022 ASHA Convention was hosted as a hybrid convention. There were continued COVID and travel concerns, proximity to Thanksgiving, and sociopolitical issues within the host state, Louisiana. The final counts were 9,500+ in-person attendees including Exhibitors, and another 2,600 registrants took advantage of the virtual attendance option. ASHA surpassed Exhibit Hall goals, with commercial partners eager to meet with members in person. In-person attendees used more time to reconnect, and the number of ASHA CEUs claimed by in-person attendees increased overall as well.

Regardless of size, there are consistent patterns and percentages year over year among members, students, first-time attendees, first-time presenters, and so on. The Convention survey results typically remain constant in key areas, with excellent scores from attendees.

Also noted was a reminder that the Annie Glenn Award presentation to Steve and Michel Gleason is still available to view on [ASHA Stream](#).

2023 Convention

This year's theme is "Igniting Innovation", and the Convention Program Committee is focused on two subthemes: (1) Finding the *I* in *Innovation*, helping everyone celebrate the different ways that each person is creative and their ability to change and adapt for the better, and identifying their inspiration, and (2) "What color is your spark?", which helps identify the different skills and types of innovation, from incremental to systemic, from low to high risk, and more. ASHA plans to highlight specific "changemaker" sessions and infuse the theme throughout the Convention experience.

The Convention Co-Chairs have infused the spirit of innovation into the Topic Chairs, who are thinking widely about the importance of foundational education and innovative learning. The Convention plans to offer "skills-based" pre-Convention workshops on innovation, such as on design thinking and leading innovation, along with traditional profession-specific courses.

The Association is deep in planning for the 2023 ASHA Convention and anticipates attendance on par with the 2018 Convention, which had more than 18,000 attendees. The Northeast region is typically a record breaker, partly due to the sheer density of potential attendees close-by or within easy travel. The Convention will not be hybrid this year; hybrid suggests parity, and ASHA will not offer full 1-hour sessions virtually. The Convention will have some virtual elements to offer, and will provide access pre- and post-Convention, as in 2022. There will be a lower rate for virtual experiences only. The Convention will expand the use of the tool used for the iPosters to include 30-minute technical sessions—professional, research, and demos—to be accessible virtually (some will also be presented in person). What is unique and valuable about this model is that anyone can view the sessions, thus expanding the learning opportunities, but only registrants can claim CE.

The following updates were noted as well for the 2023 Convention:

- will not require proof of vaccine;
- full Saturday schedule – Exhibit Hall to close at 1 p.m.;
- Exhibit Hall opening party on Wednesday evening;
- no closing party;
- no ASHFoundation breakfast event (will be combined with their Thursday evening celebration);
- Research Symposium focused on Artificial Intelligence (AI), in keeping with the theme of Innovation.

ASHA will have co-leadership hotels, the Westin Seaport (attached to the Center) and the new Omni Seaport (across the street from the Center), providing over 1,400 rooms close to hosted events and sessions.

Special Collection on Culturally Responsive Teaching and Learning (CRTL)

ASHA's Academic Affairs Board, in collaboration with SIG 10 (Issues in Higher Education), SIG 11 (Administration and Supervision), and SIG 14 (Cultural and Linguistic Diversity), developed a [Special Collection](#) to support a culturally responsive approach to academic, clinical, and research education in communication sciences and disorders. The Special Collection is a product of ASHA's Strategic Objective 6, Increase diversity/equity/inclusion (DEI) within the Association and the discipline. A culturally responsive pedagogy is a method of teaching that acknowledges, responds to, and fosters diversity, equity, and inclusion as a central part of any curriculum. This Special Collection reflects a curation of ASHA and other evidence-informed resources for course instructors to access for creating high-quality and culturally relevant and responsive learning experiences for their students. This resource will be expanded over time to include additional and newly published resources and will be maintained for currency and relevancy.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact stands at 23 states. Legislation has been introduced in 8 additional states (Arkansas, Hawaii, Montana, New Jersey, New York, Vermont, Virginia, and Washington), and bill introductions are expected in up to 6 more states this year. The Compact Commission's Executive Committee continues to explore options for a database system to operationalize the compact and allow for its use in 2024. Meanwhile, the Commission's Finance and Rules Committee has been meeting monthly to continue the work of the Commission, including the development of dataset requirements for the upcoming data system.

Dues Renewal

ASHA has not increased membership dues since 2010, a 13-year period. Annually, ASHA encourages members to renew early to avoid a year-end surge. As of January 31, 2023, a total of 202,536 ASHA and NSSLHA members have renewed for the 2023 membership year, which is up 1.4% from the same time

last year. ASHA members accounted for 195,768 of those renewals; there were 18,140 members with outstanding payments. Overall, more than 90% of dues payments were made online. Members were reminded they have the option of printing their membership card online instead of waiting for it to be mailed.

Certification Administration

ASHA’s certification program marked another successful year in 2022, with a record 11,319 certifications awarded. This large increase from 2021 was due to 2019 and 2020 applicants successfully completing Clinical Fellowships that had been interrupted, modified, or delayed due to the pandemic. New applicant volume was steady in 2022, with small increases in SLP applicants and a slight dip in Audiology applicants, which aligned with trends in terminal degrees granted. In January 2023, ASHA certified its 700th assistant and the Association looks forward to the programs’ continued growth.

ASHA Stream Top Performing Content: 2022 Overview

TOP 10 Videos for 2022	Plays	Minutes Watched
Happy New Year from ASHA’s New CEO [2022]*	1705	2554
What is aphasia (with Michael Settles)*	720	1480
Steve and Michel Gleason Receive 2022 Annie Glenn Award	104	1457
Interprofessional Practice (IPP) in Action*	262	991
Careers in Hearing and Speech – Why Diversity Matters in CSD*	708	893
ASHA 101*	416	868
The Why, What, and How of Interprofessional Collaboration*	105	867
What is Aphasia (with Janet Kuffour)*	312	437
Careers in Hearing & Speech – Inspiration for Life-Changing Work*	259	378
Welcome to ASHA Stream!	641	373
*Videos are also embedded on ASHA related websites		

CHECK IN

President Bob Augustine asked BOD members to share a story of innovation that they have experienced in their profession to set the tone of the meeting and the theme of innovation for the year.

FIDUCIARY DUTIES REVIEW

Christine Gattuso, an attorney with the law firm Kilpatrick Townsend & Stockton LLP (ASHA’s legal counsel), reviewed the legal and fiduciary responsibilities of BOD members. ASHA’s BOD is provided with this review at the beginning of each year to ensure that BOD members fully understand the responsibilities of serving on the board of an organization of ASHA’s size and complexity.

FRAMEWORK FOR ADDRESSING SOCIAL JUSTICE ISSUES

In follow-up to a discussion from October 2022, when BOD members worked on developing a case for ASHA to address social justice issues, Chief Executive Officer Vicki Deal-Williams facilitated a BOD discussion on a framework that was synthesized from ideas and insights provided during that October

BOD meeting. The framework includes a process for determining a response to issues. BOD members will have an opportunity to edit and offer revisions to the framework so that a final version can be communicated to members.

STRATEGIC PATHWAY UPDATE

Vice President for Planning Akilah R. Heggs was joined by Chief Executive Officer Vicki Deal-Williams and Senior Director of the Office of Business Excellence Rozsa Felix to present an update on ASHA's Strategic Pathway to Excellence. The update had four segments:

The first and second segments focused on the review of the Strategic Objectives' *Annual Key Performance Indicators (KPIs)*. 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 KPIs for 2022, and the status of these KPIs at the end of the year 2022 were reported to the Board in the first segment.

The second segment focused on the introduction of the new 2023 KPIs.

The third segment of the update included an overview of the Association's plans to initiate the creation of the next iteration of the Strategic Pathway. ASHA's current strategic plan ([Strategic Pathway to Excellence](#)) is coming to an end in 2025. Beginning this year, the BOD will engage in structured strategic planning activities to create the new iteration of the Strategic Pathway. Objectives, the process, and planned activities were presented to the Board.

In the fourth and final segment of the update, major accomplishments and changes were reported for Strategic Objectives. Information about the work underway and a more detailed description of all accomplishments to date can be found on ASHA.org: [Strategic Pathway to Excellence: Strategic Objective Highlights](#), which is updated biannually.

ABLEISM

There are many definitions of ableism, including one by DeThorne and Gerlach-Houck in [Resisting Ableism in School-Based Speech-Language Therapy: An Invitation to Change](#) in their introduction to the forum in the January 2023 issue of *Language, Speech, and Hearing Services in Schools*, where it is indicated that ableism frames disability as "a diminished state of being human." The BOD used that foundation to gain a framework on the concept and acknowledged the many varied perspectives on the issue, along with the need to maintain a place for "disorders" for those who don't see their disorders as a part of a desired identity. Chief Executive Officer Vicki Deal-Williams facilitated a discussion with BOD members on ableism and considerations for a potential paradigm shift in communication sciences and disorders. Among the issues covered were disability as an identity, supporting those who choose to navigate the world in a different way, ways we perpetuate ableism in the discipline, implications for academia, potential consequences for reimbursement and funding, and potential for engaging with other professions. The stakeholders to be consulted, and individuals and groups that should be part of determining how the Association moves forward, were also discussed. These considerations will inform recommendations on next steps, which will be provided to the BOD at an upcoming meeting.

BETTER HEARING AND SPEECH MONTH (BHSM) NAME CHANGE

Senior Director of Public Relations Joseph Cerquone presented the initiative to rename Better Hearing and Speech Month (May). His presentation included the history behind the current name for the month; what prompted consideration of renaming it; and what the consideration has involved, including engagement and feedback from ASHA members. The National Association for Hearing and Speech Action (NAHSA), ASHA's consumer affiliate, is the organization that founded and named BHSM, and its

Board of Directors makes the final decision on an alternative name. A new name will be announced once plans for implementation are finalized.

MEMBERSHIP AND MEMBERSHIP SATISFACTION TREND DATA

Senior Director of Surveys and Analysis Sarah Slater provided an update to the BOD on ASHA membership trends, retention, and satisfaction data. The Association continues to experience healthy growth in the number of professionals affiliating. At the end of 2021, ASHA represented 223,456 individuals, with the overall retention rate being 97.7% (95.8% for audiologists and 98.0% for SLPs). ASHA acts on member feedback in ways to increase member satisfaction, such as highlighting the value of ASHA certification through the ashacertified.org campaign and other advocacy efforts. The Association's official 2022 membership counts will be available by March 2023.

STATE ASSOCIATION ETHICS PRESENTATION

Senior Director of Ethics Katie Meyer provided an informational update regarding state association ethics presentations. She discussed the pros and cons of giving such a presentation, and provided guidelines for BOD members who present on ethics. The Ethics Office will also be creating PowerPoint slides that contain general ethics information that will be made available to BOD members for ethics presentations. Discussions followed and Meyer answered questions regarding ethics and the disciplinary process.

POLITICAL LANDSCAPE AND THE 2023 PUBLIC POLICY AGENDA

Vice President for Government Affairs and Public Policy Deborah Ross Swain and Chief Staff Officer for Speech-Language Pathology Practices Lemmietta McNeilly gave an informational presentation that touched on how the following topics informed the development of the 2023 Public Policy Agenda: the current political climate, how the climate will likely impact the public policy issues of importance to audiologists and SLPs, and advocacy objectives ASHA has set to meaningfully advance the priorities contained within the 2023 Public Policy Agenda. The 2023 Public Policy Agenda is a member-written document that drives ASHA's advocacy efforts by identifying priorities in several categories, including health care, schools, professional practice/workforce, patients/clients/students, and DEI. The Public Policy Agenda along with information about ASHA's advocacy efforts and how to partner with us is available [on ASHA's website](#).

GENERATIVE DISCUSSION: STANDARDS UNDER PRESSURE

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 anticipated in the future. At this meeting, a generative discussion was held on Standards Under Pressure. Standard setting will be marked by more conflict. Internationally, countries are using standards to advance competitiveness or dominance. Within countries, social issues are playing out in standards, making them more political in a polarized era. Associations will be participants in these conflicts—and also potential mediators. The Board deliberated on questions and issues about this topic. They also discussed the potential impact that standards changes could have on the professions, members, and the Association.

FINANCIAL REVIEW

Vice President for Finance Lawrence (Larry) Molt presented ASHA's financial report. He reported on the preliminary December 31, 2022, report, which showed total operating revenue of \$67,254,478 and total operating expenses of \$62,236,323, equating to preliminary net revenue (revenue minus expenses) of \$5,018,155. Molt reported that the Audit Committee met with BDO (ASHA's audit firm) to discuss 2022 financial audit planning. He reported that the final audit report will be completed in April and posted on ASHA.org after board review.

DIVERSITY AND INCLUSION IN THE COMMITTEE ON COMMITTEES PROCESS

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 number of individuals from underrepresented racial/ethnic backgrounds. President-Elect Tena McNamara and Chief Staff Officer for Multicultural Affairs Megan-Brette Hamilton reviewed the commitments that the BOD has made and their potential to impact outcomes in appointments the Board members will make later this year for vacancies on committees, boards, and councils that begin in 2024. The Board members were urged to build on the progress and momentum of their efforts over the past 7 years by encouraging individuals across a variety of dimensions of diversity to submit requests for consideration via [the Committee/Board Interest Form](#), including individuals who are early career professionals, those from underrepresented racial/ethnic backgrounds, former officers of National NSSLHA, and those who have participated in ASHA’s leadership development programs (e.g., [the Leadership Development Program \[LDP\]](#) and the [Minority Student Leadership Program \[MSLP\]](#)).

Audiology Subcommittee Report

The BOD Audiology Subcommittee met on February 17, 2023, as a part of the February BOD meeting with Board Member at Large in Audiology, Elizabeth Walker, facilitating. The following topics were discussed:

- ASHA Audiology Professional Practices Associate Director Bria Collins gave an overview of the following ongoing activities in the program:
 - the recent SIG 8 webinar on *audism* in audiology;
 - the upcoming ASHA Town Hall, “[Discussing Trauma-Informed Care with Clients, Patients, and Students](#)” (a collaborative effort across several units at ASHA);
 - a few of the programs that the staff are working on, including the Audiology Mentoring Program – Students (AMPS) for second through fourth year AuD students; the Audiology Research Travel Award (ARTA); and the Audiology Student Day program for AuD students, which will be held virtually and in person (at the ASHA National Office) this summer;
 - the steady increase in technical assistance calls coming in to Audiology Professional Practices in the past 5 years (staff respond to these questions in 24–48 hours).
- Jerry White (Director of Federal and Political Affairs) and Josh Krantz (Director of Federal Affairs, Health Care) from the ASHA Governmental Affairs and Public Policy (GAPP) unit provided an update on advocacy efforts related to the following in audiology:
 - the Medicare Audiology Access Services Act;
 - the 2023 Medicare Part B Rule with provision for access to audiology services for nonacute hearing loss without a physician’s order;
 - the Expanded Telehealth Access Act.

Speech-Language Pathology Subcommittee Report

The BOD Speech-Language Pathology Subcommittee met on February 17, 2023, with Board Member at Large in Speech-Language Pathology Treasyri Williams Wood facilitating.

The agenda focused on highlighting specific committees, boards, and councils that align with ASHA Strategic Objective #4, Enhance service delivery across the continuum of care to increase value and access to services. A presentation reviewing SO #4 and its multilayered components was provided by the objective owner, Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly.

Vice President for Speech-Language Pathology Practice Linda Rosa-Lugo delivered a comprehensive report on the School Issues Advisory Board (SIAB), which included a recap of the listening sessions

conducted in November 2022. Implications of the information shared by members that participated in these sessions as well as opportunities for innovation were discussed in detail by the committee.

Vice President for Government Affairs and Public Policy Deborah Ross Swain provided a report and overview of the Health Care Economics Committee (HCEC), which highlighted the unique trajectory of the committee's work cycle juxtaposed with more traditionally time bound committees within ASHA.

These presentations laid the foundation for a generative discussion regarding "Opportunities for Innovation in Service Delivery" as it intersects with the member experience and how best to position the Association to ensure that members feel supported and heard while charting its course.

Q&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 reviewed with the BOD at Audiology and Speech-Language Pathology Subcommittee meetings and at each BOD meeting. InTouch Forms 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 committees, boards, or councils were also reviewed.

BOD GROWTH GOALS

Based on the 2021 BOD self-assessment results, President Bob Augustine led a discussion about the impact the current BOD growth goals have had on their BOD service. The BOD discussed each goal as an area for learning and commitment to improvement and determined what changes need to be made for 2023. Time will be set aside at each BOD meeting in 2023 to discuss and review progress.

Every 2 years, the BOD completes a BOD evaluation to assess the BOD's strengths, identify areas of opportunity, and determine any actions needed for closing gaps. President Bob Augustine recommended that the BOD continue to follow that tradition and administer a BOD assessment in 2023. He presented the timeline inclusive of completion of the evaluation, discussion of the results at the August BOD meeting, and development of BOD Growth Goals for 2024 and 2025.

NSSLHA Update

National Student Speech Language Hearing Association (NSSLHA) National Advisor Belinda Daugherty provided updates on NSSLHA governance, activities, and upcoming programs for students.

- National NSSLHA will be amplifying the experiences, diversity, and impact of our members, chapters, and the professions all year long. They are currently featuring leaders from National NSSLHA, ASHA, and NBASLH for Black History Month. See the latest posts, stories, and takeovers on [Instagram at @national_nsslha](#).
- Since this fall, National NSSLHA engaged with more than 1,500 students through virtual events. Additional information about upcoming virtual events is available at <https://www.nsslha.org/programs/virtual-events/>.

- The NSSLHA Member Honors application period is open now through March 31. The awards are between \$250 and \$500. Additional information about Member Honors is available at <https://www.nsslha.org/programs/member-honors/>.
- Student leadership applications will be open from February 27 through April 28. This includes positions on the NSSLHA Executive Council, Student State Officer positions, and the Inclusion, Diversity, Equity & Action Work Group. Additional information is available at <https://www.nsslha.org/student-leadership/>.

The Board of Directors meeting was adjourned on February 18 at 2:45 p.m. ET.