



ASHA 2025 Centennial Celebration Recommendations to the Board of Directors

March 12, 2024

Prepared by: Ad Hoc Committee on Centennial Planning

Theresa Rodgers, MA, CCC-SLP, ASHA Fellow, Licensed SLP, EdS (LD) | Co-Chair

David Alexander, Au.D., CCC-A | Co-Chair

Debra Burnett, Ph.D., CCC-SLP

Jann Fujimoto, M.S., CCC-SLP, R.SLP

Raquel Garcia, M.S., CCC-SLP

Kyle Greene-Pendelton, CCC-SLP

Lauren Hastings, M.S. CCC-SLP, ADHD-CCSP

Brandon Roppel, Au.D., CCC-A

Natalie Sfeir, M.S., CCC-SLP

Laura Verdun, M.A., CCC-SLP

Bob Augustine, Ph.D., CCC-SLP | Board Liaison

Selena Ramkeesoon, DM, PMP | Ex-Officio

Table of Contents

Introduction	2
Vision	2
Objectives (individual, specific, deliverables) to achieve the vision	2
Key Takeaways (during and at the end of, the Centennial year)	3
Centennial Celebration Recommendations	4
Historical Showcase (Reflections on the Association and professions)	4
Member Engagement (Opportunities for members to participate throughout the year)	5
Consumer Outreach (Public awareness and education)	5
Professional Development.....	6
Inspire & Motivate.....	6
Future Vision	6
Appendix: Convention Recommendations.....	7



ASHA 2025 Centennial Celebration
Recommendations to the Board of Directors
March 12, 2024

Introduction

2023 Resolution and Motion

On February 1, 2023, the ASHA Board of Directors (BOD) approved Resolution BOD 2-2023, which established an Ad Hoc Committee on Centennial Planning.

On June 15, 2023, the BOD approved Motion CoC 9-2023, which identified ten members for the Committee on Committees to appoint to the Ad Hoc Committee on Centennial Planning for a one-year term ending June 30, 2024.

Ad Hoc Committee on Centennial Planning Committee Charge

The charge of the Ad Hoc Committee on Centennial Planning is to: (1) advance discussion and planning for ASHA's 2025 Centennial celebration, and (2) strike a balance between a retrospective and a future vision, with a spotlight on the present.

Specifically, the Ad Hoc Committee on Centennial Planning will (1) develop a comprehensive concept and recommendations for a portfolio of events to cover the 2025 Centennial year, and (2) solicit member input and collate member ideas and present a shortlist of recommendations to the ASHA Board of Directors for consideration.

Centennial Vision, Objectives, and Key Takeaways

The vision, objectives, and key takeaways for the 2025 Centennial were developed at the ASHA BOD meeting in June 2022.

Vision

Strike a balance between a retrospective and future with a spotlight on the present.

Objectives (individual, specific, deliverables) to achieve the vision

1. **Inform** and educate members and consumers.
 - **Members:** ASHA comes from a history of innovation and inclusion. For our next chapter, ASHA will be spurred by that past and will be looking for opportunities to innovate.
 - **Consumers:** Improve public awareness about the expertise and services of communication sciences and disorders (CSD) professionals.
2. **Intensify** member value and member engagement.
3. **Inspire** and motivate members.

Key Takeaways (during and at the end of, the Centennial year)

“ASHA is you, it’s not a building.”

Inform and Educate

- Members understand how the CSD discipline and professions have advanced over the decades.
- Consumers know about the expertise and services of CSD professionals.

Intensify Member Value and Member Engagement

- Include a variety of member perspectives.
- Showcase the contributions of the professions to society.
- Message key areas of interests moving forward.
- Convey the professions are ready to face the future.

Inspire and Motivate

- Members feel they are included, valued, and see a space for themselves.
- Members know how they can contribute to the future of the professions.

Centennial Celebration Recommendations

Recommendations to celebrate the 2025 Centennial reflect input from ASHA members and the Ad Hoc Committee on Centennial Planning. Member input was collected through a *Call for Centennial Celebration Ideas* initially posted on the ASHA.org website from August 21-September 22, 2023. The *Call for Centennial Celebration Ideas* was promoted through multiple member touchpoints, such as social media, *ASHA Now*, broadcast emails, and the ASHA Community. To leverage members' excitement as they attended the Boston Convention, the Ad Hoc Committee on Centennial Planning re-opened the *Call for Centennial Celebration Ideas* in early November with an extended submission deadline of November 20, 2023.

The celebratory ideas are presented in the following categories: Historical Showcase, Member Engagement, Consumer Outreach, Professional Development, and Inspire and Motivate. Activities to be considered by the 2024 and 2025 Convention Program Committees (CPCs) are presented in the Appendix.

Historical Showcase (Reflections on the Association and professions)

Documentary: ASHA's Origin Story

- Capture what makes ASHA special—the trajectory, expansion, transformation, and innovation phases of ASHA and the CSD field.
- Cover the Association's beginning, present, and future.
- Include scope of practice for both professions, populations served, advocacy, etc.
- How did ASHA become a science-based and respected field?
- Mention the 50th and 75th anniversary celebrations.

Format: [ASHA Stream](#) video.

Storytelling Through Oral Histories: In-depth reflections that catalog the history of the CSD discipline, the professions, and experiences through members' eyes.

- Develop a selection criterion to identify members who can offer different perspectives on the development of the discipline and the professions.
- Members share how they helped develop the CSD field and its subsequent progress.
- Include who mentored them and who they mentored.
- Member examples: Ray Kent, Larry Shriberg, Larry Leonard, Norm Lass, Carol Stoel-Gammon, Leslie Olswang, Joanna Robbins, Jay Rosenbeck, Dorothy Aram, and Delores Battle.
- Publish a timeline of key milestones on the website.

Formats: Moderated panel discussion; digital series.

The 100 Most Influential ASHA Members or 100 Famous Faces of CSD

An opportunity to showcase notable members and their influence on the discipline and the professions.

- Develop a selection criterion to identify members and highlight their significant impact on the professions.
- Member examples: Past (Dr. Orlando Taylor, Hildred Schuell, Empress Zedler, Van Riper, Daniel Boone); present (Audrey Holland, Jeri Logemann, Joe Duffy, Martin Brodsky, Roberta Elman).

Formats: *Leader* special issue; digital series.

Multicultural Issues in CSD: The journey of addressing multicultural issues in CSD.

- A historical review of the creation of ASHA's Office of Multicultural Affairs ([OMA](#)), Multicultural Issues Board ([MIB](#)), Multicultural Constituency Groups ([MCCGs](#)), and the origin of the National Black Association for Speech-Language and Hearing ([NBASLH](#)).
- Include on website timeline of key milestones.

Format: Digital series; 3-part CEU series in 2025.

Member Engagement (Opportunities for members to participate throughout the year)

Public Outreach with Partners

The following is a combined member engagement, consumer outreach, and charitable opportunity.

- ASHA and the National Association for Hearing and Speech Action ([NAHSA](#)), ASHA's consumer affiliate, leverage their relationships with consumer/patient advocacy organizations. Goal: To raise awareness and educate the public about CSD and the professions.
- Example activities: 1) Members select their favorite consumer/patient advocacy organization and donate through a virtual Fun Walk and 2) promote existing consumer outreach campaigns like [Identify the Signs](#) and the [Real Stories](#) PSA series.

Format: Public outreach and digital campaigns.

Social Media: Digital Frame

- Foster engagement with members by providing them with assets to promote the Centennial with their online audiences.
- Produce a digital frame that incorporates the Centennial logo for members to add on their social media profiles (Facebook, LinkedIn, Instagram, X, TikTok, etc.).

Format: Social media content.

Consumer Outreach (Public awareness and education)

National Media

Schedule a morning talk show live interview or pre-recorded segment to promote the work of the professions. For example, Maria Shriver's *Today* show segment on [November 15, 2023](#), reporting study findings on how obtaining treatment for hearing loss could help protect the brain against Alzheimer's and other forms of dementia.

Format: Television

CSD Experiences

- i. Video profiles of member-consumer collaborations leading to positive treatment experiences. Disseminate via the website and social media.
- Promote existing consumer outreach campaigns like [Identify the Signs](#) and the [Real Stories](#) PSA series.
- ii. Virtual public education exhibit. An immersive experience/event to raise consumer awareness about various CSD topics. The concept is similar to virtual museum exhibits, such as the [Van Gogh Exhibition: The Immersive Experience](#).
- iii. Promote [ASHA-Planet Word Museum](#) collaboration that created a digital exhibit spotlighting word-finding problems like aphasia.

Formats: [ASHA Stream](#) video; digital and virtual series.

Annie Glenn Award

- Profile past Annie Glenn Award winners.
- The Annie Glenn Award is given each year at the ASHA Convention Awards Ceremony. Annie Glenn, wife of Senator John Glenn, was known nationwide for her advocacy for those with communication disorders. "The Annie" recognizes an individual who demonstrates Mrs. Glenn's spirit by making a positive impact on the lives of people with communication disorders. This beloved award is a perpetual highlight of the ASHA Convention.

Formats: Web content; digital series.

High School Students

Partner with CSD university programs, state speech-language-hearing associations, and related professional organizations to increase awareness and educate high school students about the CSD field and professions.

- Promote ASHA's [hearing and speech careers](#) website and [mentoring](#) programs.

Formats: Web content; digital series.

Professional Development

- Free professional development webinars. E.g., Introduction to AI, what to consider when changing work settings.
- Offer opportunities for members to earn CEUs for no cost or at a discounted price. E.g., Select 12 thirty-minute courses from the ASHA Learning Pass catalog and offer one course per month for 0.05 CEUs at no cost.
- Consider expanding mentoring programs by identifying new areas that would benefit from coaching/mentoring. E.g., Entrepreneurship/business ownership coaching.
 - Promote the current Convention Coaching Program.
- Identify and enhance opportunities to actively engage at annual professional development offerings that already exist aside from Convention, e.g., Health Care Summit, Schools Connect, etc.

Format: N/A

Inspire & Motivate

- Promote the [ASHFoundation's](#) innovation and research work. E.g., video profiles of recipients for use on the website and social media (for example Tik Tok).
- Build on the [We Are ASHA](#) video series and create an online space for members to share why they pursued the professions and what they envision for the next 100 years.

Formats: Web content; digital series.

Future Vision

Speaker Series

Partner with CSD university programs and allied professional organizations to create a Speaker Series.

- Potential topics: Current issues facing the discipline; positioning the professions for the future; the role of CSD in healthcare; working with allied professions; and/or ASHFoundation's work promoting CSD innovation and research. Format: Panel series

Appendix: Convention Recommendations

BOD approval is not required.

All or some of the abovementioned activities can be considered by the 2024 and 2025 Convention Program Committees. Specific Convention activities are outlined below to be considered by the CPCs.

Celebration Galas

- 2024 Seattle: After the Awards Ceremony, host a Centennial kick-off celebration. Begin ramping up enthusiasm with members utilizing items such as banners, social media blitz, and promo items with the Centennial logo (for example pens, stickers, cellphone pop sockets).
- 2025 Washington, DC: After the Awards Ceremony, host a Centennial wrap-up gala at a DC-area museum or the Kennedy Center. Some ideas for consideration are a BIG cake and commemorative items with the Centennial logo (for example “100” lapel pin, Stanley cup, t-shirt).

Creative Contest

“What ASHA Means To Me” or “What the Profession Means To Me”: Members submit a short video, artwork, or written essay. Promote winning entries online, on social media, and at Convention. Contest categories could be as follows:

- Early Career Professional (30 years or younger or 5 or less years of experience in the profession)
- Mid-level Professional (5-25 years of experience)
- Senior Professional (Over 25 years of experience)
- Assistants (SLP and AUD)

Member Recognition

Match first-time attendees, such as National NSSLHA students, with members who have attended 20+ Conventions.

- Recognize the oldest and youngest members at the 2025 Opening Ceremony.
- Build upon the existing "In Memoriam" segment to profile distinguished members throughout the years. E.g., Stan Dublinske, Marc Fey, Audrey Holland, Orlando Taylor, and others.

Cultural Event

Collaborate with local organizations and universities to host a cultural event that showcases the talent of performers (singers, theater artists, dancers, etc.) with communication differences or challenges.