

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met in person on June 10–12, 2022. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Judy Rich convened the BOD meeting at 9:00 a.m. ET on June 10, 2022, and welcomed Board members to the second BOD meeting of the year. BOD members were reminded of the Convention theme of “Reframe Your Thinking: Resilience Reinvented,” which ties into the concept of resilient leadership. Judy encouraged reflection on the word *resilient* during the BOD's time together and noted the more reflective you are the more effective you are.

CEO UPDATE

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

Better Hearing and Speech Month

Promoting a theme of “Connecting People,” ASHA launched television, radio, and social media bilingual (Spanish) public service announcements (PSAs) highlighting the work of audiologists and speech-language pathologists. These PSAs are expected to air for at least one year (with a potential audience reach of more than 25 million) and are viewable on the [Better Hearing and Speech Month \(BHSM\) page](#). Included on the page are a variety of downloadable and shareable digital resources for members. As of mid-May, the page has received more than 70,000 views.

ASHA engaged with a coalition promoting hearing health at eight Major League Baseball parks during May. ASHA's consumer-friendly materials were used and a video PSA from ASHA's Identify the Signs campaign aired on the jumbotron during a Milwaukee Brewers' game in Milwaukee.

A review of the BHSM name and timing is underway. Through the BHSM page, members were invited to provide feedback. As of mid-May, 30 members responded: 11 suggested Speech-Language Pathology Month; six said the current name reflects ableism and for that reason needs to be changed; and three asked for the month to be changed.

ASHA's Value of the CCCs campaign supported ASHA's May advocacy on Capitol Hill with a late April to late May digital campaign aimed at policymakers and members. As of May 4, campaign advocacy ads had received nearly 50,000 clicks, were performing above industry standards, and had reached a total audience of 1.3 million. Also, ASHA President Judy Rich's campaign [story wall profile](#) was promoted on LinkedIn May 5–12. It reached a potential audience of nearly 8,000 and the profile had a clickthrough rate four times higher than the industry standard.

Lastly, ASHA disseminated two press releases nationally, one concerning the results of national polling ASHA commissioned on the public's knowledge of treatment for communication disorders and their use of audiologists and speech-language pathologists' services, and another release announcing ASHA educational resources about stuttering during National Stuttering Awareness Week (May 8–15). The first release was picked up by 334 outlets and had a potential audience reach of 175 million; the metrics for the other release were 86 media outlets and potential audience reach of 79 million. Both press releases are in the [ASHA Press Room](#).

Schools Connect

ASHA Schools Connect 2022 will once again take place online, July 13–25. It will include more than 40 live and on-demand learning activities delivering a broad range of practical tools and strategies relevant to school-based SLPs. Once again, to help learners get the most out of their learning experience, several sample learning plans will be offered oriented to career stage and interests, including service delivery in rural/remote areas; collaboration for students who are deaf/hard of hearing; diversity, equity, and access; and more. The event is expected to return to a primarily in-person conference next year, with Long Beach, CA, being the likely host for 2023.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact Commission (ASLP-IC) held a special virtual meeting on May 2, 2022. At this meeting, the Commission adopted amended bylaws and named the ex-officios from the national organizations to the Executive Committee. The ex-officios include Susan Adams from ASHA, representing the speech-language pathology association seat; Susan Pilch from American Academy of Audiology (AAA), representing the audiology association seat; and Kerri Phillips from the National Council of State Boards of Examiners (NCSB), representing the national licensing board association seat. Additionally, a memorandum of understanding was agreed to in which AAA, ADA, and ASHA will share the audiology association seat on an annual rotating basis according to alphabetical order.

With the passage of legislation this year by Idaho, Indiana, Mississippi, South Carolina, and Tennessee, the ASLP-IC has now reached 20 states. Iowa and Missouri have also passed legislation, which awaits their governor’s signature and will result in 22 states. Legislation is still active in Delaware and New York.

Frequency of *The ASHA Leader*

The print publishing industry is experiencing severe paper shortages and steadily rising costs for paper, ink, freight, postage, and mailing, forcing *The ASHA Leader* print magazine to shift to publishing combined bimonthly issues—for a total of six issues annually. Leader print issues this year are also shorter than usual, simply because there is not enough paper to print the usual 72 pages.

In response, *The ASHA Leader* has moved to publishing more content online-only on the Leader Live website (leader.pubs.asha.org) and has increased the volume and frequency of online news and short reads. All articles in the print magazine will also be posted online as usual. Additionally, the *Leader* is undertaking a redesign and redefinition of the purpose of the print magazine in 2022. If members prefer reading the *Leader* online and want to stop receiving print issues, please email actioncenter@asha.org.

Website and Social Media Engagement

Digital Communications

ASHA’s digital channels have continued to experience growth and engagement over the past year, with 46 million people visiting the ASHA website and a large majority of them being “new” users. Overall, people primarily come to ASHA’s site via “organic search” (e.g., via Google) and enter via the home page. Top keywords include the organization name as well as *apraxia* and *aphasia*. As expected, there is a large percentage of users who access the site via their mobile phone or tablet.

ASHA’s social media platforms continue to grow, with over 380,000 followers across social channels. Most of those followers are on Facebook, but LinkedIn and YouTube have shown the highest growth over the past year. ASHA statements posted on the Association’s social media channels have driven spikes in traffic to the website. Moving forward, the Association plans to target content more fully to segmented audiences, creating a better user experience for ASHA members and the public.

ASHA.org Website

- 46 million people accessed ASHA.org over the past year.
- **Performance:** ASHA.org's growth over the past 2 years reflects greater use from new visitors compared to returning visitors, with new visitors accounting for ~80% of the traffic to the site.
- **Source of visits:** Approximately 83% of ASHA traffic comes from organic search (~60%) and direct searches (~25%). Interestingly, scholar.google.com accounted for ~20% of the referrals, followed by Facebook (~15%). Email and paid search accounted for less than 15% of referrals to the website.
- **What is referral traffic?** When a user clicks on a link to ASHA's website from another website.
- **What is direct traffic?** When a user types the web address directly into the browser or uses a bookmark. This also can include clicks with sources that are not easily tracked, including some email clickthrough, clicks from private messaging apps, and links clicked from a PDF.
- **What content is accessed?** The majority of traffic from search engines is to the ASHA.org home page (1.8 million sessions), followed by login and then specific content and clinical pages, namely childhood apraxia (a public page), articulation and phonology (Practice Portal), activities to encourage speech and language development, and EdFind.
- **Top 10 search terms driving traffic from external search engines, such as Google:**
 1. ASHA
 2. Apraxia of speech
 3. Aphasia
 4. Speech language pathologist
 5. ASHA practice portal
 6. Auditory processing disorder
 7. Speech pathologist
 8. ASHA learning pass
 9. Childhood apraxia of speech
 10. Social communication disorder.

Users using the internal search engine on ASHA's site are primarily using a desktop and enter the following search terms: *ethics, supervision, learning pass, telepractice, speech, practice portal, autism, teletherapy, aphasia, stuttering, dysphagia, slp.*

- **Mobile/Tablet versus Desktop:** Mobile and tablet usage of ASHA.org continues to grow, with approximately 43% using these devices to access content.
- **ASHA's Internal Search Engine:**
 - There were 3.2 million queries in 2021 as compared to 2.8 million in 2020
 - Over 1.1 million users in 2021 as compared to 991,000 users in 2020

Convention

The ASHA Convention is being planned as a hybrid event this year. The in-person event is taking place November 17–19 in New Orleans, Louisiana. It will once again be paired with the Virtual Library of pre-

recorded sessions. ASHA is pleased to announce that in alignment with attendee feedback, the Virtual Library will be open for an extended period this year, November 10–28. Also, a limited number of predetermined live-streamed sessions (slides and audio only using on-site overflow technology) will be offered.

ASHA is expecting a return to in-person attendance for the Southeast region of 10,000–12,000, based on submissions during the Call for Papers and on early bookings for the Exhibit Hall.

The 2022 theme, “Reframe Your Thinking: Resilience Reinvented,” is a challenge to re-examine resilience. ASHA members embody resilience. They teach resiliency skills to help patients, clients, colleagues, and students, but never have they needed to embrace and draw upon their own knowledge and skills more than over the past couple of years. Resilience is not just an ability to learn from challenges and rebound, but an opportunity to use the foundational building blocks we all have that allow growth. The path to resilience is different for everyone and draws on everyone’s unique strengths, resources, and support systems.

This year ASHA is reframing, rethinking, and reinventing resilience by appreciating skills, celebrating discoveries, and taking pride in how we’ve grown, both professionally and personally.

In the spirit of the theme, ASHA is also rethinking and reinventing the Convention, and have made some exciting shifts, including a shift in Convention timing—opening the Exhibit Hall early Wednesday from 4:00 p.m. to 7:00 p.m. for a Welcome (Back!) Reception, and ending early on Saturday to allow people to travel home (and potentially save money on flights) for the Thanksgiving week. The Convention is also pleased to bring back in-person poster sessions in a new and exciting interactive digital format on-site.

ASHA is thrilled to announce that Steve and Michel Gleason will accept the Annie Award (with Team Gleason having a significant presence in the heart of the Exhibit Hall).

Vaccination and Masking Requirements for 2022

For the 2022 Convention, ASHA is following the vaccination and masking guidelines set by the CDC in cooperation with our host destination, New Orleans. Proof of full vaccination is required for **all able and eligible individuals to register** for the in-person ASHA Convention. We anticipate that the CDC may update its vaccination guidelines to include booster doses; therefore, we strongly encourage proof of a booster as well. Unvaccinated individuals may register, but a negative PCR/molecular or antigen test administered on-site at the ASHA Convention will be required for participation. Registrant badges will not be mailed in advance to unvaccinated individuals; badges may only be picked up on-site after testing negative.

Specialty Certification Update

ASHA, through the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) and their Committee on Clinical Specialty Certification (CCSC), formally recognizes and monitors independent Specialty Certification Boards that have met ASHA criteria. Specialty certifications are currently available through four specialty certification boards. There are five potential new specialty certification boards in various stages of application/development for recognition by the CFCC.

The development of these potential new programs was supported through an ASHA grant program, but at this time none of the above programs have completed their program or begun accepting new applications. In addition, the existing and potential new programs have expressed some frustration and concern with the current program and processes and the lack of growth in their specialty certifications.

The certification team engaged an outside consultant to review the current program, obtain feedback from existing and potentially new programs, and review advanced/specialty certification programs from other health care professions to identify opportunities for improvement and growth, which will be reviewed by staff and the CFCC this summer.

Assistant Certification Programs

In December 2020, ASHA's Assistant Certification Program (ACP) launched. In the first 18 months, more than 500 assistants have been certified and there are more than 125 applicants in the queue to test and earn certification. Staff have promoted the program to a variety of stakeholders through email and printed materials, presentations at conventions/meetings, and online social media chats. ASHA is pleased that 10 states have proposed or made changes to their SLPA regulations that align with and/or recognize the C-SLPA.

From April 29 to May 1, 2022, the Association hosted 15 SLPA subject matter experts to write new test questions that will be used for new versions of the SLPA examinations in 2023 and for the Maintenance of Certification Assessment (MOCA). ASHA staff are working to create a MOCA for Audiology and SLP assistants beginning in 2023.

A staff working group recently finalized their recommendations for future initiatives, programs, and priorities to support assistants and assistant stakeholders, which will be provided to the Board of Directors in the future.

Certification Administration

Application volumes are up significantly (60% or 1,100 applications) through the first 4 months of the year. The certification team believes the biggest reason for this increase is the launch of the new professional membership package, which provides the same great benefit as the previous gift to the grad program on January 1 rather than May 1. If this hunch is correct, the May–July numbers will go down slightly from previous years, though a 2%–3% overall increase over 2021 numbers is expected for 2022. Having a reduced summer peak application season will keep processing times lower and reduce applicant inquiries to certification and the Action Center, thus yielding higher satisfaction ratings from applicants/new certificants.

STRATEGIC PATHWAY UPDATE

Vice President for Planning Craig Coleman and Chief Executive Officer Vicki Deal-Williams provided an update on ASHA's Strategic Pathway to Excellence. The update had three segments.

The first segment 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 statuses of these KPIs at the end of Q1 2022 were reported to the Board in the first segment.

The second segment of the update included a high-level 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. Starting in 2022, the Board of Directors will engage in structured strategic planning activities to create the new iteration of the Strategic Pathway. Initial objectives, the process, and planned activities for 2022 were presented to the Board.

In the third and final segment of the update, major accomplishments and changes were reported for the 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. The last update was posted in April 2022.

VALUE OF THE CCCs CAMPAIGN

Senior Director, Public Relations Joseph Cerquone provided an overview and update about the Value of the CCCs campaign. Launched in 2015, the goals of the campaign are to raise awareness of the value of ASHA certification, and to enhance ASHA-certified member satisfaction through campaign-related information and engagement opportunities. The campaign is in the last year of its funding and the ASHA Board discussed goals for related efforts beyond 2022. The BOD directed staff to first implement the ASHA member value strategy project and then bring recommendations forward for BOD consideration.

SUPPORTING THE SIGs

ASHA's Special Interest Group (SIG) program has proven to be valued and popular with ASHA and National NSSLHA members. Key to this success has been the availability of staff and IT support, without which members would not be able to fully benefit from joining a SIG. However, the support has quantifiable limits and would not be available if more SIGs were added to the 20 that already exist. Consequently, in mid-April, the formation of new SIGs was temporarily paused at least through 2023.

Senior Director, Special Interest Groups Michelle Ferketic and Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly provided an update to the BOD about the SIG program and shared affiliation data, survey findings, and other information.

BOD members were asked to identify aspects of the SIG program that must be maintained. Those elements included professional development opportunities, leadership development opportunities, promoting clinical research and knowledge translation, networking and community, and increased opportunities to engage with the Association. This information will be considered in determining next steps to ensure the objectives, benefits, and offerings delivered through the SIG program are aligned with member value and are sustainable well into the future.

COMMITTEE ON COMMITTEE 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 Robert Augustine and Chief Executive Officer Vicki Deal-Williams reviewed with BOD members their commitment to increase diversity in the Committee on Committees nomination and appointment process.

The BOD's 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 Minority Student Leadership Program, Leadership Development Program, and/or NSSLHA Council were reviewed. The BOD members considered this information as they reviewed the proposed nominees and made appointments with terms to start in 2023 for 23 of the Association's committees and boards. Once finalized, these appointments will be approved by the BOD and members selected for these positions will be notified. The resulting changes in the overall demographic composition of ASHA's committees and boards will be reviewed at the October 2022 BOD meeting.

GENERATIVE DISCUSSION: MORE HUMAN HUMANS

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. With the evolution of artificial intelligence (AI), machines are able to do more tasks that previously only humans could complete. At this meeting, a generative discussion was held about

understanding the valued characteristics humans will need to bring to work like humility, empathy, compassion, innovation, and creativity to remain relevant in the age of automation. The Board deliberated on questions and issues around this topic and how the partnering and unique abilities of AI and humans will impact our members and the Association in the future.

FINANCIAL REPORT

Vice President for Finance Ann (Bernadette) Mayfield-Clarke presented the first quarter financial report through March 31, 2022. Total revenue is \$19,507,787 and total expenses are \$12,983,819, with net revenue (revenue minus expense) of \$4,244,168. This is higher compared to the March 2021 net by \$2.3 million due to the recovery on revenue-generating activities from the pandemic.

Mayfield-Clarke then provided an Audit Committee report. ASHA received an unmodified opinion, which is the best audit opinion an organization can receive. A motion was made and passed to acknowledge and accept the [2021 Annual Audit Report](#). The BOD also approved a motion that the 2023 ASHA dues will remain at the same rate as the 2022 dues. The last time that ASHA's dues increased was in 2010. These motions will be posted soon at [2022 Resolutions and Motions](#).

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on June 10, 2022, as a part of the June BOD meeting with Board Member At Large in Audiology, Elizabeth Walker, facilitating. The following topics were included:

- Subcommittee review of the InTouch forms submitted to the BOD during the month of May
- Update on next iteration of the Aligned Sense of Purpose initiative
 - ASHA, American Academy of Audiology, Academy of Doctors of Audiology, Academy of Rehabilitative Audiology, and the Educational Audiology Association will all send representatives to this meeting
 - Meeting will be held virtually on Tuesday, July 12, from 11:00 a.m. to 3:00 p.m. ET
 - Participants from ASHA: Sharon Sandridge, Janice Trent, Beth Walker, Tricia Ashby-Scabis, and Donna Smiley
 - Topic will be over-the-counter (OTC) hearing aids (preparing our members and educating consumers)
- Discussion regarding ASHA's BOD participation in the Dialogue Group, which is an interorganizational effort to explore DEI issues in the hearing health care arena.
 - Janice Trent and Valarie Matlock are both going to participate on behalf of the ASHA BOD. Additionally, Sumit Dhar will continue to participate in the group and can be backup for the others as needed.
- Updates and discussion on provisions from the Medicare Audiologist Access and Services Act (MAASA) for 2022
 - The ASHA Government Affairs and Public Policy staff have identified a few opportunities in 2022 to include the provisions in MAASA in other bills (e.g., mental health legislation).
- Vicki Deal-Williams will have a CEO online chat with members along with the Audiology Practices staff. The topic will be focused on audiology. This will be held on August 17 at 7:30 p.m. EST.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The BOD Speech-Language Pathology Subcommittee met virtually on June 11, 2022, with Board Member at Large in Speech-Language Pathology Barbara Goodson facilitating. Topics of discussion included the following:

- Discussed the In Touch report forms submitted to the BOD for April and May

- The Ad Hoc Committee to Plan Next Steps to Redesign Entry-Level Education for Speech-Language Pathologists has requested to have members participate in the current Next Steps Summer Webinar Series. The six live webinars will be conducted during June and July with breakout discussion groups available during each webinar. Members are encouraged to complete the post webinar survey to provide input. For those unable to attend, recordings of the webinars will be posted approximately 1 week after each webinar with the ability to provide input via a comment sheet.
- Discussed the continued critical shortage of SLPs
- Discussed Elementary and Secondary School Emergency Relief (ESSER) funds and how they are being used for school-based SLPs
- Committee updates were provided:
 - The Joint Committee on State and National Relationships discussed that State Associations are having difficulty sustaining membership and volunteers.
 - The School Issues Advisory Board has met with SIG 16 leadership and are planning to meet and collaborate with representatives from the ASHA State Education Advocacy Leaders (SEALS).
 - The Health Care Economics Committee is working on reviewing all SLP procedure codes. They have also discussed the value of our workforce and have expressed concerns for value, placement, and payment.

NSSLHA Update

National Student Speech Language Hearing Association (NSSLHA) National Advisor Kia N. Johnson provided updates on NSSLHA governance, activities, and upcoming programs for students:

- In spring 2022, National NSSLHA engaged with more than 1,000 students through virtual events including a Raw Conversation event about Ableism in CSD Education. More info about National NSSLHA’s events can be found at [Virtual Events \(nsslha.org\)](https://nsslha.org/virtual-events). Anyone interested in volunteering as a panelist in the 2022–2023 school year should email nsslha@asha.org.
- The NSSLHA Chapter Honors program has once again grown and will involve 138 NSSLHA chapters this year. Collectively, they reported having donated more than \$67,000 to charities and \$25,000 to the NSSLHA Graduate Scholarship Fund, volunteered over 26,000 hours, and sent over 68,000 Take Action letters. The list of awardees can be viewed at [Chapter Honors Recipients \(nsslha.org\)](https://nsslha.org/chapter-honors-recipient).
- National NSSLHA will have six new Executive Councilors beginning their terms on July 1. All Executive Councilors will be listed at [Executive Council Members \(nsslha.org\)](https://nsslha.org/executive-council).
- National NSSLHA is still seeking applicants for the Student State Officer position in AL, AK, AZ, CT, DE, ID, KS, KY, MD, MA, MI, MN, MO, NH, NC, ND, RI, SD, and VT. Please direct any qualified students in these states to [SSO Application Instructions \(nsslha.org\)](https://nsslha.org/ssso-application).

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](#) received from members since the last BOD meeting, with a cumulative summary of the messages, were shared prior to the BOD meeting. Chief Staff Officer for Communications Selena A. Ramkeesoon provided a summary of the messages and answered

BOD members' questions regarding traditional meeting topics housed on the Community Site for independent review. She facilitated a discussion about emerging issues and trends that may require consideration by the BOD or select committees, boards, or councils.

Committee on Nominations and Elections (CNE) and Committee on Leadership Cultivation (CLC) Merger

Past President Lynn Williams shared with the BOD that both committees are having discussions about the benefit of merging the committees to better foster the flow of information for volunteer cultivation and future leadership development. There will be a joint virtual meeting of both committees in July followed by a presentation with BOD discussion at the July BOD meeting.

ASHA CENTENNIAL

In 2025, ASHA will mark the 100th anniversary of its founding. In 2016, the Association launched an [online exhibit](#) featuring its archives and history. In preparation for the centennial, Chief Staff Officer for Communications Selena A. Ramkeesoon facilitated a discussion about the BOD's vision. There was consensus on an overarching goal and objectives for the centennial that will serve as the foundation for planning.

CAA REPORT

The Board of Directors discussed the Council for Academic Accreditation's (CAA) response to the Board's request to consider the [Ad Hoc Committee on Graduate Education in Speech-Language Pathology Report](#), which recommended developing an accreditation program for optional, post-entry-level clinical doctoral programs in speech-language pathology. The CAA determined that they will not proceed with accrediting these programs since, among other reasons, it would be outside of the CAA's charge to do so. While disappointed in the outcome, the BOD will respond to the CAA to express their gratitude for considering the request and explore with the CAA and other stakeholders alternative ways of providing greater clarity and guidance to academic programs, potential students and employers, related professionals, and the general public about what advanced knowledge and skills can be expected from SLPs with a clinical doctorate.

BOD GROWTH GOALS

Based on the 2021 BOD self-assessment results, the BOD established 2022 goals at 2021 year-end. President Judy Rich reviewed the BOD goals that cover four categories: communication, DEI, tracking emerging trends, and working with staff. The BOD discussed the goals and reviewed progress to date.

STRATEGIC SOLUTIONS SESSION

Chief Executive Officer Vicki Deal-Williams provided the BOD with an overview of a plan to conduct a Strategic Solutions Session (S³) designed to engage a cross-section of ASHA members and affiliates in generating solutions that can be considered as ASHA plots its future. The event will be used to create unique and innovative solutions to long-standing issues of concern and to begin envisioning the future. Plans are just getting underway to identify the time and location, and a process for identifying members to participate in the inaugural event. Additional information will be provided to the Board as plans are solidified. The S³ will be evaluated to determine the potential for replicating the event in the future.

The Board of Directors meeting was adjourned on June 12 at 11:40 a.m. ET.