

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met on August 1–2, 2025. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

ASHA President Bernadette Mayfield-Clarke convened the virtual BOD meeting at 10:30 a.m. ET on August 1, 2025, and welcomed Board members to the third quarter BOD meeting of the year.

CEO UPDATE

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

National Speech-Language-Hearing Month (NSLHM)

[NSLHM](#) outreach activities were highly successful in 2025, reaching a new high of approximately **550 million people**, which is an increase of 75 million from 2024.

The outreach began with ASHA 2025 President Bernadette Mayfield-Clarke, PhD, CCC-SLP and ASHA Past President Tena L. McNamara, AuD, CCC-A/SLP doing live and taped interviews that aired on broadcast media stations across the country. The topic was a [national poll of caregivers](#) that ASHA commissioned. **Poll results:** Communication challenges are a top barrier for caregiving, and caregivers highly rank the services of audiologists and speech-language pathologists. A [press release](#) announcing the poll results was picked up by over 700 media outlets, including CBS News, *Forbes*, *USA Today*, *Time Magazine*, and Reuters.

As NSLHM unfolded, ASHA offered an array of resources and tools for members to use during the month. Multiple outreach activities generated increased participation compared to 2024. ASHA collaborated with Reading Rockets, Feeding Matters, and other allied organizations that helped spread the word about NSLHM. Approximately 400,000 people engaged in social media activities, nearly doubling last year's participation. Speaking Up for Communication, a month-long digital campaign, drew participation from nearly 6,100 ASHA members, assistants, and students. **Results:** Combined, these activities reached an audience of **4.4 million people**.

Public Outreach (Awareness and Education)

Other ASHA press releases disseminated in May drew strong media interest. Resources highlighted included a parent primer for addressing [pediatric feeding disorders](#), and guidance for supporting children with communication disorders while they attend [summer camp](#).

Convention

Excitement is building as ASHA prepares for this year's Convention. A record-breaking 2,782 sessions (combined virtual and in-person) have been accepted, making this the largest session acceptance in the past 5 years. ASHA is incredibly grateful to the 824 Convention Program Committee (CPC) members who played a role in shaping the program, and special thanks go to CPC Chairs for their leadership and dedication.

Student and Assistant Volunteer Program: Applications for student volunteers launched on July 16, offering opportunities for students and a limited number of assistants to support our on-site efforts. Applications will be accepted through early September, and the Association is looking forward to engaging students and assistants in meaningful ways.

Exhibit Sales: Exhibit sales are off to a very strong start, with over 400 booths already secured by more than 280 companies. ASHA anticipates this momentum will continue well into the fall, a strong indicator of the value and appeal the ASHA Convention offers to exhibitors.

Centennial Celebrations at Convention: While ASHA’s Centennial is being celebrated throughout the year to ensure all members have opportunities to engage, the Convention offers a unique moment to come together and honor this milestone in person. A full listing of Centennial-related activities will be available on the Convention microsite this fall, but here’s a sneak peek at the many ways attendees will be able to join the celebration on-site:

- Contribute to the *mosaic photo wall* – the collaborative image is a tribute to the Centennial.
- Help shape the *future timeline*. Participants can share their vision by adding their ideas to the wall at Convention.
- Leave your mark on the *world map*, highlighting your impact and where you are from.
- Take a stroll down *trivia lane* where attendees can test their knowledge of ASHA’s history.
- Celebrate with ASHA at various post-session receptions and gatherings happening Thursday through Saturday.
- Stay tuned—more details to come!

Opening Keynote and Annie Award Honoree: The Convention & Meetings team is actively working to secure this year’s Opening Keynote speaker and Annie Award recipient. We anticipate announcing both very soon!

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact (ASLP-IC) has added two states this year, with Arizona and Nevada joining. Legislation is still pending in Michigan, New Jersey, and Pennsylvania. [Compact Connect](#), the compact data system, is currently onboarding states. States that have onboarded will be able to issue privileges to practice once the system goes live. The Commission held a special meeting on June 30 to adopt the FY26 operating budget and finalize the rule on fees, setting the Commission fee at \$50 per privilege. The Commission also amended the rule on the implementation of criminal background checks to address the issue of legal impossibility. The Commission’s annual hybrid business meeting is scheduled for September 20.

Clinical Services Team Update

ASHA has amplified its strategic efforts to connect clinical expertise with public-facing communication, using popular media figures to enhance understanding of speech-language development and the role of SLPs. Recently, ASHA published the *Leader* article, “[Making the Most of ‘Ms. Rachel’: An SLP’s Perspective](#),” offering timely insights on early intervention strategies. The piece quickly gained traction, reaching more than 6,000 downloads and consistently ranking at the top of the *Leader’s* “Most Read” list. Building on this momentum, ASHA developed a companion resource for families, “[Making the Most of ‘Ms. Rachel’: What Parents Should Know, According to a Speech-Language Pathologist](#),” to further extend its reach beyond professional audiences. This article is now featured on the Lantern (formerly Bright by Text) blog and is being actively shared across social media and partner networks. These resources reflect ASHA’s commitment to bridging clinical expertise with public engagement, leveraging mainstream media to elevate awareness of speech-language pathology and support early communication development.

Schools In-Person Educational Events

The ASHA Workload Boot Camp 2025, originally scheduled to take place in Atlanta, GA, on July 17–18, was designed as a live, in-person learning opportunity specifically for school-based SLPs. Despite strong conceptual interest, the event was cancelled due to lower-than-anticipated registration numbers.

We are reviewing the factors that contributed to this outcome and using these insights to inform future planning and engagement strategies.

A new in-person event in 2026 tailored specifically for school-based SLPs will represent a thoughtful departure from previous formats, with a focus on innovative approaches to member engagement, collaborative learning, and professional development. The aim is to create an experience that fosters peer-to-peer exchange and offers learning opportunities not typically accessible through other channels, leveraging the unique resources and strengths of our organization. Additional details will be shared as planning progresses.

2025 UNITED Conference

ASHA engaged with the National Association of Elementary School Principals (NAESP) and National Association of Secondary School Principals (NASSP) at the 2025 UNITED Conference held on July 11–13 in Seattle, Washington. Over 2,000 school principals, assistant principals, superintendents, and state education agency staff attended this event. The focus of ASHA’s engagement was to highlight ways for principals to serve as advocacy partners for SLPs in schools when they communicate with their school districts’ central offices, and to increase the awareness of how SLPs support academic success and outcomes for general and special education students. ASHA resources were shared related to the following: The Language-Literacy Connection: Why Principals Need SLPs on Their Team; How School Administrators Can Support Speech-Language Pathologists’ Workloads; Recruitment & Retention of School-Based Speech-Language Pathologists; and [The Value of School-Based Speech-Language Pathology Services for Elementary School Children](#).

ASHA’s School Issues Advisory Roundtable (SIAR)

ASHA’s School Issues Advisory Board (SIAB) convenes the School Issues Advisory Roundtable (SIAR) quarterly with representation from ASHA staff and school-related ASHA committees, boards, and councils and other related professional organizations to engage in solution-based collaboration and discussion related to school-based issues impacting SLPs. The following groups are represented on the SIAR: ASHA’s School Issues Advisory Board (SIAB); ASHA’s School Finance Committee (SFC); ASHA’s SIG 16: School-Based Issues; ASHA’s State Education Advocacy Leaders (SEALs) Champions; State Education Agencies Communication Disabilities Council (SEACDC); National Joint Committee on Learning Disabilities (NJCLD); ASHA’s Government Affairs and Public Policy Board (GAPPB); ASHA State Affairs; ASHA Federal Affairs; ASHA School Services; ASHA’s Vice President for Government Affairs and Public Policy; and ASHA’s Vice President for Speech-Language Pathology.

SIAB recently hosted its second School Issues Advisory Roundtable (SIAR) for 2025. This meeting explored the utilization of workload approaches to support SLPs’ management of their direct and indirect responsibilities for the students who receive speech-language services. Aruna Hari Prasad from ASHA’s School Services Team presented information about how several school districts have used the [ASHA Workload Calculator \(AWC\)](#) to support changes for staffing allocations, data collection for comparison and analysis; and tracking trends across the school year. Karen Kockler (ASHA SEAL for Illinois) shared information about the IL Workload Analysis Approach to improve the workload and caseload management of SLPs in schools. Members of SIAR analyzed the information presented along with ASHA resources to support discussions around the following topics: embedding workload principles into system-wide practices and policies and identifying strategies or supports that are needed at the district or state level to shift this responsibility from individual SLPs to shared leadership accountability.

SIGs Program Update

The ASHA Board of Directors approved changes to ASHA's Bylaws that will sunset the SIG Program effective January 1, 2026. Starting in 2026, all ASHA and NSSLHA members, Assistants, and International Affiliates will have access to all issues of the scholarly review journal, *Perspectives of the ASHA Special Interest Groups*, along with topic-specific pages in the ASHA Community, which provide members with dedicated spaces for networking and clinical discussions around areas of professional interest. These changes ensure all members have enhanced access to content and specialized professional communities previously available only to SIG affiliates.

2025 Dues Renewal

As of July 16, 2025, 95.7% of ASHA members and affiliates renewed their membership for 2025. All members and affiliates who have not yet renewed are considered “not current” and have through the end of August 2025 to renew before their membership or affiliation is dropped. A final email reminder will be sent on July 30.

ASHA Awards

[USA Today](#) and [The Washington Post](#) have recognized ASHA as a Top Workplace in the Washington, DC metropolitan area once again in 2025, and ASHA has also been named a Top Workplace in the Nonprofit Industry. The awards are the result of employee surveys conducted by an objective third party that compiles the data and provides it to the media outlets. ASHA uses the data to inform decisions about changes to organizational/office culture and, where possible, staff policy, programming, or benefits. These awards also serve as a significant recruitment tool for vacant positions in the ASHA National Office.

The American Society of Association Executives (ASAE) has selected ASHA as a recipient of the [2025 ASAE Power of Associations Summit Award](#), the association industry’s highest national honor. Six awards are presented annually to organizations to recognize and celebrate innovative programs, partnerships, and initiatives that transform communities, advance industries, and improve lives. ASHA received this recognition for the [TALK](#) and [HEAR](#) Text Messaging Programs. These programs were developed to provide timely, accessible information and resources to families who are concerned about their child’s speech, language, and auditory development. By meeting families where they are—on their mobile devices—this initiative helps ensure they have the knowledge and tools they need to support their child’s communication development and overall well-being. It reflects our ongoing commitment to advancing ASHA’s mission and making a meaningful difference in the lives of those we serve. This award is a testament to the collective efforts of ASHA staff, members, and partners who contributed to the program’s success. Special thanks to ASHA staff members Diane Paul, Francine Pierson, and Regina Zappi, and to ASHA certified SLP Kristina Blasier and the Idaho State University HATCH Lab, who led ASHA’s contributions to this project.

Certification Administration

Through the first half of 2025, certification application volume is up 4.5% from 2024. ASHA attributes this to the continued growth in CAA-accredited programs, class sizes, and the professions, and stakeholders continue to value ASHA certification. Retention of ASHA certification continues to be extremely high at 97%.

Specialty Certification

The Committee for Clinical Specialty Certification (CCSC) met in July and received an update from the ASHA Board of Directors (BOD). The ASHA BOD is no longer asking the CCSC to pause accepting new applications for ASHA recognition of independent specialty certification boards. The CCSC is pleased to report that they will be presenting on Clinical Specialty Certification at the 2025 ASHA Convention.

Assistant Certification Program

Since its inception, the program has **awarded over 1,500 certifications**, and there continues to be a steady pool of applicants. The Maintenance of Certification Assessment (MOCA) launched in 2024 and was completed by hundreds of renewing assistants. An updated MOCA will launch in 2026/2027. An update to the 2018 Job-Task analysis study, which was used to create the current assistant certification standards, exam blueprints, etc. will be conducted in 2025–2026. A peer review of the proposed changes will occur in 2026.

A total of 15 states recognize or align with the C-SLPA certification standards for licensure. There are currently several states proposing similar updates to their SLPA licensure in 2025, and it is anticipated that other states will propose changes in 2026. Similarly, there are now six states that license or register Audiology Assistants and recognize or align with the C-AA certification standards.

The latest information is available at www.ashaassistants.org or by emailing assistants@asha.org.

ASHA Stream

ASHA Stream: Top 10 Videos (June 2025)	Plays	Time Watched (seconds)
Unionizing for Audiologists and SLPs: Why, How, and What It Means	4076	5482170
Start Small, Dream Big: Getting Started With Generative AI	470	465280
Diverse Perspectives at Work: Infusing Inclusivity into Coursework and Clinical Practice	376	1036012
A Practical Guide to Ethnographic Interviewing	355	405634
ASHA Continuing Education Units (ASHA CEUs) or Professional Development Hours: What's the Right Choice for You?	262	24369
ASHA's Developmental Milestones: Communication Speech, and Language)	162	22006
Evidence-Based Decision-Making Series: EBP Basics and for Practicing Clinicians 1.1	132	27514
Redefining the Work: Passion, People, and Perspective	93	108815
Launching a FEES Program	92	95360
What You Need To Know About Cytomegalovirus (CMV)	91	7833

STRATEGIC PATHWAY UPDATE

An update on ASHA's Strategic Pathway to Excellence was provided that was composed of three distinct segments. 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 for this update to the BOD.

The first segment focused on the Strategic Objectives' Annual Key Performance Indicators (KPIs). These KPIs serve as short-term metrics that assess progress on major objectives or priority areas identified for the current year. Strategic Objective Owners identified KPIs for 2025, and the Board received a report on the status of these KPIs as of the end of Q2 2025.

The second segment highlighted key accomplishments and updates related to 2025 Strategic Objectives. A detailed summary can be found on ASHA.org under [Strategic Pathway to Excellence: Strategic Objective Highlights](#), which is updated twice annually.

The third and final segment outlined the plan and highlighted key accomplishments to date related to establishing the architecture for the 2026–2028 Strategic Pathway.

BOARD ACTIVITIES AT CONVENTION

The BOD's schedule for the 2025 ASHA Convention in Washington, DC this November was reviewed by Board of Directors Manager Andrea Ducker. BOD involvement is expected in various activities beginning on Tuesday and ending on Saturday. BOD members will also be attending a variety of sessions and activities as presenters, participants, and active supporters, and will be available at the ASHA Leadership Q&A on Friday, November 21, from 9:30 to 11:00 a.m.

BOARD ASSESSMENTS

The BOD engaged in their biennial (conducted in the odd-numbered years) self-assessment exercise in August 2025. Each BOD member also completed an individual BOD self-assessment that identified areas of strength as well as growth opportunities. At this meeting, ASHA President Bernadette Mayfield-Clarke provided background, reported the results of the assessment, and CEO Vicki Deal-Williams facilitated an exercise to solicit ideas for potential BOD goals. A subcommittee of BOD members will use this information to draft goals for BOD consideration at their October meeting. The new goals will start in January 2026. These BOD goals will be in effect until December 31, 2027. The next assessment is scheduled for 2027.

FINANCIAL REPORT

Vice President for Finance Lawrence (Larry) Molt presented ASHA's financial report. He reported on the 2nd quarter, June 30, 2025, which showed total operating revenue of \$40,645,414 and total operating expenses of \$32,942,102, equating to preliminary net revenue (revenue minus expenses) of \$8,153,312.

Vice President Molt cautioned the BOD that the 2nd quarter all funds surplus is largely due to unrealized gains from ASHA's investment portfolio, and that larger expenses expected later in the year will likely impact the bottom-line.

FOLLOW UP: CMS REIMBURSEMENT FOR CF SERVICES

The Centers for Medicare & Medicaid Services (CMS) recently updated [Chapter 15 of the Medicare Benefit Policy Manual](#) [PDF] to revise the definition of a qualified speech-language pathologist (SLP) for outpatient (Part B) services and provided subsequent clarification on the issues. ASHA staff met with CMS staffers on July 30, along with other stakeholders. Chief Staff Officer for Speech-Language Pathology Monica Sampson updated the BOD about the developments from the meeting and led the discussion on the impact of these changes on clinical fellows (and all provisional licensees in states), students, SLPs in health care, their employers, academic programs, and the SLP profession at large.

RISK ASSESSMENT TOOL TO ENHANCE DECISION-MAKING

At the June Board meeting, a draft tool to help the Board objectively identify, evaluate, and prioritize potential risks that could impact the organization was reviewed. The tool would allow the Board to assess the level of risk associated with the likelihood of actions the association might take and the severity of their consequences, providing a clearer overview of vulnerabilities to make more informed decisions about strategies and resource allocation. The Board agreed to pilot the tool's use in conjunction with [ASHA's Decision-Making Framework](#). As a follow up to the June discussion, Chief Executive Officer Vicki Deal-Williams and Chief Staff Officer for Communications Selena Ramkeesoon facilitated a risk management

exercise to help the Board apply the tool. The BOD recommended minor edits to the tool and will pilot it in draft form to assist as needed in their decision-making.

GENERATIVE DISCUSSION: HEALTH CARE DISRUPTION AND POPULATION HEALTH

ASHA's BOD conducts generative discussions during each BOD meeting. At this meeting, Chief Staff Officer for Science and Research Margaret Rogers facilitated a generative discussion on the topic of Health Care Disruption and Population Health. The Board discussed trends related to this topic to consider their future impact, to guide future decision-making, and to help identify future challenges to the Association's mission, members' livelihood and their ability to provide needed services, and advancement of the discipline through education, research, and advocacy.

NSSLHA UPDATE

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

- **Student Volunteer Leaders:** As of July 1, six students began their 2-year terms with the National NSSLHA Executive Council. Each NSSLHA Councilor is paired with an ASHA BOD member and expectations of the mentor-mentee pairs were reiterated. More information about student leader and volunteer opportunities is available on the [National NSSLHA website](#).
- **NSSLHA Town Hall: Understanding the Impact of Medicare Changes**
National NSSLHA held a special Town Hall event, where ASHA staff unpacked the evolving Medicare policy change that's impacting provisional licensees and CFs—especially those working in adult medical settings. There were more than 100 attendees and an [event recording and summary](#) are posted on the NSSLHA blog.
- **National NSSLHA Travel Award:** National NSSLHA is launching a new [Travel Award](#), sponsored by SPG Therapy & Education. They will give away ASHA Convention registrations and \$500 toward travel expenses to four students (two undergraduate and two graduate students). The application will close on September 5.
- **Upcoming Student Opportunities:**
 - **Membership Scholarships:** National NSSLHA has a [membership scholarship](#), funded through donations, through which they were able to give away 70 memberships to students last year. The scholarships are given away on a rolling basis and as funds permit. Students can apply for this year's membership scholarships starting in September.
 - **Undergraduate Scholarship:** The [National NSSLHA Undergrad Scholarship](#) application will open September 1 and will close December 30. Six \$1,000 scholarships for undergraduate juniors and four \$500 scholarships for undergraduate sophomores are available.
 - **Fall Events and ASHA Convention Programming:** National NSSLHA also provided a preview of their fall virtual events and their events at ASHA Convention. More information about upcoming [virtual events](#) and [NSSLHA events at ASHA Convention](#) is now available on the National NSSLHA website.

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on August 1, 2025, as a part of the August BOD meeting with Board Member At Large for Audiology Anita Vereb facilitating. The following topics were discussed:

- Ongoing audiology-related federal advocacy issues, including the Early Hearing Detection and Intervention (EHDI) Appropriations, Medicare Audiology Access Improvement Act (MAAIA), Medicare Part B Payment, and new CPT codes for hearing device services in 2026

Additional ASHA resources on these topics can be found at the following links:

- [New Hearing Device Services Codes: Modernizing Audiologic Services](#)
 - [President Signs Major Health and Education Law with Sweeping Changes](#)
 - [Medicare Issues 2026 Proposed Payment Policies for Outpatient Services](#)
- Current projects and issues from ASHA's Audiology Practices team, including an update on the Joint Committee on Infant Hearing (JCIH) meeting held June 16–18 at the ASHA National Office.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The BOD Speech-Language Pathology (SLP) Subcommittee met on August 1, 2025, as part of the August BOD meeting. Board Member At Large for Speech-Language Pathology Julie Malone facilitated the session. The following topics were discussed:

- challenges and opportunities related to the recent issues with payer limitations for reimbursement of services provided by provisional licensees. Chief Staff Officer for Speech-Language Pathology Monica Sampson led this discussion.
- Vice President for Standards and Ethics in Speech-Language Pathology Carol Dudding provided an update on competency frameworks as the future of educational models for the profession.

Together with the trends informed by the InTouch forms received by the BOD, these discussions informed the BOD of the current state of SLP practice.

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 Ramkeesoon answered BOD members' questions regarding topics covered in the InTouch forms.

The Board of Directors meeting was adjourned on August 2 at 4:43p.m. ET.