

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met on February 21–22, 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 February 21, 2025, and welcomed Board members to the first BOD meeting of the year.

CEO UPDATE

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

Convention

The theme “ELEVATE” set the tone for the 2024 Seattle Convention. The Convention exceeded expectations in terms of attendance, with 11,600+ participants in person and another 1,700+ joining virtually. The change of dates did not appear to have a huge impact on attendance.

One of the key highlights of 2024’s program was the special feature closing session, which added a celebratory and inspiring conclusion to the event, launching ASHA into its Centennial year.

The planning for the 2025 Centennial Convention in Washington, D.C., is already in full swing. The theme for 2025, "Envisioning Possibilities for the Future," captures the forward-thinking spirit that will guide the event, reflecting both the impact ASHA and its members have made over the past 100 years and the possibilities that lie ahead. This theme is also clear in the “Legacy. Impact. Possibilities.” theme of the ASHA Centennial.

The Convention Program Committee (CPC) Co-Chairs are a dynamic group of leaders who are already working to shape the vision for the 2025 Convention. Sumit Dhar, Kia Johnson, Rachel Powell, Carla “Brandi” Smiley, and Lauri Sterling bring a wealth of experience and fresh perspectives to the planning process. Together, they are leading a committee of nearly 800 CPC members spanning 33 diverse topic areas, with a new addition this year: Innovations in Technology.

Demonstration of Value Factsheets

ASHA's National Center for Evidence-based Practice (NCEP) has developed a new self-advocacy tool for members: the Demonstration of Value Factsheets. These 1–2-page resources highlight how SLPs and audiologists improve clinical outcomes, reduce costs, and enhance care coordination across a range of populations and settings. Based on evidence and data from scientific literature, ASHA's National Outcomes Measurement System (NOMS), and other evidence-based sources, these factsheets provide data-driven insights into the value of the professions. The Demonstration of Value Factsheets are designed for members to use when engaging with consumers, administrators, and other key stakeholders to demonstrate the impact of their services. Thus far, NCEP has created five audiology and 12 speech-language pathology Demonstration of Value Factsheets. These downloadable resources can be found on asha.org at [Demonstrating Your Value](#).

Interstate Compact

The Audiology and Speech-Language Pathology Interstate Compact has added the U.S. Virgin Islands, marking the first U.S. territory to join with the 34 member states. Legislation to adopt the compact has been introduced this year in Arizona, Illinois, Nevada, New Jersey, New Mexico, New York, Pennsylvania, and Oregon. ASHA staff are working with stakeholders in those states to ensure successful passage. [Compact Connect](#), the compact data system, will begin to onboard initial states this spring and

will continue to work with Inspiring Apps to develop and implement the system. It is expected that states that have onboarded will begin issuing privileges to practice by late summer 2025.

Advocacy Update: ASHA Members Speak Up on Medicaid Day of Action

Kudos to the advocates who participated on the February 6, 2025, Medicaid Day of Action, demanding that Congress preserve access to the audiology and speech-language pathology services that Medicaid affords to vulnerable individuals. More than 2,100 ASHA members and affiliates sent nearly 17,000 messages to Congress urging lawmakers to [protect Medicaid](#), [increase Medicare payments](#), [extend Medicare telehealth authority](#), [preserve the U.S. Department of Education](#), and engage on state issues impacting audiologists and SLPs. [Take Action NOW](#) to join their call!

ASHA School Services Update

- On October 8, ASHA co-presented with the president of the State Education Agencies Communication Disabilities Council (SEACDC) on “Improving Recruitment and Retention of Speech-Language Pathologists to Support Student Outcomes” at the National Association of State Directors of Special Education (NASDSE) Conference.
- ASHA Schools hosted a virtual town hall series in 2024 composed of five different topics related to school-based practice. There were 2,000 attendees who participated in this series across the year. Recordings and supplemental handouts for each presentation can be found at <https://www.asha.org/events/town-hall/2024-topics-in-school-based-practice/>. Information about the last two events of this series is below:
 - ASHA Schools held “School Safety—A Town Hall for Educational Audiologists and SLPs” on October 16. This virtual town hall discussed topics such as emergency procedures and safety drills; building and environmental safety; trauma-informed care; and best practices to safeguard the well-being of students with communication disorders. This virtual town hall included the following panelists: Nicole Brentlinger, EdS, MS CCC-SLP; Rachel Archambault, MA, CCC-SLP; Kym Meyer, PhD, CCC-A; Molly Riggs, MS, CCC-SLP/ATP; and Amy Schlessman, PT, DPT, DHSc.
 - ASHA Schools hosted their last virtual town hall in the 2024 series entitled “Ensuring Equity: Unpacking Disproportionality in Speech-Language Services” on December 11. This discussion defined factors that lead to significant disproportionality, the role of the school based SLP in recognizing practices that can contribute to this trend, and ways to address it in clinicians’ assessment practices. This event included the following panelists: Greta C. Robinson, PhD, CCC-SLP; Megan-Brette Hamilton, PhD, CCC-SLP; Catherine J. Crowley JD, PhD, CCC-SLP, BCS-CL; Dionna Latimer-Hearn, PhD, CCC-SLP; and Michelle Woodcock, MEd.
- ASHA held membership advisory group (MAG) meetings in December and January related to unions in schools. Participants in this MAG shared their experiences and provided input regarding materials related to school-based members working with their unions and involvement in the contract bargaining process. The following members participated in this advisory group: Karen Kockler, Carol Fleming, Julie Malone, Kristen Keegan, and Mary Doohar.

2025 Dues Renewal

As of February 2025, 89% of ASHA members and affiliates renewed their membership for 2025. The renewals reflect an increase of nearly 1% compared to the same period last year.

Reminders have been sent to members who have not yet renewed for 2025.

Certification Applications:

In 2024, applicants for ASHA certification were up approximately 4% from 2023 and ASHA issued over 12,000 certifications for the first time in ASHA’s history. The growth is attributable to the annual growth

in CAA-accredited programs and class sizes. Despite receiving almost 12,000 applicants and helping over 60,000 certificants complete their certification maintenance interval, wait times never exceeded 5 weeks during the summer and were under 3 weeks most of the year.

Assistant Certification Program

Since its inception in December 2020, the program has awarded over 1,300 certifications and there continues to be a steady pool of applicants, with renewals for 2024 being over 90%. The Maintenance of Certification Assessment was launched earlier this year and was completed by over 400 C-AAs and C-SLPAs. Last November, a group of C-SLPA and SLPA educators met and created two new exam forms for 2025.

A total of 14 states recognize or align with the C-SLPA certification standards for licensure. There are currently four states proposing similar updates to their SLPA licensure in 2025 and it is anticipated that other states will propose changes later this year. Similarly, there are now six states that license or register Audiology Assistants and recognize or align with the C-AA certification standards.

Specialty Certification

The annual in-person meeting for the Committee on Clinical Specialty Certification (CCSC) and specialty certification board leadership was held on Wednesday, December 4, in Seattle. The hybrid event included representatives from the recognized boards, current petitioning groups, and the Council for Clinical Certification (CFCC) members. There was a productive discussion that included planning for the submission of an *ASHA Leader* article advertising the benefits of clinical specialty certification, and the group established a goal to collaborate on an online ASHA webinar event in 2025.

The CCSC and ASHA staff collaborated on a presentation at the 2024 ASHA Convention titled “Exploring Specialty Certification in Audiology and Speech-Language Pathology: Benefits, Obstacles and Opportunities.” The session was well attended and walked through the history of specialty certification recognition within ASHA, the results of the 2023 survey on clinical specialty certification, and the current status of the program. The presentation concluded with an open forum discussion during which the audience provided feedback on the current perceived challenges to specialty certification, which were similar to the opinions shared on the survey. The CCSC will continue to discuss this feedback and work with the specialty certification boards to decrease potential barriers to specialty certification.

ASHA Stream Top Video Content (January 2025):

Date Published	Post Title	Plays	Time Watched
Dec 31, 2024	Legacy. Impact. Possibilities. 2025 New Year’s Message from ASHA’s CEO	1083	157508
Oct 30, 2023	ASHA’s Developmental Milestones: Communication (Hearing, Speech, and Language)	228	30144
Mar 25, 2024	Evidence-Based Decision-Making Series: EBP Basics and Tools for Practicing Clinicians 1.1	200	40437
Nov 7, 2024	ASHA Continuing Education Units (ASHA CEUs) or Professional Development Hours: What's the Right Choice for You?	199	18919
Jan 10, 2024	Redefining the Work: Passion, People, and Perspective	132	123513

Nov 9, 2021	Why I Chose Audiology (D'Essence Hampton)	128	8639
Nov 15, 2021	Careers in Hearing & Speech - Inspiration for Life-Changing Work	122	18898
Oct 30, 2023	ASHA's Developmental Milestones: Feeding and Swallowing	102	12419
Nov 14, 2021	Why I Chose Audiology (Shamine Alves)	94	7067
Nov 15, 2021	Why I Chose Speech-Language Pathology (Bernice Dinh)	93	7276

SIG TASK FORCE RESTRUCTURING REPORT

The SIG Program Review Task Force has completed its comprehensive review and submitted its report, which has been accepted by the Board of Directors. Chair of the Task Force and the Board of SIG Coordinators Barbara Zucker presented an overview of the Task Force recommendations to the Board. The recommendations focus on four key areas: Structure of the SIGs, ASHA Member Connections, Volunteer Service Opportunities, and Knowledge Generation and Acquisition. As the Board of Directors began the process of evaluating these recommendations, it became apparent that they overlap with work currently underway across the National Office. The Board requested additional information from staff on how the recommendations would align with that work to provide the desired member benefits.

REORIENTATION OF BOD RESPONSIBILITIES

President Bernadette Mayfield-Clarke provided a review of the BOD responsibility to ensure responsiveness to the Association's needs and adhere to best practices in association governance. Areas reviewed with the BOD were ASHA's mission and vision; participation in decision-making, including discussions and voting; a review of the BOD members' roles; and the importance of BOD members acting as ambassadors for ASHA, including representing its interests and advocating to advance its purpose and goals.

STRATEGIC PATHWAY UPDATE

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

The initial segment was dedicated to reviewing the Annual Key Performance Indicators (KPIs) of the Strategic Objectives. The Strategic Objective Owners identified 1–3 KPIs for 2024 and their end-of-year status was presented, along with introducing the new set of KPIs for 2025.

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

MEMBERSHIP AND SIG AFFILIATION TREND DATA

The Association's member and affiliate populations continue to grow. As of the end of 2024, ASHA's member and affiliate count was 241,023, up from 234,244 in 2023, with an overall retention rate of 97.7% (95.7% for audiologists and 98.0% for SLPs) from the previous year. Official 2024 membership counts will be available by March 2025.

Additionally, the Board reviewed data related to membership trends for ASHA's Special Interest Group program. Engagement with the SIG program has declined steadily over the past 9 years, from 32,774 members in 2016 to 15,069 current members in 2025. Engagement with the SIG program remains high with members in higher education and hospital settings, but early career professionals and school-based SLPs are much less likely to utilize the current program.

ASHA continues to focus on how members are engaging with our programs, products, and services. Findings from this data-driven approach underpin our focus on improving the member experience and value derived from membership. Senior Director of Data Analytics Evan Reid provided this update to the BOD on ASHA membership trends and retention.

EDUCATIONAL COMPONENT: FIDUCIARY DUTIES REVIEW

At the beginning of every year ASHA's BOD is provided an overview of their legal and fiduciary responsibilities to ensure that they fully understand the responsibilities of serving on the board of an organization of ASHA's size and complexity. The presentation was made by attorneys associated with ASHA's legal counsel.

CONTENT STRATEGY OVERVIEW

An overview of the need for ASHA to improve the infrastructure and processes by which content is developed, disseminated, and updated was presented by Chief Staff Officer for Science and Research Margaret Rogers. This project began in 2022 with a content audit and the envisioning of a content strategy roadmap. The Content Strategy Project requires the development of an enterprise-wide taxonomy integrated within a Taxonomy and Ontology Management System that can autotag content with metadata in a consistent manner across ASHA's many content management systems. The project aims to improve the findability, discoverability, and usability of ASHA's digital content. Tracking of content utilization will be improved as well and will enable ASHA to advance personalization of content delivery in the future. The project is anticipated to realize the full array of intended benefits by 2027.

SPECIALTY CERTIFICATION

The Board continued to discuss ASHA's program that recognizes independent specialty certification boards in the context of other relevant Association initiatives and with a focus on the needs of the broad ASHA certificants and members.

IMPLICATIONS OF EXECUTIVE ORDERS MOVING FORWARD

In response to questions and concerns raised by ASHA members regarding the President's Executive Orders and their potential impact on the professions, Chief Executive Officer Vicki Deal-Williams facilitated a discussion with the Board of Directors on the implications of the Executive Orders to provide staff with guiding principles for determining Association actions. BOD members offered insights and feedback on ways to support ASHA members in navigating the changes that will impact them and their practice.

FINANCIAL REVIEW

ASHA's August 2024 financial report was presented by Vice President for Finance Lawrence (Larry) Molt. He reported on the preliminary December 31, 2024, report, which showed total operating revenue of \$70,485,507 and total operating expenses of \$70,435,506, equating to preliminary net revenue (revenue minus expenses) of \$50,000.

Molt reported that the Audit Committee met with ASHA's audit firm to discuss 2024 financial audit planning. He reported that the final audit report will be completed in April or early May and posted on ASHA.org after BOD review.

REVIEW OF BOD OPERATING PROCEDURES

ASHA's BOD operating procedures outline BOD responsibilities in the areas of planning, operations, audit, and communications; guidelines for conducting business via an asynchronous electronic meeting; relationship of the BOD to the National Office staff; policies restricting BOD members in being elected, appointed, or selected for a BOD office in any year during which they serve on the BOD; voting guidelines for BOD resolutions and motions; and the process to be followed should a BOD member have a conflict of interest. President Bernadette Mayfield-Clarke and Chief Executive Officer Vicki Deal-Williams engaged BOD members in discussion about the operating procedures.

NSSLHA UPDATE

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

- **Recognitions and Resources:** The National NSSLHA Inclusion, Diversity, Equity & Action Work Group worked with students and professionals to recognize Black History Month through a [blog](#) and [social media posts](#). They also updated NSSLHA's [CSD Student Scholarship resource](#) and launched a new [mentoring resource](#).
- **LA Fires Response:** National NSSLHA reached out to students and chapters who were impacted by the Los Angeles fires to offer resources and support. In addition, National NSSLHA has offered impacted students [Membership Scholarships](#) to provide them free National NSSLHA membership.
- **College Affordability Advocacy:** [Student Advocacy Day](#) will take place March 6. This is the perfect opportunity for students and NSSLHA chapters to get involved in legislative advocacy.
- **Member Honors:** The NSSLHA Member Honors applications are now open through March 31. The awards recognize students and provide cash prizes between \$250 and \$500. Information about Member Honors is available at <https://www.nsslha.org/programs/member-honors/>.
- **Student Leadership Applications:** Student leadership applications are open and will close May 4. 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/>.
- **Virtual Events:** National NSSLHA has a number of virtual events planned for the spring. Additional information about upcoming virtual events is available at <https://www.nsslha.org/programs/virtual-events/>.

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on February 21, 2025, as a part of the February BOD meeting with Board Member At Large for Audiology Anita Vereb, facilitating. The following topics were discussed:

- ongoing audiology-related advocacy including the Medicare Audiology Access Improvement Act (MAAIA), Medicare Part B Payment Reduction, expansion of telehealth, and cytomegalovirus (CMV) screening legislation;
- audiology-related legislative and practice act issues in the states being tracked by ASHA's State Affairs team;
- a lawsuit regarding Section 504 of the Rehabilitation Act ([Texas v Becerra: A Lawsuit That Threatens Disability Rights](#)), which—along with other legislative issues—members are encouraged to contact their representatives via the ASHA Take Action Page at <https://ashaa.quorum.us/campaigns/>;
- current projects and issues from ASHA's Audiology Practices team.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The BOD Speech-Language Pathology (SLP) Subcommittee met on February 21, 2025, as part of the February BOD meeting. Board Member At Large for Speech-Language Pathology Julie Malone facilitated the session that focused on

- analyzing trends reported by ASHA members and their alignment with the Board of Directors' goals;
- updates regarding the executive orders and their impact on SLP practice, and related advocacy efforts;
- current projects and learning opportunities from the speech-language pathology teams at ASHA;
- SLPAs and ASHA as it relates to certification, licensure, engagement, and practice issues led by ASHA staff (Associate Director, School Services in SLP Lauren Arner; Director State Association Relations Eileen Crowe; Chief Certification Officer Todd Philbrick; Senior Director, Membership & Communications Kate Stephens).

REPRESENTATION AND THE COMMITTEE ON COMMITTEES' PROCESS

The BOD has been working intentionally to enhance representation on committees, boards, and councils by considering a variety of backgrounds such as but not limited to age, profession, employment setting, and state of employment. President-Elect Linda I. Rosa-Lugo and Chief Staff Officer for Multicultural Affairs Megan-Brette Hamilton reviewed the commitments that the BOD has made and their potential to impact upcoming appointments for vacancies on committees, boards, and councils that begin in 2026. The Board members were urged to build on the progress and momentum of their efforts over the past 9 years by encouraging individuals across a variety of backgrounds and identities to submit requests for consideration via the Committee/Board Interest Form. This includes individuals who are early career professionals, those from backgrounds with less representation, former officers of National NSSLHA, and those who have participated in ASHA's leadership development programs (i.e., the Leadership Development Program [LDP] and MSLP, ASHA's Student Leadership Program).

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 February 22 at 5:45 p.m. ET.