

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met virtually on January 21–22, 2022. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Judy Rich convened the BOD meeting at 10:05 a.m. ET on January 21, 2022, and welcomed Board members to the first BOD meeting of 2022. She indicated she was looking forward to working together in determining next initiatives in promoting the Envisioned Future and the Strategic Objectives and also in building strong connections with the 2022 BOD that power a commitment to Leading for Change. She noted her desire is to lead for change in a way that celebrates diversity and strengthens our resolve to make communication a human right: accessible and achievable for all. She has hope that the BOD can model working collectively to create and strengthen connections for meaningful, inclusive conversations that acknowledge everyone's experiences as we address difficult topics.

She also recognized Chief Executive Officer Vicki Deal-Williams for her new role and commitment to the Association. Vicki shared her appreciation and gratitude and expressed how excited she was for the opportunity to take ASHA into the Association's desired future.

CEO UPDATE

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

2021 ASHA Convention

The 2021 ASHA Convention—offered in person in Washington, D.C. on November 18–20 and with a Virtual Library—was the largest continuing education (CE) event in ASHA's history with more than 100,500 hours of CE consumed and claimed by nearly 11,000 attendees (5,300 in person and 5,500 virtual). Both the in-person and virtual offering presented challenges and opportunities for staff, volunteers, and members to engage and connect in new ways, celebrate successes, learn, and recharge. More than 1,000 reported this in-person Convention as their first ever, with 1,300 first-ever attendees for the Virtual Library!

Building on lessons learned, and with a cautiously optimistic vision for 2022, Convention Co-Chairs Edie Hapner (SLP) and Mark DeRuiter (AUD) and the Convention Program Committee are starting work around a theme of Resilience Reinvented: Reframe Your Thinking for New Orleans, November 17–19, 2022. Stay tuned for more information, the opening of the call for papers, and details of what to expect.

Assistants Certification Program

The first year of ASHA's Assistants Certification Program has been a success despite the unpredictability of the pandemic. In the program's first year, there were more than 500 applicants. There are currently 24 Certified Audiology Assistants (C-AAs), 383 Certified Speech-Language Pathology Assistants (C-SLPAs), and 125 applicants who have paid but not yet taken the exam.

We are pleased that five states (AZ, MD, NC, SC, and TN) have already proposed or made changes to their SLPA regulations, which align with and/or recognize the C-SLPA, and several other states are considering changes/updates for 2022. In addition, the exam is supported by The Military COOL (Credentialing Opportunities On-Line) program and DOD (Department of Defense).

The certification and membership teams will be hosting an online Facebook meetup with several assistants and stakeholders in late January. Later in the first quarter of 2022, ASHA's staff working group will be making recommendations for future initiatives, programs, and priorities to support assistant

stakeholders. The Association will create new forms for the Audiology and SLP Assistant Exams and create the Maintenance of Certification Assessments for each profession, later in the year. The latest information is always available at www.ashaassistants.org or by emailing assistants@asha.org.

Dues Renewal

For membership dues renewal year 2022, ASHA generated a total of 207,000 renewal invoices for members and affiliates. (Note: Members who used the 2021 Gift to the Grad promotion or who were inactive due to a medical disability were not invoiced.)

As of January 7, 2022, ASHA received 176,241 dues renewal payments (85% of the total invoiced), with 161,846 members and affiliates paying online, accounting for 92% of the payments to date.

The number of members using the website to renew their membership has increased, and of the online payments, 98.5% were made without the need for any assistance via the Action Center or the dedicated dues renewal line.

On December 31, 2021 (the official deadline for dues renewals), 10,586 payments were made via the ASHA website. This was the second highest number of online renewals in a single day in ASHA's history.

ASHA is continuing to grant hardship waivers on a case-by-case basis, with 107 granted so far for the 2022 dues renewal cycle. The late fee will also be waived when it is automatically added in February.

ASHA Stream

ASHA Stream, ASHA's new media platform, is now live. Our goal for ASHA Stream is to provide a one-stop place for carefully curated, relevant video content that members and consumers find useful, engaging, and supportive in their daily practice.

Stream was designed to provide audiologists and speech-language pathologists with practical and quick video content to help members confidently support those they serve. Existing content has been curated and new content has been created just for Stream. Visit stream.asha.org and check back often to see what new content is available.

Returning to the National Office

ASHA staff continue to work remotely due to the onset of Omicron and the sharp rise in infections. The current policy will continue allowing staff to come into the National Office at the time and frequency of their choosing, utilizing current safeguards and procedures. We have paused our pilot-testing of a new hybrid model that was underway at the end of 2021. The intention is to continue to monitor the situation and adapt accordingly. Information is also being gathered on our needs to collaborate in-person, and for staff and members to gather, to determine technology and space changes that the Association might implement to support an enhanced way of working in the future. As has been done from the onset of the pandemic, the Association is prioritizing meeting member needs while maintaining staff safety. ASHA will continue to review data, solicit feedback, and keep all parties informed.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact Commission (ASLPIC) held their initial meeting virtually on January 12–13, 2022. Delegates adopted Commission bylaws, committees, and a transition timeline.

The following individuals were voted onto the Executive Committee:

- Chair: Larry Molt, Audiologist, Alabama Board of Examiners for Speech Pathology and Audiology
- Vice-Chair: Claire Covert-ByBee, Program Manager, Nebraska Audiology and Speech-Language Pathology Licensing
- Treasurer: Glenn Waguespack, Audiologist, Louisiana Board of Examiners for Speech-Language Pathology and Audiology
- Secretary: Nicole Jeffcoate, SLP, North Carolina Board of Examiners for Speech-Language Pathologists and Audiologists
- At-Large Members: Vickie Pullins, SLP, West Virginia Board of Examiners for Speech-Language Pathology and Audiology; Daphne Washington, SLP, Louisiana Board of Examiners for Speech-Language Pathology and Audiology; and Tammy Brown, Audiologist, Ohio Speech and Hearing Professionals Board

Plans are underway for a special meeting in the spring and the first annual meeting in late summer to continue the work that has begun.

Legislation is currently pending in Indiana, Iowa, Mississippi, Missouri, South Carolina, Vermont, and Washington. Legislation is expected to be introduced in additional states as state legislatures are starting their sessions for the year. ASHA will continue to work with The Council of State Governments to pass additional legislation and support the newly established Commission.

Certification Administration

In 2021, we received over 10,000 applications, which is the highest volume we have ever had in a non-standards change year, and we awarded over 10,000 certifications. The primary drivers of continued growth were the launch of the Assistant Certification Program and annual increases in CAA-accredited programs. The volume of CCC-A applicants continues to increase at a faster rate than AuD degrees conferred and when combined with the Association's high retention rates, ASHA represents a higher percentage of practicing audiologists each year. As a result of the pandemic travel restrictions, there has been a sharp decrease in internationally educated applicants the past 2 years.

At the start of the pandemic, the Educational Testing Service (ETS) has been offering the Audiology and SLP Praxis Exams with an online live remote proctor (LRP) option for those who do not want to test at a traditional testing center. ETS recently announced that the LRP testing option will continue to be offered indefinitely. The Assistant Certification Program examinations are also offered in a LRP format. The LRP option is highly preferred by ASHA test takers and there are no test performance differences between those who go to a test center or take the test online, which is consistent amongst the broader testing/examination community.

FIDUCIARY DUTIES REVIEW

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

STRATEGIC PATHWAY UPDATE

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

The first and second segments focused on the review of the Strategic Objectives' Annual Key Performance Indicators (KPIs). The KPIs are short-term performance metrics that track, monitor, and assess the success of a major objective/focus area for the year. The Strategic Objective Owners identified KPIs for 2021 and the status of these KPIs at the end of 2021 was reported to the Board in the first segment.

The second segment focused on the introduction of the new 2022 KPIs.

The third segment of the update included a review of the work that has been accomplished to date related to Strategic Objective #9, "Transform learning across the discipline", and a newly developed transformational initiative for it, "Develop and implement a competency framework for the professions", was introduced. The transformational initiatives are recorded as Path to Transformation Plans and the timelines are visualized by creating a Gantt chart to illustrate when and how the strategic initiatives will be achieved. The Path to Transformation framework was first introduced in 2017 and allows objective owners to categorize their transformational initiatives in three distinct phases: (a) developing new products and conducting events, (b) facilitating new practices and skill sets, and (c) influencing external audiences.

In the fourth and final segment of the update, major accomplishments were reported for the Strategic Objectives from the fourth quarter of 2021. 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.

MEMBERSHIP AND MEMBERSHIP SATISFACTION TREND DATA

Director of Surveys and Analysis Sarah Slater provided an update to the BOD on ASHA membership trends, retention, and satisfaction data. The Association continues to experience healthy growth in the number of professionals affiliating. At the end of 2020, ASHA represented 218,000 individuals, with the overall retention rate being 97.9% (95.7% for audiologists and 98.1% for SLPs). ASHA acts on member feedback in ways to increase member satisfaction, such as highlighting the value of ASHA certification through the ashacertified.org campaign and other advocacy efforts. The Association's official 2021 membership counts will be available by March 2022.

POLITICAL LANDSCAPE AND THE 2022 PUBLIC POLICY AGENDA

Vice President for Government Affairs and Public Policy Doanne L. Ward-Williams and Director of Government Affairs and Public Policy Jeffrey P. Regan gave an informational presentation that touched on how the following topics informed the development of the 2022 Public Policy Agenda: What is the current political climate? How will the climate likely impact the public policy issues of importance to audiologists and speech-language pathologists? What advocacy objectives has ASHA set to meaningfully advance the priorities contained within the 2022 Public Policy Agenda? The 2022 Public Policy Agenda is a member-written document that drives ASHA's advocacy efforts by identifying priorities in several categories, including health care, schools, professional practice/workforce, patient/client/student, and – most recently – DEI. The Public Policy Agenda along with information about ASHA's advocacy efforts and how to partner with us is available [on ASHA's website](#).

RESOLUTION (ESTABLISH SPECIAL INTEREST GROUP IN APPLIED BEHAVIOR ANALYSIS IN SLP PRACTICE)

RESOLUTION (ESTABLISH SPECIAL INTEREST GROUP IN COUNSELING)

Vice President for Speech-Language Pathology Practice Linda I. Rosa-Lugo; Board of Special Interest Group Coordinators (BSIGC) Chair Melissa Jakubowitz; BSIGC Ex Officio Michelle Ferketic; and Chief Staff Officer for Speech-Language Pathology Practice Lemmieta McNeilly responded to questions concerning resolutions to establish two new Special Interest Groups: (1) Counseling and (2) Applied Behavior Analysis in Speech-Language Pathology Practice. The Board conducted a robust discussion and weighed member input on both issues. BOD members will vote on these resolutions in the next few days. Once the BOD votes, their decision will be posted soon thereafter at [2022 Resolutions and Motions](#).

BOD GROWTH GOALS

Based on the 2021 BOD self-assessment results, President Judy Rich reviewed the proposed BOD growth goals in four categories: communication, DEI, tracking emerging trends, and working with staff. The BOD discussed each goal as an area for learning and commitment to improvement and will set aside time at each BOD meeting in 2022 to discuss and review progress.

GENERATIVE DISCUSSION: TOWARD A SPECTRUM OF ABILITIES

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. At this meeting, a generative discussion was held about moving toward a spectrum of abilities. The Board deliberated questions and issues such as the critical need to focus on individual strengths, how disability and disorder is contextualized and socialized, and the impact of a continuum on payment structures and systems. They also discussed advances in technology that are expanding the range of human physical, sensory, and cognitive abilities, projections, and the potential impact on the professions as well as the Association.

FINANCIAL REVIEW

Vice President for Finance Ann (Bernadette) Mayfield-Clarke presented the financial report. She reported on the preliminary December 31, 2021, report, which showed total operating revenue of \$63,698,801 and total operating expenses of \$58,622,122, equating to preliminary net revenue (revenue minus expenses) of \$5,076,679. Mayfield-Clarke reported that the final audit report will be completed in May and posted on ASHA.org after board review.

DIVERSITY AND INCLUSION IN THE COMMITTEE ON COMMITTEES PROCESS

The BOD has been working intentionally to increase the diversity of committees, boards, and councils with regard to dimensions such as age, profession, gender, employment setting, and number of individuals from underrepresented racial/ethnic backgrounds. President-Elect Robert Augustine and Chief Executive Officer Vicki Deal-Williams reviewed the commitments that the BOD has made and their potential to impact outcomes in appointments the Board members will make later this year for vacancies on committees, boards, and councils that begin in 2023. The Board members were urged to build on the progress and momentum of their efforts over the past 6 years by encouraging individuals across a variety of dimensions of diversity to submit requests for consideration via [the Committee/Board Interest Form](#), including individuals who are early career professionals, those from underrepresented racial/ethnic backgrounds, former officers of National NSSLHA, and those who have participated in ASHA's leadership development programs (the Leadership Development Program [LDP] and the Minority Student Leadership Program [MSLP]).

REVIEW OF BOD OPERATING PROCEDURES

President Judy Rich and Chief Executive Officer Vicki Deal-Williams reviewed the BOD operating procedures, including 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. The BOD updated the guidelines and a vote on the guidelines will be forthcoming.

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 Forms

InTouch Forms received from members since the last BOD meeting were shared prior to the BOD meeting; Chief Staff Officer for Communications Selena Ramkeesoon provided a summary of the messages.

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.

- Student Advocacy Day was a success: 10,600+ Take Action letters were submitted and 2,600+ student advocates were engaged.
- In fall 2021, National NSSLHA engaged with more than 2,000 students through virtual events. Additional information about upcoming virtual events is available at <https://www.nsslha.org/programs/virtual-events/>.
- The NSSLHA Member Honors application period is now open through March 31. The awards are between \$250 and \$500. Additional information about Member Honors is available at <https://www.nsslha.org/programs/member-honors/>.
- Student leadership applications are open February 1 through April 29. 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/>.

Audiology Subcommittee Report

The BOD Audiology Subcommittee met virtually on January 13, 2022, prior to the January BOD meeting, with Board Member at Large in Audiology Elizabeth Walker facilitating. The following topics were included:

- greeting from ASHA's new CEO, Vicki Deal-Williams;
- updates on ASHA's exhibit and attendance at the AAA convention, March 30–April 2 in St. Louis, MO;
- updates on provisions from the Medicare Audiologist Access and Services Act (MAASA) that are now included in the Build Back Better Act;
- status of ASHA's response to the proposed FDA rules for over the counter (OTC) hearing aids;
- information regarding ASHA's participation in the Dialogue Group, which is an interorganizational effort to explore DEI issues in the hearing health care arena;
- progress update on next iteration of the Aligned Sense of Purpose initiative;
- plans for the 2022 Audiology Board of Directors Subcommittee.

Speech-Language Pathology Subcommittee Report

The BOD Speech-Language Pathology Subcommittee met virtually on December 9, 2021, with Board Member at Large in Speech-Language Pathology Barbara Goodson facilitating. Topics of discussion included the following:

- update and discussion on the success of the hybrid Convention;
- updates on new proposed Special Interest Groups in Applied Behavioral Analysis and Counseling;
- report on happenings of the Special Interest Groups and their involvement with incorporating DEI into their meetings and offerings, success of online workshops, and articles in *Perspectives*;
- discussion on the need for continued support of CFYs and student clinicians as they enter the workforce due to experiences during the pandemic;
- information on supervision requirements for PhD students;
- update of the development of the 2022 Board of Directors goals;
- update on Schools Connect being online from July 13 to 25, 2022.

The Board of Directors meeting was adjourned on January 22 at 3:20 p.m. ET.