

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met in person on July 22–23, 2022. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Judy R. Rich convened the BOD meeting at 9 a.m. ET on June 22, 2022, and welcomed Board members to the third BOD meeting of the year.

Opening the meeting, President Rich noted that she had been reflecting on leadership and shared some quotes to provide a framework for the BOD's work for the meeting:

- “Leadership is the capacity to translate vision into reality.” (Warren Bennis)
- “All of the great leaders have had one characteristic in common: It was the willingness to confront unequivocally the major anxiety of their people in their time. This, and not much else, is the essence of leadership.” (John Kenneth Galbraith)
- “Great leaders are almost always great simplifiers, who can cut through argument, debate, and doubt to offer a solution everyone can understand.” (Colin Powell)

In the context of these quotes, President Rich reminded everyone of the power of ASHA's vision: Making effective communication, a human right, achievable and accessible for all.

CEO UPDATE

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

Convention

At the time of this update, there is some uncertainty about what to expect for the 2022 ASHA Convention. ASHA is dealing with an increasing number of travel bans by states, counties, and municipalities that will likely have an impact on both presenters and attendees.

Recent Supreme Court rulings, and resulting activation of trigger laws in Louisiana, have led to significant fears and outrage, as well as calls to cancel or boycott the Convention. ASHA cannot cancel or move the Convention at this late date. The Association was hopeful for an “almost back to normal” Convention and had expectations of solid numbers. Unfortunately, the Association finds itself somewhat back to the 2021 status with an increasing sense of uncertainty regarding likely attendance figures.

New updates:

- There will be an extensive array of in-person sessions and an enhanced Virtual Library with select “live feeds” featuring slides and audio to allow virtual attendees to gain some access to in-person sessions.
- The Exhibit Hall is more than 75% sold out.
- A new iPosters format is being launched that has the option for highly interactive posters, both online and in-person.
- ASHA's Annie recipients, Steve and Michel Gleason, continue to inspire, and they and Team Gleason plan to engage actively and frequently at Convention.

ASHA will continue to monitor local guidelines and emerging COVID trends. Vaccination is required, though there is an on-site testing option for those who cannot be vaccinated. Masking requirements will be updated, following local guidance, as Convention gets closer and as the science suggests.

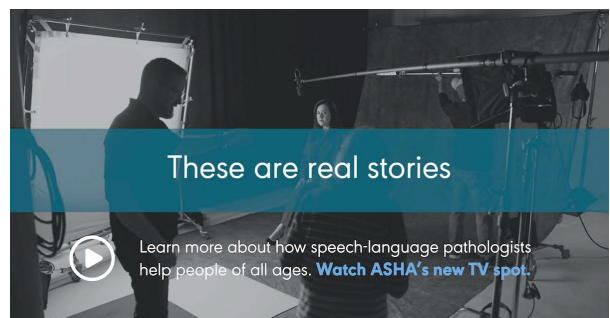
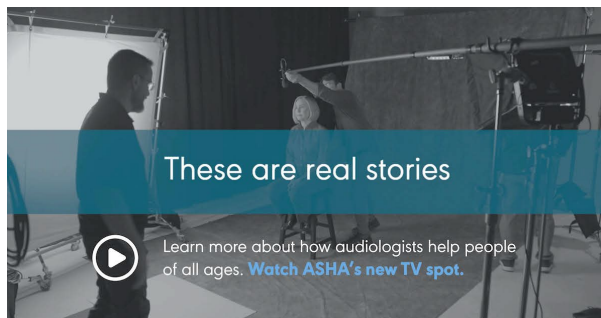
Schools Connect

The ASHA Schools Connect 2022 online conference opened July 13 to an audience of more than 1,200 attendees. The event includes more than 50 hours of live and on-demand learning activities delivering a broad range of practical tools and strategies relevant to school-based SLPs; resources from the Schools Services team, Office of Multicultural Affairs, and Audiology Practices team; a range of wellness/self-care activities; and more.

ASHA President Judy R. Rich, and CEO Vicki Deal-Williams welcomed attendees via a recorded opening presentation, encouraging folks to reconnect to their purpose, practice, and profession, and to share their “why.” The event closed on July 25. The current plan is to hold the 2023 ASHA Schools Connect in-person in Long Beach, CA.

Better Hearing and Speech Month Outreach Update

The combined potential audience for Better Hearing and Speech Month (BHSM) outreach, which included a wide variety of tactics, was approximately 360 million, among the highest in recent years. Broadcast bilingual public service announcements (PSA) like the ones below aired nearly 600 times on TV stations across the country in the weeks immediately after their May launch. The PSAs are expected to air on TV and radio stations nationwide for at least 1 year.



Member participation in the Speaking Up for Communication month-long social media campaign totaled 5,694, the most ever. Also, there were nearly 75,000 views of ASHA’s [BHSM member resource page](#).

Value of the CCCs Campaign BHSM Activities

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. The campaign reached a potential audience of approximately 2.5 million. Also, from May 5 to 12, ASHA President Judy R. Rich’s CCCs campaign [story wall profile](#) was promoted on LinkedIn. It reached a potential audience of nearly 8,000 and had a click-through rate four times higher than the industry standard.

Planet Word/ASHA Collaboration

The Planet Word Museum in Washington, DC and ASHA co-developed a digital exhibit about word finding that launched June 6 at the museum. A [press release](#) that announced the exhibit was picked up by 82 media outlets with a combined potential audience reach of 78 million. Planet Word and ASHA also collaborated on the development and hosting of an [online panel discussion](#) about word finding.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact has grown to 22 states, following passage of bills this year in Idaho, Indiana, Iowa, Mississippi, Missouri, South Carolina, and Tennessee. Delaware has passed legislation, which upon their governor's signature will become the 23rd state to do so. The Compact Commission's standing committees continue to meet to develop rules for compact governance, develop a budget to finance operations, and finalize memorandums of understanding with ASHA, the American Academy of Audiology (AAA), and the Academy of Doctors of Audiology (ADA) for funding and with the National Council of State Boards of Examiners in Speech-Language Pathology and Audiology for secretariat services. The Commission continues to explore options for a database system to operationalize the compact and allow for its use in 2023.

Payer Portal

ASHA continues to expand efforts to engage payers on topics of importance to audiology and speech-language pathology. ASHA's Payer Portal is moving forward this year with guided information about telepractice. The underlying content already exists and will be used to develop a specific page on the portal. In addition, pages for cognitive intervention and aural rehabilitation will be updated with links to the clinical practice guidelines expected to be published this summer. Finally, extensive work has been done to establish a page on Cognitive Evaluation & Treatment. This resource is designed to capture all of the elements needed to make coverage determinations by utilization management companies and payers.

Learning Community Fosters Teaching Innovations in CSD Science Foundations

ASHA's Academic Affairs Board (AAB) facilitated a year-long ASHA learning community during the 2021–2022 academic year. The open access CSD Science Teaching Symposium Community is an extension of the May 2021 Teaching Symposium on Foundational CSD Science Courses, Innovations in Teaching and Learning: Speech, Language, and Hearing Sciences. The Teaching Symposium and its related learning community sought to

- assemble a community of faculty for the exchange of knowledge and pedagogical information about foundational CSD science courses,
- provide CSD faculty the opportunity for guided learning and to develop plans in consultation with experts and peers to advance teaching of the CSD sciences, and
- establish a learning community that can be sustained beyond the symposium to further curriculum and teaching practices, innovative instruction, and alternative models for delivery of quality education in the basic science foundations of the disciplines.

This community experience included a series of seven virtual discussion-based peer learning events that provided a deeper dive on evidence-based pedagogy and guided learning as faculty applied what they learned to their own courses. Topics discussed included:

- Active Student Learning/Engaging Students in Different Modalities of Teaching
- Fostering Independent Learning in Students
- Evidence-Based Education
- Formative and Summative Assessment
- Difficult Decisions in the Classroom: Diversity/Equity/Inclusion
- Using Simulations in Teaching
- SoTL Considerations for Clinical Teaching and Supervision/Precepting

Each discussion session featured a panel of presenters and audience interaction. Tip sheets were developed following each discussion session that highlighted key ideas and resources for faculty to try out in their courses. An average of 40 faculty attended each session. With the year-long event having concluded in May 2022, the AAB is analyzing feedback and the results of the scholarship of teaching and learning (SoTL) pre- and post-assessments to inform about the value of the symposium and learning

community and the potential for future faculty development opportunities on evidence-based teachings related to CSD subject areas.

Future of Work at the National Office

At the All Staff Meeting on July 13, ASHA launched the next phase of its purpose-driven hybrid workplace. Parameters have been developed that provide guidance and a framework for how the Association will work. At the heart of this is that “the how” and “the where” ASHA staff work will be driven by the task at hand instead of arbitrarily working a certain amount of time or predetermined days in the office. This gives teams and individuals an opportunity to apply *principled customization* to allow flexibility within a set of broad guidelines. A series of meetings were held with staff leaders to gather their input and thoughts, and we have announced this to staff more broadly and will also hold several town hall-style meetings with staff to answer questions. It was also announced that at this time there will be no 100% remote work status for ASHA staff and their residences need to continue to be in the approved, neighboring states. ASHA anticipates this to be a living model that will be adjusted as more is learned about what works and is most effective for serving members.

Social Media: Growth & Content Engagement

The June 2022 report focused on the performance of ASHA social media channels and emerging content topics. Summer is traditionally a slow time in terms of engagement and traffic across the Association’s portfolio, and thus a month-to-month comparison would not typically demonstrate substantive changes to the report. Activity is anticipated to return to normal levels during the month of August when school SLPs return to work.

However, significant activity was experienced in reaction to two ASHA statements on, respectively, the *Dobbs v. Jackson Women’s Health Organization* Supreme Court ruling and the Senate Bipartisan Gun Violence Prevention Framework. Comments on Facebook regarding *Dobbs* skyrocketed to 592 comments from 9 comments the previous week in addition to comments on unrelated ASHA social media channel posts (as of July 7, 2022). These comments were mainly unfavorable; notably, some members supported the Association’s statement.

ASHA is a partner in the “Hear Well” campaign, which aims to raise awareness about hearing health and the value and critical role of hearing professionals. Information on this initiative can be found at: hearing.org. Finally, ASHA received supportive engagement on social posts about Pride Month and OTC Hearing Aids.

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 certain criteria. Specialty certifications are currently available through [four specialty certification boards](#). There are potentially [four new specialty certification boards](#) in various stages of application/development for recognition by the CFCC.

Assistant Certification Programs

In December 2020, ASHA’s Assistant Certification Program (ACP) launched. In the first 18 months, over 530 assistants have been certified and there are over 125 applicants in the queue to test/earn certification. Staff have promoted the program to a variety of stakeholders through email and printed materials, presentations at conventions/meetings, and through online social media chats. Additionally, 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, 15 SLPA subject matter experts were hosted 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 BOD in the future.

Certification Administration

Application volumes are up approximately 15% through the first half of the year. Likely as a result of the [New Professional Membership Package \(NPMP\)](#), which provides the same great benefit as the previous Gift to the Grad program on January 1 rather than May 1, ASHA was up 60% through the first 4 months of 2022. May and June have historically been the highest volume months and 2022 is following that trend. However, as expected because of NPMP, the volume of new applications was down 12% in May–June 2021. A smaller decrease is expected in July–August applications, but the total application volume for 2022 is expected to be up 3%–5% from 2021.

While the NPMP lowered the certification department’s summer peak of applications, it has not had an impact on the timing of clinical fellowship (CF) report and ratings forms. The certification team has been diligently processing applications and CFs, including by working overtime since April to keep wait times under the published 6-week timeline.

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 two 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 Q2 2022 were reported to the Board.

In the second segment of the update, major accomplishments and changes were reported for several 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.

BOARD ACTIVITIES AT CONVENTION

Board of Directors Manager Marty Moore reviewed the BOD’s schedule for the 2022 ASHA Convention in New Orleans this November. 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: A Membership Chat with the Board on Saturday from noon to 1:30 p.m.

COMMITTEE ON NOMINATIONS AND ELECTIONS AND COMMITTEE ON LEADERSHIP CULTIVATION PROPOSED CHANGES

Past President Lynn Williams and Senior Director, Association Governance Operations Andrea Falzarano provided an informational update on discussions between the Committee on Nominations and Elections (CNE) and Committee on Leadership Cultivation (CLC) to facilitate the flow of information related to recruitment and volunteer leader cultivation and to eliminate duplication in the work of both committees. A recommendation was made to the BOD to have the CNE continue to slate, identify, cultivate, and recruit candidates for open BOD positions, to sunset the CLC, and to create an Ad Hoc Committee on Leadership Strategy. The Ad Hoc Committee would be charged with outlining a strategic approach for supporting ASHA members to assume leadership roles across the discipline and offer recommendations

for comprehensive leadership development programming in a report to the BOD by the end of 2023. Discussion followed and the BOD will consider resolutions that will be forthcoming on sunsetting the CLC and creating an Ad Hoc Committee on Leadership Strategy.

CFCC/CCSC REQUEST

ASHA's clinical specialty recognition program began almost 30 years ago. In 2014, the program was upgraded from a recognition program to a certification program, which included the expansion of the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) to include Board Certified Specialists and created a Committee on Clinical Specialty Certification (CCSC) under the CFCC. To date, there are four existing recognized boards and several in various stages of the application process. A couple of groups in the petitioning process have already expressed concerns to the CCSC about the challenges in establishing and maintaining a certification board.

ASHA's certification staff, CFCC, and CCSC were aware of several challenges with the current program and hired a consulting firm to interview the CCSC, petitioning groups, and specialty certification boards to find out their challenges, successes, and opportunities. The certification staff in conjunction with the CFCC would like to fully review the report from the consultant and in the near future will present some recommendations to the BOD about the specialty certification program.

BOD EDUCATION: INCLUSIVE LANGUAGE

Chief Staff Officer for Multicultural Affairs Megan-Brette Hamilton facilitated a workshop for BOD members to heighten their awareness and offer practice identifying, using, and reflecting upon inclusive language in communication interactions. The workshop offered situations and scenarios similar to actual daily life occurrences and specific to the field of CSD as a basis for discussion. The overall objective of this workshop was to help BOD members identify the impact and relativity of inclusive language in their everyday communication and within Association-related functions.

INTOUCH REPORT & MEMBER FEEDBACK

[InTouch Forms](#) and member feedback are summarized monthly and reviewed with the BOD at Audiology and SLP Subcommittee meetings and at each BOD meeting. [InTouch Forms](#) received from members since the last BOD meeting with a cumulative summary of the messages were shared prior to the meeting. Chief Staff Officer for Communications Selena A. Ramkeesoon answered BOD members' questions regarding traditional meeting topics housed on the Community Site for independent review. Emerging issues and trends that require consideration by the BOD or select Committees, Boards, or Councils were also reviewed.

- **Member Feedback in Response to Recent Supreme Court Ruling**

The BOD reviewed and considered [InTouch Forms](#) and feedback reflecting members' varied perspectives in the wake of the *Dobbs v. Jackson Women's Health Organization*, which had the effect of overturning *Roe v. Wade*. The BOD acknowledged the breadth and depth of emotion tied to the issue and recognizes many members are struggling with the ruling as well as ASHA's statement. The BOD discussed the need for compassionate responses that are consistent with ASHA's mission, and a process to use in addressing social justice issues that are aligned with our mission and values. The BOD is working to identify and implement steps to take that will improve our responses in those instances and establish consistency, so members know what to expect from the Association.

- **Member Feedback in Response to Medical SLP Certification**

There are two companies which have different relationships with ASHA. The original section of the BOD report inaccurately stated The Medical SLP Collective is offering a new medical SLP certification program. It is MedSLP Education that is offering a new medical SLP certification program and this company is also an ASHA approved CE provider. The Medical SLP Collective

is an ASHA corporate partner and an ASHA approved CE provider but is not offering the certification program. ASHA has received messages from members with questions about each company.

Regarding the certification program, ASHA has developed education resources to provide guidance to members on choosing the best professional development options to meet their needs, namely:

- [Certificates, Certifications, and Competency: Investing in Your Future](#) (*Leader article*)
- [Professional Certification vs. Certificate Program](#) (*website resource*)

GENERATIVE DISCUSSION: POPULATION HEALTH

ASHA's BOD engages in generative discussions at each BOD meeting. These discussions are intended to engage the Board in deliberations that inform decision-making and help define issues and frame opportunities. The population health paradigm will increasingly shape the future of health, wellness, and health care in the United States. The systems perspective of population health will bring new areas and disciplines into the health arena. The social determinants of health concept will place new emphasis on how social and economic practices impact public health. A key factor in public cooperation with new health-data collection practices will be shielding the data from potentially punitive or discriminatory uses. The Board deliberated on opportunities and challenges around this topic and how the data and future health systems will impact our members and the Association in the future.

FINANCIAL REPORT

Vice President for Finance Ann (Bernadette) Mayfield-Clarke presented the second quarter financial report through June 2022. Total revenue is \$35,320,313 and total expenses are \$25,896,923, with net revenue (revenue minus expense) of \$9,423,390. This is higher than the 2021 net revenue by slightly over \$849,000 and on target for ASHA's 2022 operating budget.

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on July 22, 2022, as a part of the July BOD meeting, with Board Member At Large for Audiology Elizabeth Walker facilitating. The following topics were included:

- Subcommittee members reviewed the InTouch forms submitted to the Board of Directors during the month of May.
- A update was provided on the Aligned Sense of Purpose initiative, a meeting for which was held on Tuesday, July 12:
 - ASHA, AAA, ADA, the Academy of Rehabilitative Audiology, and the Educational Audiology Association all sent representatives to this meeting.
 - Participants from ASHA were Sharon Sandridge, Janice Trent, Beth Walker, Tricia Ashby-Scabis, and Donna Smiley.
 - Feedback was very positive across the organizations, with a healthy dialogue about over-the-counter (OTC) hearing aids, how to prepare our members to incorporate these devices into their practices, and how to educate consumers.
 - The facilitator's written report will be shared with the organizations and individuals who participated.
- A update was provided on the Warren-Grassley report released June 30, which included an analysis of stakeholder comments to the FDA on its proposed rule for OTC hearing aids:
 - The report claimed that nearly one-quarter of the comments were generated by hearing aid manufacturer interests and that concerns about the device specifications in the proposed rule are unfounded.
 - ASHA Government Affairs and Public Policy (GAPP) staff is meeting with the report authors to share additional information on ASHA's comments to the FDA on the proposed rule.

- An update was provided on the 2023 Medicare Physician Fee Schedule (MPFS) Proposed Rule:
 - CMS proposed to remove the physician order requirements for certain audiology services but on a limited basis.
 - ASHA GAPP staff will continue to work with AAA and ADA to address concerns about whether this proposed rule will create reimbursement and administrative issues. Public comments are due to CMS in September.
- Discussion was had about use of the acronym previously used to refer to the Medicare Audiologist Access and Services Act
 - ASHA members recently expressed concerns on social media and to GAPP staff about the use of the term and cultural inclusivity. The concern is that the acronym could be pronounced the same as the term used for a slave master.
 - ASHA will intentionally refrain from using the acronym to identify the Medicare Audiologist Access and Services Act going forward. Either the bill's full title or the term Medicare Audiology Services bill will be used in all verbal or written comments.
- Discussion was had about the ASHA Payor summit in Boston, September 21–23, 2022:
 - There will be an audiology track at this meeting to discuss reimbursement trends in audiology.
 - GAPP extended an invitation for audiology subcommittee members to attend the in-person summit in September.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The Speech-Language Pathology Subcommittee met during the quarterly BOD meeting on July 22, 2022, with Board Member at Large in Speech-Language Pathology Barbara Goodson facilitating. Topics of discussion included the following:

- A report of the CRISP Committee was provided on their work on instructional materials for faculty and test bias.
- An update on the Ad Hoc Committee for Next Steps in Graduate Education was provided, noting that the seven-part webinar series is going well and will end next week (and that everyone is encouraged to view the recordings).
- An update on the topic of Medical SLP Certification was shared since a number of members have contacted ASHA with questions and concerns regarding a new certification program that is not accredited. It was noted that there is a *Leader* article describing certifications and certificates that is an excellent resource for members to consider as they are determining if a particular program meets their professional development needs.
- An update was provided on the Report on the Developmental Milestones Revision that ASHA is undertaking, noting that it should be completed by the end of the year.
- There was discussion and reflection on the use of inclusive language across SLP practice settings.

NSSLHA UPDATE

- National NSSLHA's six new Executive Councilors began their term on July 1 and are currently onboarding. Each NSSLHA Councilor is paired with an ASHA BOD member and expectations of the mentor–mentee pairs were reiterated; staff will be reaching out soon to connect these students with their Board mentors.
- National NSSLHA responded to the *Dobbs v. Jackson Women's Health Organization*, which had the effect of overturning *Roe v Wade* on July 5 through social media channels.

COMMITTEE OF AMBASSADORS BOD LIAISON REASSIGNMENT

President-Elect Robert Augustine and Chief Executive Officer Vicki Deal-Williams presented a recommendation to the BOD to realign the BOD liaisons to the Committee of Ambassadors. In March 2020, members voted to sunset ASHA's Advisory Councils and create a new ASHA Committee of Ambassadors (COA), transitioning Advisory Council members to this new entity with a charge centered on advocacy and communication outreach. The composition of the COA had the President-Elect serve as BOD Liaison to the CoA. The former Advisory Council chairs were transitioned to the newly created At Large Board members in audiology and also in speech-language pathology with no BOD liaison responsibilities. The recommendation to the BOD is to transition BOD Liaison duties effective January 1, 2023, to both At Large BOD members, allowing these positions to liaise with a committee. A resolution will be forthcoming for consideration by the BOD.

CASTING ASHA'S IALP VOTES

President Judy Rich, Chief Staff Officer for Speech-Language Pathology Lemmietta McNeilly, and CEO Vicki Deal-Williams explained the balloting and voting processes for the International Association of Logopedics and Phoniatrics (IALP). As an affiliated society of the IALP, ASHA can participate in that organization's General Assembly to select IALP Officers for the 2022–2025 term and weigh in on other important issues on their ballot. Affiliated societies are assigned a specific number of votes based on the size of the organization, and voting can take place physically (in Malta), electronically (by email), or virtually (on Zoom during the General Assembly). The IALP General Assembly this year will be held in hybrid mode on Thursday, August 4, at 13:00 UK time (8:00 a.m. Eastern). The Board discussed options for casting ASHA's votes and decided that ASHA will contact the IALP and let them know ASHA will cast their allotted number of votes as one block vote.

The Board of Directors meeting was adjourned on July 23 at 2:20 p.m. ET.