

ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met on October 17–19, 2025. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

ASHA President Bernadette Mayfield-Clarke convened the in-person BOD meeting at 10:30 a.m. ET on October 17, 2025, and welcomed Board members to the fourth quarter BOD meeting of the year.

CEO UPDATE

Chief Executive Officer (CEO) Vicki Deal-Williams shared a written update with the pre-meeting materials and offered a few highlights from the following report.

Convention

The team is in the finalization stage of preparations for the 2025 Convention, with staff working diligently to bring every detail to life. This year's planning is especially exciting as we incorporate unique elements to celebrate the Centennial.

Registration numbers continue to come in steadily, though they remain slightly behind the pace of the past 2 years. While this is not ideal, it's understandable under the current social and economic parameters. Reports from all but one other association with similar events held in DC this year are that attendance has been lower than expected. ASHA remains optimistic that registration may accelerate in the coming weeks to help close the gap so more members can be a part of the Centennial celebration. From daily "spirit week" themes and interactive signage, to a unique mosaic photo installation, enhanced networking opportunities, collectible mementos, and a closing Centennial Cheers that honors the past, present, and future, there's truly something for everyone to enjoy. Explore more Centennial celebration activities here: <https://convention.asha.org/networking/centennial-activities/>.

An impressive number of student volunteer applications were received, ensuring the support needed for seamless event operations. The enthusiasm from the student community highlights both the strong appeal of the Convention and the sense of connection it continues to inspire.

On the programming front, the **General Session keynote speaker** has been finalized, with Dominique Dawes selected as the opening speaker. As a wife, mother of four, Olympian, and business owner, Dominique Dawes has transcended the worlds of sports, politics, entertainment, and culture. Drawing from her unique experience as an elite athlete, she often speaks on how success is a journey and not a destination—the moments in between are where we learn and grow. She also emphasizes the importance of building a strong foundation for success and will leave attendees motivated and feeling empowered to meet future challenges.

Looking ahead to **2026, the Convention Program Committee (CPC)** officially launched their planning season with the CPC Kickoff on September 15. ASHA is excited about what's to come and remains committed to delivering a Convention experience that exceeds expectations.

Interstate Compact

The Audiology & Speech-Language Pathology Interstate Compact (ASLP-IC) Commission held its third annual meeting on September 20. The meeting included governance training for Commission delegates as well as a review of Committee work. Commission delegates voted to adopt an amended rule on data system reporting requirements to allow states more flexibility. The Delegates were also provided with a demo of the CompactConnect data system. CompactConnect is expected to launch this fall; however,

state licensing authorities must onboard to CompactConnect to begin issuing and receiving privileges to practice. Additional updates and timelines will be posted on the [ASLP-IC website](#).

SO2 IPP/IPE Engagement With Related Professional Organizations

To advance ASHA's Interprofessional Education and Practice initiatives under Strategic Objective 2, ASHA staff and member volunteers have been strategically present at key national meetings throughout 2025, including Collaboration Across Borders, the National Academy of Practices, the Nexus Summit from the National Center for Interprofessional Practice and Education, the Society for Ear Nose and Throat Advancement in Children (coming up in November), the National Association of County and City Health Officials, the Cardiac Neurodevelopmental Outcome Collaborative, the Brain Injury Association of America, and the American Craniofacial Association.

At each such event, ASHA highlights the unique value that audiologists and SLPs bring to interprofessional teams, distributes resources to new audiences, and identifies gaps where ASHA can strengthen future engagement. These touchpoints have resulted in connections with leaders in public health, pediatrics, and rehabilitation, laying the groundwork for joint initiatives and cross-referrals to ASHA expertise.

This outward-facing engagement extends ASHA's influence beyond membership, positioning the professions as essential contributors in complex care settings. By establishing ASHA as a trusted partner across disciplines, these efforts directly enhance our visibility, inform resource development, and ensure that audiologists and SLPs are at the table when critical pathways and policy decisions are made.

Health Care Services in Speech-Language Pathology Update

Health care SLPs make up a significant portion of ASHA's membership and face distinct challenges in their daily practice. To support these members, the Health Care Services team launched a range of practical on-the-job resources in 2025.

The *Breaking Down the Research* video series on ASHA Stream features brief discussions with leading authors on communication partner training, diagnosing pediatric feeding disorder (PFD) and avoidant/restrictive food intake disorder (ARFID), and comparing outcomes of thickened versus thin liquids.

Health Care Inservice Tools were updated with new presentation templates, referral guidelines for PFD and neonatal intensive care unit (NICU) services, and a training guide to help SLPs deliver quick education sessions in long-term care.

New *Dysphagia On-the-Job* resources are already demonstrating strong member engagement. The webpage has drawn more than 3,000 views since May, and the adult instrumental handoff template is the team's most downloaded PDF this year. These resources support building Fiberoptic Endoscopic Evaluation of Swallowing (FEES) programs, considering diet textures, and guiding collaboration with radiologists on esophageal screening and fluoroscopy settings.

Expanded resources on quality improvement, patient safety, and workplace safety further underscore the value of SLPs in advancing safe, effective care within health systems.

School-Based SLPs' Policy Advocacy on Capitol Hill

On September 16, ASHA and member representatives from Mid-Atlantic state associations visited Capitol Hill to advocate for the needs of school-based professionals and the students they serve. They met with legislators to address key issues like fully funding IDEA, preserving the Department of Education, and protecting access to the Public Service Loan Forgiveness Program. By sharing personal stories and

on-the-ground challenges, members highlighted how federal policy directly impacts their ability to support student outcomes.

School Speech-Language Pathology Assistants (SLPAs) Focus Group

On July 29, ASHA conducted a focus group with speech-language pathology assistants (SLPAs) to better understand their experiences working in school settings. The goal was to identify areas where the Association can offer additional support, while also elevating the visibility and value of the SLPA role. Participants shared insights on several key topics, including the need for bridge programs to support the transition from SLPA to SLP, the benefits and challenges of working as an SLPA, the importance of effective mentorship and supervision, strategies for managing workload, and the types of resources that would enhance their ability to deliver high-quality interventions and collaborate with other professionals.

SLP Service Delivery Membership Advisory Group (MAG)

On August 28 and September 12, ASHA convened collaborative sessions with school-based members to explore the evolving needs around speech-language service delivery in educational settings. This Member Advisory Group (MAG) was formed to identify member needs, uncover opportunities and challenges in transitioning students across the service delivery continuum, and highlight innovative practices within the field. Themes that emerged from these discussions were the following: the importance of graduate preparation, the utilization of microlearning to support professional development, school administrator engagement and support for implementing varied service delivery and scheduling, the need for continued mentorship regarding the evolution of service delivery models, the need for research on innovative approaches to service delivery, and peer-to-peer collaboration and sharing of successes. ASHA is currently reviewing the suggestions and ideas received to assist with developing an action plan to support SLPs in schools with integrating and implementing service delivery approaches within their practice setting.

ASHA at the 33rd IALP Congress: Driving Innovation and Global Collaboration

More than 500 professionals gathered in Malta, August 24–28, 2025, for the 33rd Congress of the International Association of Communication Sciences and Disorders (IALP). Key sessions on the theme of “Innovation and Inspiration in Communication Sciences and Disorders” addressed pressing issues for audiologists and SLPs, including artificial intelligence in communication sciences and global perspectives on rehabilitation. Several ASHA members attended and presented, and many serve in leadership roles within the organization. ASHA member Brian Shulman completed his term as IALP President, turning over the gavel to Tamer Abou-Elsaad, another ASHA member who lives and works in Egypt. Audiologists, SLPs, speech therapists, phoniatricians, fonoaudiologists, and researchers from more than 50 countries gathered to share information and exchange resources on how clinicians and researchers collaborate with other professionals and community leaders, and how they’re using artificial intelligence to supplement CSD services across the globe. Two ASHA-led sessions showcased the Association’s global initiatives:

- Strengthening International Projects Through Partnerships: The ASHA–PAHO Collaboration Example
- ASHA International Programs: Expanding Global Impact

Through presentations, networking, and exhibit booths, ASHA advanced its priorities to foster innovation, build international partnerships, and support members in delivering person-centered, responsive care. The next IALP Congress will take place in Prague, Czech Republic, in 2028.

2025 Dues Renewal

The 2025 dues renewal cycle has closed with a 97.3% renewal rate.

The 2026 dues renewal cycle is now open, and all members and affiliates received email notification in September. Paper invoices will be mailed out in October; the deadline to renew is December 31, 2025.

Certification Administration

Through the first 8 months of 2025, certification application volume is up 4% from 2024. We attribute this to the continued growth in CAA-accredited programs, class sizes, the professions, and stakeholders continuing to value ASHA certification. Retention of ASHA certification continues to be over 97%.

Certification Standards

In June, the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) conducted a public comment period for proposed modifications to the 2020 Certification Standards. The CFCC received comments from approximately 4,000 certificants. The comments included feedback from certificants who opposed and supported the proposed modifications, and those who needed clarification on the definition of person-centered care. After careful review of the comments, the intent of the certification maintenance requirement that went into place in 2023, and the rationale for the changes, the CFCC recently approved changes to the standards, which will be announced the week of October 20 and go into effect January 1, 2026. Certificate holders who have already met the previous requirement for their current certification maintenance cycle will not have to complete any additional professional development hours to meet the updated certification maintenance requirement.

Specialty Certification

The Committee for Clinical Specialty Certification (CCSC) continues to recognize the work of four specialty certification boards that have met the requirements of the ASHA Clinical Specialty Certification Program, which includes professional topic areas of child language, stuttering, cluttering and fluency, intraoperative monitoring, and dysphagia. The American Board of Augmentative and Alternative Communication is working toward completion of the third and final stage of the application process and has awarded the Board Certified Specialist (BCS) designator to the inaugural cadre of applicants.

The CCSC, in collaboration with leadership from each of the four recognized specialty certification boards, will be presenting “Propelling Specialty Certification in Audiology and Speech-Language Pathology into the Future” at the 2025 ASHA Convention. The annual meeting of ASHA-recognized specialty certification boards and petitioning boards is planned for Wednesday, November 19. This meeting provides an opportunity for boards to share progress, problem-solve through challenges, and generate ideas for marketing and education with one another and with the CCSC.

Assistant Certification Program

Since its inception, the program has awarded more than 1,500 certifications, and there continues to be a steady pool of applicants. The Maintenance of Certification Assessment (MOCA) launched in 2024 and has been completed by hundreds of certificants in the first 3-year interval.

The current examination blueprint and certification standards are based on the 2018 Assistant Job-Task analysis studies. New job-task analysis studies will be completed in the next 6 months, which will inform future updates to the exam blueprints and certification standards. As with CCCs, any substantive changes to the assistant certification program standards will be open to peer review by certified assistants.

There continues to be a number of states proposing or modifying their assistant licensure regulations to recognize or align with the assistant certification programs. For the latest information please visit www.ashaassistants.org or email assistants@asha.org.

ASHA Stream

Regarding video viewership, July historically trends down following June. However, in 2025 there was an increase in the number of users in July. This increase was boosted by a popular free course, “Using the ASHA SLPA Skills Inventory.” Year-to-date, ASHA videos have received nearly **70,000 plays**, and nearly **1 million minutes viewed** on the ASHA Stream platform.

July Top-Performing Videos

Post Title	Plays	Time Watched
<u>Using the ASHA SLPA Skills Inventory to Communicate, Collaborate, and Cultivate Excellence</u>	4659	5329472
<u>ASHA’s Developmental Milestones: Communication (Hearing, Speech, and Language)</u>	927	125024
<u>Start Small, Dream Big: Getting Started With Generative AI</u>	430	404555
<u>ASHA Continuing Education Units (ASHA CEUs) or Professional Development Hours: What's the Right Choice for You?</u>	417	41621
<u>Unionizing for Audiologists and SLPs: Why, How, and What It Means</u>	303	326032
<u>Diverse Perspectives at Work: Infusing Inclusivity into Coursework and Clinical Practice</u>	275	776965
<u>Exploring Competency Frameworks: What Are Competencies?</u>	233	174333
<u>A Practical Guide to Ethnographic Interviewing</u>	172	187485
<u>Your Child’s Feeding Development: Birth to Three Years</u>	144	15531
<u>Interprofessional Practice (IPP) in Action: Head & Neck Cancer Center</u>	132	24671

August Top-Performing Videos

Post Title	Plays	Time Watched
<u>Maximize Your Impact With the 3:1 Service Delivery Model</u>	5254	6624366
<u>Start Small, Dream Big: Getting Started With Generative AI</u>	343	320781
<u>Using the ASHA SLPA Skills Inventory to Communicate, Collaborate, and Cultivate Excellence</u>	327	342407
<u>ASHA Continuing Education Units (ASHA CEUs) or Professional Development Hours: What's the Right Choice for You?</u>	317	29377
<u>Diverse Perspectives at Work: Infusing Inclusivity into Coursework and Clinical Practice</u>	251	644075
<u>Evidence-Based Decision-Making Series: EBP Basics and Tools for Practicing Clinicians 1.1</u>	184	29300
<u>ASHA’s Developmental Milestones: Communication (Hearing, Speech, and Language)</u>	182	24771
<u>Redefining the Work: Passion, People, and Perspective</u>	175	178253
<u>A Day in the Life of Audiologist Dr. Kristina Deak: It Starts With Listening</u>	171	13860
<u>A Day in the Life of Speech-Language Pathologist Luke Davis: Fostering Connections Through Communication</u>	142	15434

BOARD BEST PRACTICES

Based on the 2025 BOD self-assessment results, the BOD reviewed their Best Practices effective through year end. President Bernadette Mayfield-Clarke reviewed the BOD Best Practices, and BOD members shared their insights and feedback.

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. As most of the 2025 Pathway Objectives are scheduled for completion by the end of this calendar year, many accomplishments were shared. 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.

ASHFOUNDATION ANNUAL REPORT TO THE BOD

A report from the American Speech-Language-Hearing Foundation was presented by ASHFoundation President Stacy Williams and ASHFoundation Executive Director Sharon Moss. The presentation included highlights of several programmatic and fundraising and development initiatives. Of note, this is the first time awarding more than \$1 million in research grants and awards in one year. ASHFoundation also launched three new endowed funds to support scholarships and research grants and embarked on a multiyear partnership with Meta designed to advance cutting-edge research in artificial intelligence. The ASHFoundation continues to experience growth in individual giving through unique and targeted campaigns and donor cultivation events. Donor engagement efforts have been revamped for groups such as members in academic settings and legacy leaders.

UPDATE ON THE COMMUNICATION HEALTH SUPPORT ASSOCIATION

As the consumer affiliate of ASHA, the Communication Health Support Association (CHSA), formerly the National Association for Hearing and Speech Action, is the sole organization focused on educating the public about communication health. In 2022, the BOD decided to amplify public awareness and outreach efforts to help increase the visibility of the CSD professions. Chief Staff Officer for Communications Selena A. Ramkeesoon provided an update and answered BOD members' questions.

BOARD ACTIVITIES AT CONVENTION

ASHA Board of Directors Manager Andrea Ducker reviewed with the BOD the expectations regarding Convention activities, including the Leadership Q&A—an opportunity for ASHA Convention attendees to ask questions of ASHA leaders. This year's Leadership Q&A will be held on Friday, November 21, from 9:30 a.m. to 11:00 a.m. at the Walter E. Washington Convention Center, in room 158AB.

GENERATIVE DISCUSSION: SHAPING THE FUTURE OF CSD

When possible, ASHA's BOD conducts generative discussions during BOD meetings to proactively explore developing issues or trends. At this meeting, Chief Executive Officer Vicki Deal-Williams facilitated a generative discussion on Shaping the Future of CSD, which included the related trends of Next-Gen

Professionals, the Talent Drought, and Higher Education 3.0. The Board discussed future workplace shortages, the impact of technology, engaging future members, what higher education might need to look like to accommodate these changes, and how the Association might adapt to meet the needs of its future members and to mitigate risks associated with these trends.

FINANCIAL REVIEW

Vice President for Finance Lawrence (Larry) Molt presented the August 2025 financial report. Total revenue is \$53,552,449 and total expenses are \$43,086,690, with a net revenue (revenue over expenses) of \$10,465,759 which is higher than last year, due primarily to the increase in member dues revenue attributed to the dues increase implemented this year and to continued strong membership growth. Molt cautioned the BOD that larger expenses expected in the 4th quarter of the year will likely impact the bottom-line.

In addition, the 2026 proposed budget was presented, which had been previously reviewed in detail and subsequently recommended for approval by the Financial Planning Board (FPB) during its September meeting. The BOD approved the 2026 Budget, which reflects total revenue of \$77,266,124, total expenses of \$77,205,311, and net income (revenue minus expenses) of \$60,812.

Molt also provided additional FPB recommendations to the BOD including: (1) the Special Opportunities fund to approve funding for 2026 budgeted strategic objective and special projects totaling \$84,948, (2) a request to fund \$424,200 from the Special Opportunities Fund for the development and implementation of the new ASHA.org website, search engine, and content management system (CMS). The total estimated cost for the projects is \$4.2 million, with \$3.8 million allocated to capital expenses.

The BOD also approved a motion that the 2026 ASHA dues will remain at the same rate as the 2025 dues. The BOD received ASHA's 2024 Form 990.

COMMITTEE ON COMMITTEES METRICS

Since 2015, the BOD has been working intentionally to enhance perspective, representation, and inclusion on committees, boards, and councils of all individuals across age, profession, employment setting, and state of employment, etc. ASHA Chief Staff Officer for Multicultural Affairs Megan-Brette Hamilton updated the BOD on their progress for 2026 Committee on Committees (CoC) appointments. Progress was noted across several dimensions toward the BOD's goals. The BOD reviewed their goals and progress to date and discussed areas for continued focus.

PROPERTY UPDATE

Chief Staff Officer for Operations Kyle Vickers presented the results of a recent project looking at potential options for making changes to ASHA's Rockville property. Vickers shared that after consulting with local real estate consultants and carefully examining the possibilities, it was determined that local restrictions made further development untenable at this time. So, no further action is currently being taken but should circumstances change, staff will come back to the BOD at that time.

NSSLHA UPDATE

National Student Speech Language Hearing Association (NSSLHA) National Advisor Belinda Daugherty provided recent updates related to membership trends and activities, events and programs, and upcoming student opportunities. Daugherty's term ends December 31, 2025, and Dr. Erica Ellis from California State University, Los Angeles will be the new NSSLHA National Advisor starting January 1, 2026.

Update on 2025 Membership Counts

On August 31, NSSLHA's 2025 membership year closed with a total of 10,133 National NSSLHA members.

2026 Membership Campaign

In September, National NSSLHA launched a Membership Campaign, focusing on new-member recruitment, including providing chapters with welcome packets and expanding their [downloadable resource library](#). Each packet spotlighted key member value areas, such as academic resources, community, ASHA Convention Discount, and the NSSLHA to ASHA Conversion Discount. As an incentive, new and renewing members were entered into a drawing with a \$100 gift card grand prize.

Grad School Application Resource Center

National NSSLHA has launched a new [Grad School Application Resource Center](#) to support undergraduate students applying to grad school. This resource center provides students with timelines, checklists, a customizable application tracker, and more.

Recognitions and Collaborations

The National NSSLHA IDEA Work Group worked with students and professionals to recognize [Hispanic Heritage Month](#) and [Deaf Awareness Month](#) through social media posts and an [event on multilingualism](#).

Student Advocacy Day

National NSSLHA's [Student Advocacy Day](#) will take place on October 23 to call on Congress to support legislation to [improve access to Public Service Loan Forgiveness \(PSLF\)](#). The SERVICE Act (H.R. 2829) strengthens Public Service Loan Forgiveness by reducing required payments, expanding eligibility, and ensuring fair access to loan relief for the public service workforce. This is the perfect opportunity for students and NSSLHA chapters to get involved in legislative advocacy.

Upcoming Student Opportunities

More information about upcoming [virtual events](#) and [NSSLHA events at ASHA Convention](#) is now available on the National NSSLHA website.

BOD GOALS SUBCOMMITTEE

Every two years the BOD engages in a BOD Self-Assessment and Individual Self-Assessment founded in principles of BOD effective practices. Overall, the BOD self-assessment results were high, but the BOD is looking to improve in areas where there is room for continued growth. Based on the 2025 BOD Self-Assessment results, a subcommittee of BOD members was created to draft goals for BOD consideration for the October meeting. President Bernadette Mayfield-Clarke presented the subcommittee's recommendations for BOD goals. BOD members shared their insights about the proposed goals and KPIs, which will be updated prior to their effective date of January 1, 2026.

AUDIOLOGY SUBCOMMITTEE REPORT

The BOD Audiology Subcommittee met on Friday, October 17, 2025, as a part of the October BOD meeting with Board Member At Large for Audiology, Anita Vereb, facilitating. The following topics were discussed:

- ASHA's Audiology National Outcomes Measurement System (NOMS) and the alignment with the recommendations from the National Academies of Sciences, Engineering, and Medicine (NASEM) report on Measuring Meaningful Outcomes for Adult Hearing Health Interventions.
- Ongoing audiology-related advocacy, including the Medicare Audiology Access Improvement Act (MAAIA), student loan limits, and telehealth.

- Audiology-related legislative and practice act issues in the states being tracked by ASHA's State Affairs team.
- Updates on the Audiology Quality Consortium (AQC) meetings.

SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEE REPORT

The BOD Speech-Language Pathology Subcommittee met on October 17, 2025, as part of the October BOD meeting. Board Member At Large for Speech-Language Pathology Julie Malone facilitated the session. The following topics were discussed:

- The challenges and opportunities related to the practice of speech-language pathology as informed by the current political climate at the Federal level (facilitated by Senior Director, Federal and Political Affairs Jerry White) and the current status of health care and education policy as it relates to payer coverage and related advocacy (facilitated by Senior Director, Health Care & Education Policy Neela Swanson).
- The need for and processes related to an update of the Speech-Language Pathology Scope of Practice (facilitated by Chief Staff Officer for Speech-Language Pathology Monica Sampson).

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.

Licensure of the professions in Utah

Utah's Office of Professional Licensure Review (OPLR) has recommended to the state's Business & Labor Interim Committee that audiologists, speech-language pathologists, and hearing instrument specialists be delicensed and moved to a mandatory certification model. Despite extensive stakeholder engagement and advocacy by ASHA, Utah Speech-Language Hearing Association (USHA), and others, OPLR is proceeding with its proposal, which maintains entry and disciplinary standards but eliminates license renewals and advisory boards. During an October 15 hearing, testimony emphasizing patient safety and risk of harm did not alter the committee's direction, which focused on the lack of documented harm in disciplinary data. ASHA, USHA, and national partners are coordinating strategies to oppose the proposal.

The Board of Directors meeting was adjourned on October 19 at 11:56 a.m. ET.