

**State Association Outreach**

**CSAP Fall 2015 Conference**

Wednesday, November 11, 2015  
Grand Hyatt Denver  
Denver, Colorado

Douglas F. Parham, PhD, CCC-SLP  
President, CSAP  
Past President (2014), KSHA

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**Relevant Disclosures**

Financial

I received partial travel reimbursement from CSAP to attend this meeting.

Non-financial

I serve on the Executive Board of CSAP, and am a member of the CSAP/ASHA Joint Committee.

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**Overview**

Using a state association website for outreach

- What do you provide consumers, professionals, and students?
- "Gold Star Awards"

Outreach to students as future state association members

- How many might be out there?

Outreach to professionals (Examples from Kansas)

- What do members want?
- What do non-members want?

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**Using a state association website for outreach**

Outreach to Consumers

- Finding professional services; User-friendly information on speech, language, hearing, and swallowing disorders; Calendar of state events

Outreach to Professionals

- Information on state licensure; CEU opportunities (including conferences); Legislative issues/calendar

Outreach to Students

- Information on undergraduate and graduate CSD programs; Links to NSSLHA; Volunteer opportunities

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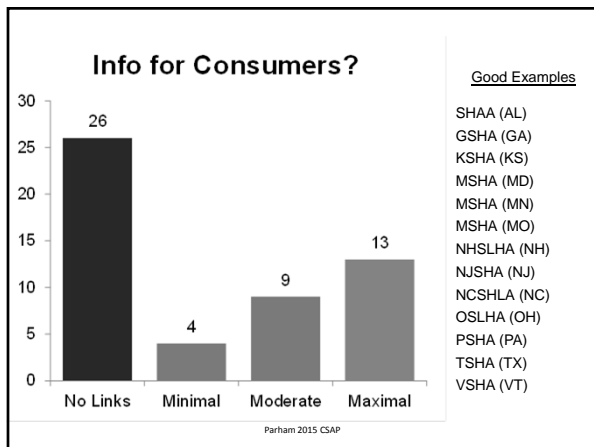
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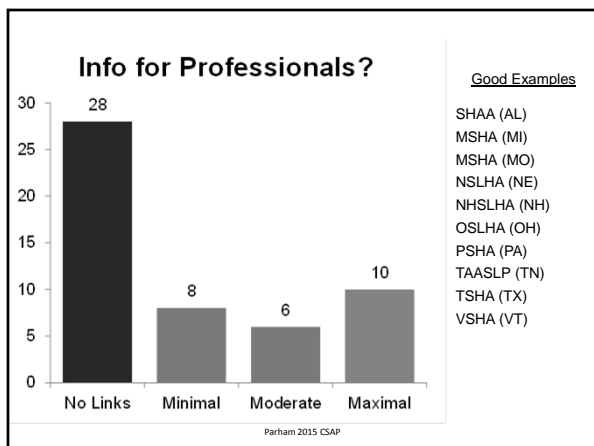
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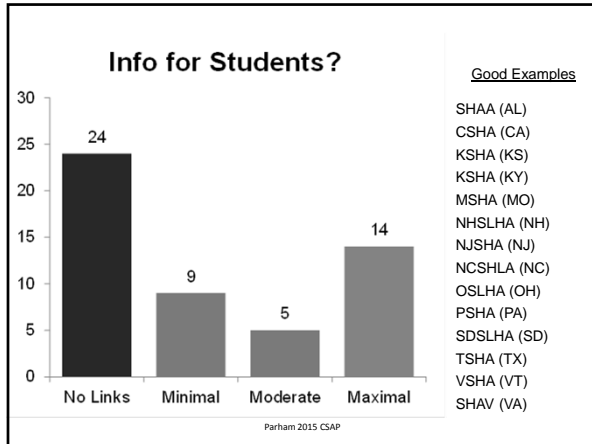
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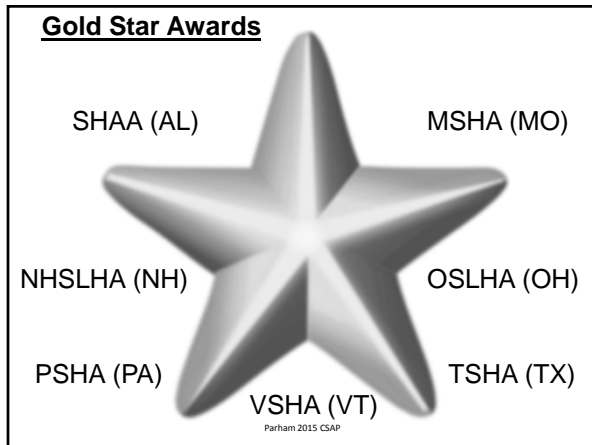
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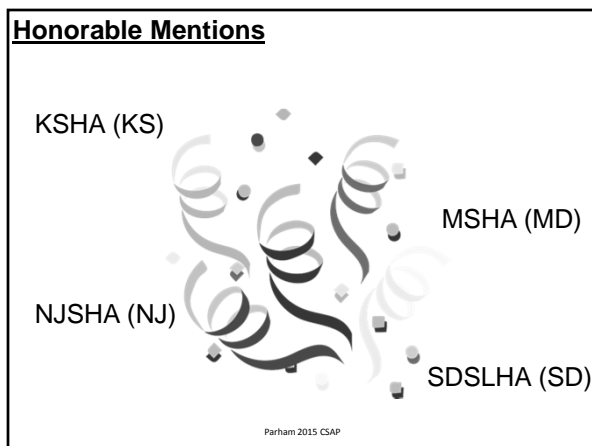
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**Outreach to students as future state association members**

Conference                      Committees

    Clinical Opportunities (Research)

Clinical Courses              Student Groups

**Long-term thinking: State associations can help each other by involving students.**

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**Outreach to students as future state association members**

Question:

    How many students are out there?

*Better Question:*

**How many students graduate every year?**

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State	BA or BS Programs
AK DE HI	0
GA ID ME MT NH TN VT WY DC	1
AZ CT IA NE NV NJ OR RI SD WV	2
CO MD NM ND SC UT	3
KS KY MN WA	4
FL MS VA	5
AR NC OK	6
AL IN MA WI	7
LA MI MO	8
IL OH	12
CA PA	16
TX	17
NY	28
<b>Total BA or BS Programs</b>	<b>249</b>
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State	MA or MS Programs
AK DE	0
HI ID ME MT NH VT WY NV RI SD SC	1
GA NE WV CO ND	2
CT IA OR MD NM UT	3
DC AZ KS WA MS VA AR IN	4
TN KY MN NC OK	5
NJ AL MA LA	6
WI MI MO	7
FL	8
OH	10
IL	12
PA	15
CA	16
TX	17
NY	25
<b>Total MA or MS Programs</b>	<b>244</b>
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State	AuD Programs
AK DE HI ME MT NH VT WY NV RI SC GA ND NM	0
ID SD NE WV CT IA OR DC WA MS VA AR KY MN OK NJ WI	1
CO MD UT KS NC AL MA LA MO CA	2
AZ IN MI FL PA	3
TN OH NY	4
IL TX	5
<b>Total AuD Programs</b>	<b>74</b>
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<u>Program Type</u>	<u>Conservative Estimate</u>	<u>Potential Total</u>
BA/BS Programs: 249	× Students/Program: 30	= Students: 7,470
MA/MS Programs: 244	× Students/Program: 20	= Students: 4,880
AuD Programs: 74	× Students/Program: 5	= Students: 370
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AuD Programs: 74	× Students/Program: 5	= Students: 370
 <div style="border: 1px solid black; padding: 5px; display: inline-block;">Annual New Association Members: 12,720</div> 		
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**Outreach to professionals (Examples from Kansas)**

What do members want?

What do non-members want?

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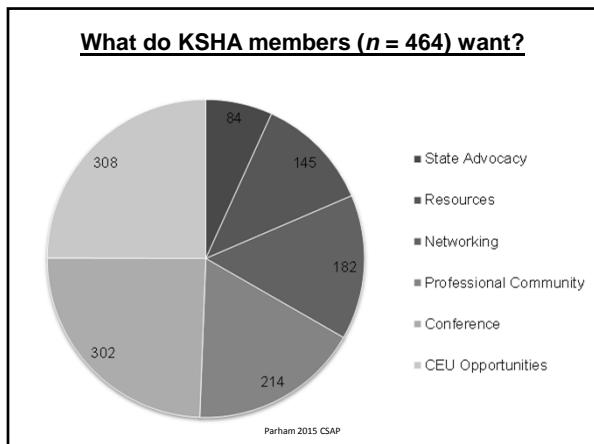
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**What do non-members (n = 226) want?**

"Show me reasons and benefits to the organization."
"CEU opportunities, newsletters, and networking."
"Inexpensive dues (and they might be inexpensive already, I don't know)."
"More support for the school-based SLP."
"More affordable CEU opportunities."
"Information about the association; I don't hear about it much."
"Better ways of securing information for my job."
"I'm not sure."

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