

LSHA Leadership Development Initiatives

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Session Overview

- Present challenges LSHA has faced in volunteer recruiting
- Discuss strategies utilized to attract new leaders
- Facilitate considerations of application in to other states

Personal Issues Competing with LSHA Volunteerism

Raising a family

- Juggling work and home responsibilities
- Financially paying travel/meals for board meetings
- ASHA sponsored meetings 2x a year for CE, SEAL, STAR, MAC.

More mature members

- Involvement in care of ill family member (spouse, parent)

Association Competition for Volunteers

- Two direct threats to leadership, as well as membership in Louisiana
- Speech Pathologists and Audiologists in Louisiana Schools
- Reportedly many school districts support participation in this organization
- Does not have the ASHA relationship, but, provides membership/ability to hold office to SLP Assistants.

Association Competition for Volunteers

Second threat in Louisiana

American Academy of Audiology

- No state organization, but, many with AUD may attend AAA CE elsewhere

ASHA holds our CCCs, whereas,
LSHA membership is totally
voluntary.....
the organization has to be
perceived as valuable to attract
members and leaders

Building the Value of LSHA Membership

ADVOCACY: The primary COMD advocate in La.

- Lead the licensure initiative many years ago and various initiatives over the years Most recently:
- Spearheaded Audiology legislation in Early Screening and Detection
- Early Steps Reimbursement and Audit Issues
- Salary Supplement: Multiyear initiative- tension of public school frustration with funding/ concern with lobbyist developed into: partnership with SPALS for funding of lobbyist & Day at the Capitol & large scale grass roots advocacy campaign

Building the Value of LSHA Membership

ATTENTION TO SECTOR

- ASHA Medical/private practitioners surveys (2005) est Healthcare Committee.
- Convention Invited speakers & sector tracks
- Salary Supplement Initiative helped demonstrate LSHA's commitment to public school SLP; > committee.
- Audiology- Consistently provide CE opportunities to meet Audiology and Dispensing Hour requirements.
- Next conference: Refocusing on additionally engaging university members.

Building the Value of LSHA Membership

REASONABLE, PRAGMATIC ENTITY

Membership- Pricing: LSHA is CE provider for many events across the state via cooperative agreement; LSHA members save money in CE processing. Student gift- First year after graduation. CSAP suggestions- ie 2 for 2 membership.

Fun: A free drink ticket to Happy Hour @ Convention
Lots of door prizes; competition over cute silent auction items
Looking at more Facebook applications

ACCESS Convention Survey: (pat 3 years) has guided annual improvements...conference format, speaker and topic selection, new committee/board members.

Impact of Recent Initiatives on Recruitment of LSHA Leaders

- Healthcare Committee- Helped attract previously inactive members as leaders to assist with CE, regulatory issues, ASHA Networks resulted in new board member.
- Public School Advocacy- Nurtured by the Director of Public Schools who really was a university employee & LSHA Legislative Liaison over the last 2 yrs have attracted a number of very dynamic new board members and committee members who are representatives of lading La. public school districts.

We Are Some of our Most Valuable Resources: Informal mentoring via Previous Board Members

- Former Past President was initial ASHA STAR; helped new Director of Healthcare establish the LSHA Healthcare Committee.
- Retired University Professor & LSHA Past President while serving as the University representative, organized the university Quiz Bowl to become a standard part of convention which the University representative oversees.
- Past President served as member of SPALS Board of Directors and served as Legislative Liaison during salary supplement legislation.

We Are Some of our Most Valuable Resources: Informal mentoring via Previous Board Members

- Convention committees tend to informally overlap to ensure support for the incoming Pres Elect.
- LSHA Member on ASHA PAC- attended advocacy meeting with LSHA STAR/SMAC reps providing federal input & mentoring in building relationship with Senator Mary Landrieu's office.
- Participation of LSHA Rep to ASHA- Provided info on ASHA Leadership Initiative- suggested using T/E from ASHA restructuring (3 LCs/2 reps) to fund.

Increased Sensitivity of Board to Financial and Time Commitment of Board Members

Began covering cost of lunch at meetings.
 When possible, 4th board meeting each year was shifted to conference call
 Funded room/meals for recent strategic planning session for Board members/past presidents participating.
 Continued funding of Pres & Pres Elect (or alternate) participation in CSAP.
 Established Task Force to consider funding for: LSHA Leadership Initiative, as well as Board Members w/ unfunded annual ASHA meetings.

1/25/09 LSHA Survey Results

Those serving as LSHA CE rep, SEAL, STAR, and SMAC indicated:

- Were invited to up to 2 ASHA educational/ networking meetings for this function per year.
- All individuals felt that participation was a valuable adjunct to the time they spent in the other group activities such as teleconferences and list-serve
- None of the individuals in these positions currently had access to employer funding for these meetings.

1/31/09 Survey Posted on the ASHA STAR & SMACS list serv

Respondents:

27 individuals reporting: 15 STARS, 6 SMACS & 8 Dual STAR/SMAC
 24 states with general ix geographically and population size

Results on Funding via state association:

- 1 ASHA Convention or ASHA HC/Business Meeting: 10 (7 STAR; 2 SMAC; 1 STAR/SMAC).
- Both ASHA meetings annually: 5 (4 STAR; 1STAR/SMAC).
- Only 34% of respondents receive any association funding to attend the STAR/SMAC meetings
- Numerous respondents not receiving assistance suggested that it would be appreciated.

2/10/09 Impressions from Survey- ASHA STAR/SMACS listservs

Impressions:

- Funding appeared to be ongoing.
- Only 3 individuals possibly had most expenses covered for possibly both meetings.
- Most reported a budgeted amount ranging from \$100- \$1000 a year (Mean=\$587), thus, suggesting that they were covering the rest via employment or out-of-pocket.
- Additional notes:
 - A few respondents not receiving funding indicated that they had never asked.
 - A few respondents receiving funds indicated that they perceived their board to feel that their work was valued and that funding was an investment for communication, education and advocacy of the members of the state association.
 - See effects of recent economic downturn with some states no longer providing funding & some respondents who had not used funding were now requesting it.

Listserv Summary & Recommendations RE: LSHA

- Suggested that funding meeting attendance for these individuals was a means of acknowledging the responsibility for participation and educational currency RE: the position.
- Funding was an indication of LSHA's appreciation for the individual's work as well as the importance of the information exchange afforded by the position.
- It was felt that funding could assist in the recruitment and retention for such critical positions.

Listserv Summary & Recommendations sent to STAR/SMAC Network (2/10/09)

1. While the ASHA: state association partnership appears to hold mutual value and benefit from the SEAL, STAR, and SMACS networks, it is of concern that only 34% of respondents indicated state association funding for STAR/SMACS meetings. While there has been some one time funding of meetings and recently there were small SMACS grants available for the 11/09 meeting, this is not dependable.
2. It is of additional concern that personal/ employer funding will continue to be compromised by the compromised global economy and healthcare cuts. However, with the recent ASHA restructuring, it appears that this may be a timely issue for ASHA and perhaps the CSAP leadership to investigate.

LSHA Action

- Last winter, funding was added to the budget for individuals serving as SEAL, STAR, SMAC, or CE representative to apply for some annual funding for ASHA meeting attendance.
- In May, the LSHA Leadership Scholarship was proposed by two past presidents, sent to all past presidents for feedback and changes, then sent to current president for consideration by BOD.

Leadership Development Scholarship

Rationale:

- Develop and retain leadership for LSHA
- Provider mentors to future leaders for LSHA
- Recognize LSHA's long history (60 years in 2008) of supporting leadership

Scholarship continued

Criteria:

- Recipient must have received the CCC from ASHA within the last 5-10 years
- Hold current LSHA and ASHA membership
- History of advocacy efforts for LSHA and individuals with communication disorders
- Record of participation in state and/or national professional organizations

Leadership scholarship, continued

Activities:

- Attend at least one leadership meeting, including but not limited to, CSAP, Council of Academic Programs in Communication Sciences and Disorders, ASHA Annual Convention or other approved organizations by the Executive Board of LSHA.
- Mentorship plan developed with at least 1 past president of LSHA (to be determined by past president and LSHA Executive Board) that includes specific goals/objectives.
- Be an active member of LSHA committee(s)
- Submit an annual report to LSHA Executive Board, present at the LSHA Business Meeting held during the annual convention, and provide an article for the *LSHA Newsletter* including goals, objectives, experiences, and activities while receiving the scholarship.

Selection:

- Each applicant submits a written application (3 pages maximum) regarding leadership activities, goals for self and LSHA, and 2 letters of support from professionals.
- A committee of 5 past presidents of LSHA to include at least two (2) SLPs and one (1) audiologist selected by the LSHA Executive Board.
- Final selection of the recipient is made by the LSHA Executive Board.
- Applications for the LSHA Leadership Scholarship are submitted to the current President by April 1st each year with announcement of the recipient being done at the annual convention (held in June).

Leadership development scholarship

- Stipend: \$800 to \$1,000 (funded by LSHA) to support travel and/or related leadership activities
- Funding source: Money previously advocated for Legislative Council meetings is no longer needed due to changes in ASHA governance, decreased face to face meetings for AC members.
- Duration: July 1-June 30 for each recipient and past president serving as mentor

Student leadership involvement

Undergraduate and graduate scholarships offered.

Faculty member writes letter of nomination;
student writes letter addressing criteria:

- Overall grade point average
- Financial need
- NSSHLA membership and participation
- Honors or recognition by a university or college
- Community service
- Plans, goals or objectives for professional future

Student scholarship continued

- Student must be enrolled in an undergraduate or graduate program in the State of Louisiana (or will be admitted for the following semester/quarter)
- Student must be majoring in the field of Speech-Language Pathology/Communication Disorders/Audiology
- Student must be a member of NSSHLA

*Benefits: financial award and non-voting seat on BOD for one year.

Going Forward

- Drawing and recruiting membership, as well as leaders, are expected to continue to be challenges, especially with economy, Baby Boomers retiring.
- Member and Leadership satisfaction are more important than ever!
- Important to use all of our resources- creativity, out-of-the-box thinking, investment in key positions, strategic planning, CSAP, past leadership/ mentoring programs, succession planning to ensure that we continue to be dynamic organizations.

