

**CSAP Executive Board Meeting
2007 Fall Meeting
Boston, Massachusetts
Tuesday, November 13, 2007
9:00 a.m.**

1.0 Welcome and Call to Order:

President Theresa Rodgers called the meeting to order at 9:00 a.m. and provided a welcome to all the participants.

2.0 Roll Call:

Theresa Rodgers, President (LA); Ken Ruder, Past President (OH); Liz Stevens, President Elect (MI); Melanie Peters, Secretary (OR); Carol Fleming, Treasurer (AR); Theresa Zamagias and Robert Craven, Craven Management Associates.

3.0 Announcements:

Help is needed stuffing meeting folders.

4.0 Approval of the Minutes

Minutes were submitted electronically by Melanie Peters, CSAP Secretary, for the May 17, 2007 CSAP Executive Board Meeting held in Little Rock Arkansas. Minor, non-substantive changes were approved by the Board, and the corrections were made to the minutes: 5.2 President-Elect report – Acronym change from CAPSD to CAPCSD; 7.7 Joint Commission report – Title change from Joint Commission to Joint Committee.

Motion to approve by Lizbeth Stevens; Second by Carol Fleming- Motion Carried

5.0 Board Reports

5.1 President, Theresa Rodgers (LA);

- Served as a member of the ASHA-CSAP Joint Committee. Reviewed documents related to the State Recognition Process and suggested agenda topics as needed. Will be attending the Joint Committee Meeting immediately following the CSAP EB meeting.
- The evaluation results from the May conference were reviewed collaboratively with the Commissioner on Issues and Planning. Results were taken into consideration in selecting topics for the Fall conference.
- Have communicated with Eileen Crowe regarding coordination of the fall program schedule and ASHA's State Recognitions.
- Have had conversations with Eileen Crowe, Janet Deppe and Debra Venkatesh, the Arizona S-L-H Association president, relative to the crisis currently being faced by the Arizona association. Included Paula Starr and the presentation on Checks and Balances in order to provide timely training for state associations.
- Have also had communication with Janet Deppe regarding ASHA's new plan for communicating with state associations.
- Submitted a President's Message and proofed the E-Newsletter.

- Proofed minutes of the May EB and CSAP Business Meetings.
- Proofed content and formatting of CSAP website redesign.
- Contacted the Illinois S-L-H association's President and President-Elect re: Local Arrangements Fall 2008.
- Made contact re: the 2008 committee for the Nancy McKinley Leadership Award.
- Have communicated with Liz on a regular basis in preparing for transition for next year.
- Participated in the September and October teleseminars.
- Committee reports have been reviewed. Agendas were prepared for the Executive Board and Business Meetings.
- Completed the annual performance review of the management firm.

Discussion:

Performance Evaluation document was shared by Theresa R. The document was reviewed by the Executive Board.

Difficulties experienced in posting to the Association List Serve and the possibility of using a search engine. It was decided by the Executive Board that the Association would return to its previous method of sharing questions and answers with all listserv members as responses are received rather than waiting to be compiled and then shared with the members.

5.2 President-Elect, Lizbeth Stevens (MI);

Teleseminars:

Revenue from Teleseminars (for 2007) did not meet budgeted expectations. Budget expected/allotted revenue of \$750 and only \$275 was generated. This amount of \$275 was for 2 teleseminars. So at \$137 per teleseminar earned income, we would still have been short with even three teleseminars.

The amount we made this year would only have been a little over \$400 (with 3 teleseminars) or about half the amount budgeted given the small income which we made. If this is to change, we need to have more teleseminars and/or they must be scheduled well in advance so that membership can know they are coming and promote them. There needs to be assistance and support for the President-Elect to facilitate these teleseminars—by perhaps lining up one in future years by outgoing President-Elect. A handbook on teleseminars needs to be created and provided for incoming President-Elect.

I propose offering teleseminars bimonthly—January, March (not May, due to meeting), July, September—this way people could count on there being consistent monthly time schedule. People could then plan ahead that there would be something to look forward to. This would also maintain interest in and momentum of CSAP, so its presence would continue year round—not just in May and November.

Teleseminars could be arranged 2-3 months in advance, so that sufficient notice could

be given. Given 4 per year (January, March, July and September) with careful monitoring of topics, these could be a draw for additional revenue. Craven office could keep a database of topics/presenter/dates presented. We could tap new speakers as well as contact individuals who have presented in past yet have fresh ideas/information.

Also, there was some difficulty with coordination with office and getting the word out in a timely manner—I take full responsibility for this since I was not quick in securing speakers well in advance; however, once one is lined up we need to do some promotion and reminders to generate interest.

Review of Policy/Procedures Manual – Recommendations

- For each section of manual (e.g., #9, #10, etc.) include the section title as a “header” on all pages except the first page in which the Title and section # appears (e.g. Past President-Tab 5). This way pages have an identified home.
- Under Tab 6- section on “President-Elect”, there is no mention of coordination of teleseminars. There are revised policies & procedures; however, these are not mentioned in prior description for President-Elect. Do we want to add the Teleseminar coordination piece in section 6?
- Under Tab 2, pp 10-12, the regionalization plan which is now defunct is still listed. This needs to be archived and alternative relevant language inserted.
- Under Tab 3 is an “Operational Plan” developed/approved 2003. This is outdated and is now written in a format which is amendable to operationalizing goals with measurable outcomes. This does not reflect the strategic planning work which was done in Portland, Oregon. This needs to be incorporated into existing language so we have something which is current and reflects feedback from members.
- Absent anywhere is the policy/procedures manual is an overall timeline of the activities of the association by month; while there are individual timelines for each office, there is no overall schedule with major deadlines for various activities. Also absent is a listing of current committee members who have been appointed and their contact information. These people may become resources for new members who take on their duties; this is needed information and should be recorded.

Recommendations to improve participation by states:

Routinely survey members leaving CSAP (i.e., do exit surveys) and survey new, first timers so that we have information on what people understand/don’t understand when joining CSAP and what they found valuable and what could be improved upon exiting the group. We need to recognize the members are constantly changing, while some stay for awhile, there is constant turnover. We need to recognize and respond to very different levels of need for information within the group. We need sessions for experts and novices within the same group—it is almost like a one room school. We need to offer a diverse program which reflects our membership.

Discussion:

Implementing first timers and out-going attendee electronic survey. It was decided to make this a task of the Communication and Technology Commissioner.

It was suggested by Robert Craven that we establish an Orientation process to assist incoming board members and committee members in understanding the duties of their position. That information should include meeting dates, responsibilities and tips/hints that will assisted them in their position.

Telephone conferences or face-to-face contacts were suggested to allow issues specific to the position to be discussed by the outgoing and incoming officers and committee members. Individual Policies and Procedures manuals will need to be updated to add these duties on all timelines.

5.3 Past President, Ken Ruder (OH);

- As requested by the CSAP Executive Board, contacted State Associations to determine barriers that exist that impact attendance at CSAP spring and fall meetings. This is an ongoing process but it appears that the top reason for not attending the CSAP meetings is the cost of sending a representative to the meetings (airfare & hotel). In light of the rising fuel prices, the cost of sending someone to a meeting will continue to rise. A secondary consideration is that the time of the Spring meeting conflicts with the end of school activities.

- As per our discussions over the past year, I have reviewed the Strategic Plan of CSAP and have the following recommendations to the Board:
 - Goal one, work plan 1: delete words a Bulletin Board and;
 - Goal three, work plan 2c: delete all of 2c
 - Goal three, work plan 2d: change to 2c
 - Goal four, work plan 2: Have we been doing this?

- Plans to attend CSAP/ASHA Joint Committee meeting in Boston and prepare a written report on the Joint Committee activities for inclusion in the CSAP post-meeting mailing.
- Working with the President and President-Elect to review the Policy and Procedures Manual and make appropriate updates.
- Review the CSAP By-Laws
 - Article III, section 3, line 2: ADD *of the* to Executive Board and DELETE the third word *members*;
 - Article V, section 2c, lines 3-5: DELETE sentence beginning with *The Treasurer* and ending with *potential sponsors*;
 - Article VIII, section 1d: *Shall we consider changing the words concerning ASHA Legislative Council?*

Discussion:

Need to market CSAP; We currently rely on state presidents to promote and market CSAP. Difficulties with acquiring updated state association information could be addressed with targeted e-mail to state associations and incorporating information within the Brag and Moan state submissions. Past CSAP President will continue to market CSAP by personally contacting states who have not attended recent conferences.

The scope of our collaboration with CAPCSD. CAPCSD would like to continue an active dialogue with CSAP, however CSAP is not committed to insuring a presentation at each spring meeting as requested in our Spring 2007 meeting minutes (7.5).

A discussion was held regarding creating an NSSLHA relationship for involvement and marketing CSAP

Suggested changes to the Strategic Plan will be submitted by Ken to Theresa R. by January, 2008.

Ken presented suggested “housekeeping” changes to the By-Laws. Suggestions will be kept by Craven Management Associates LLC until the Executive Board decides that revisions are necessary. Theresa Z. will research how members can vote (electronically; face to face or paper ballot) and report back to the Executive Board.

5.5 Secretary, Melanie Peters (OR);

- Documented Executive Board minutes.
- Documented Business minutes.
- Collaborated with President Rodgers regarding edits to Executive Board and Business Meeting minutes.
- Completed Spring Brag and Moan summary document for distribution to the membership.
- Updated Brag and Moan PowerPoint for the Fall 2007 conference.
- Created a folder of helpful hints that will assist incoming board members as requested by President Rodgers.
- Reviewed Brag and Moan documents for conference folders.

Discussion:

In an effort to bring extra value to the Brag and Moan documents, Spring and Fall results will be combined into one document.

5.4 Treasurer, Carol Fleming (AR);

- Received and reviewed monthly bank statements for CSAP.
- Reviewed/signed travel reimbursement request forms for Executive Board Members (Spring meeting).
- Signed checks as needed for CSAP.

- Reviewed Financial/budget reports for CSAP generated from Craven & Assoc. in preparation of Fall Meeting.
- Submitted email for distribution to CSAP list-serve to remind membership of the fundraising activities, 50/50 and Silent Auction, in an effort to increase participation.
- Communicated via email and secured new volunteer to assist with 50/50 ticket sales.

Discussion

As of October 31, 2007, CSAP has total assets of \$102,705. This is an increase of 5.3% from last year's balance of \$97,550.

The combined investment accounts of \$91,529 comprise the CSAP long-term reserve (which is 139% of the current year operating budget). This is up 8.5% from last year's balance of \$84,385.

Total membership is nearly 100% (all except Utah).

Attendance at both the spring and fall meetings are below expectation –60 paid attendees at each meeting have been needed to provide adequate funding.

Reminder of the dissolution of the Regionalization plan and increased membership fees (to \$375) for fiscal year 2008. (It was printed in the newsletter; however may need to send out another reminder).

Request continued correspondence prior to Spring and Fall meetings to remind membership of fundraising activities (Live vs. Silent Auction and 50/50) - to encourage increased participation in the auction - both in bids and donations.

6.0 Management Firm Report

Robert Craven and Theresa Zamagias provided the following update:

6.1 Membership Management / Financial Management

- Prepared first draft of a Proposed Budget
- Provided detailed financial reports to Board
- Prepared financial summary of Spring meeting
- Assisted with election; prepared, mailed and tabulated ballots
- Updated historical record of Motions
- Worked with EB to maintain and update Policy & Procedures Manual
- Distributed Nancy McKinley Leadership Award documents

- Communicated with sponsors; restructured sponsorship program; created sponsorship database
- Administered two tele-seminars

6.2 Meeting Planning / Event Management:

2007 Fall Meeting

- Created database for meeting
- Prepared and mailed Registration materials
- Coordinated with Suzanne on local arrangement matters
- Communicated with Omni to prepare for meeting
- Communicated with members, Board and committee members, and ASHA
- Emailed committee pool form and BBM materials to members (and included in packets)
- Coordinated with Board and committee members to prepare reports, packets for meeting
- Mailed Newcomers packets; verified last timers via email

Future Meetings

- Spring Board Meeting: Thursday evening, May 15, 2008
- Spring meeting 2008: Courtyard by Marriot (Saratoga Springs, NY) May 16-17, 2008
- Assisted with planning for social at the Saratoga Gaming and Raceway
- Executed contract for spring 2008 meeting hotel in Saratoga Springs, NY (May 15-17, 2008)
- Fall 2008 (Chicago) will use ASHA meeting space (Nov. 18-19)
- Spring 2009 (Indianapolis) – Executed contract with Hyatt Regency Indianapolis: May 14-16, 2009

6.3 Technology Services:

- Spring 2007 meeting resource notes, speaker handouts, bring/brag/moan summaries and photo gallery posted to website
- Fall 2007 meeting information and on-line registration forms (15 utilized)
- Redesigned CSAP website with new look and modified navigational system
- Added Executive Board photos to the website
- Posted CSAP e-newsletter; created a CSAP listserv discussion section on the website; posted the recipient of the McKinley Award
- Photos of the candidates for the 2008 ballot posted
- Updated state association and office information in July and October
- Posted registration form for two tele-seminars

- Posted twelve ASHA and state association meetings
- Four banner ads were posted for sponsors of the fall meeting: AGS Publishing and Harebrain, Inc.

6.4 Issues for Discussion

- Total Assets (all accounts): \$102,705 compared to last year's \$97,550 (as of 10/31)
- Balance in Reserve accounts: \$91,529 (139% of operating expenses; stated fiscal policy goal is 150%)
- Paid Membership stands at 51 members (all except Utah)
- Paid Attendees for Meeting: 48 (Total attendees: 77)
- Total Attendees for Social: 68 dinner including 19 paid guests
- Thirty three states represented; (14 newcomers; 11 last-timers)
- Spring Meeting (Little Rock) was marginally favorable to budget (by \$1,515)
- Forecast full year bottom line: -\$5,000 (compared to budget of \$60)
- Draft 2008 Budget (Exhibit A) : Please Review
- Reminder: CSAP fiscal year closes on December 31 – submit reimbursements before year-end

Schedule of Future Activities (November - May)

November

- Fall Meeting (Boston)
- Prepare and mail 2008 Dues renewal forms

December

- Finalize/follow-up fall meeting

January

- Post fall meeting information to web site by early January

February

- Finalize forms, details of Spring meeting with Liz / LA/ Charley
- Contact ASHA regarding Fall 2008 (Chicago) meeting
- Update state officers, etc. on website

March

- Mail Pre-registration packets by March 15 for Spring meeting (May 16-17)
- Contact/send 2nd Dues Notices for unpaid members
- Post spring meeting registration information on Web site

April

- Administer pre-registration for Spring meeting
- Ongoing contact with LA / hotel
- Collect and record Dues Payments
- Complete and file Form 990

May

- Discuss details for Fall meeting with Liz / LA
- Spring Meeting / Board meeting in Saratoga Springs, NY

7.0 Commissioner and Committee Reports

7.1 Local Arrangements Fall 2007/

Expenses incurred to date \$0 for CSAP. Final plans are underway. Securing door prizes has been a difficult, at best; many vendors in MA have strict guidelines about donations. The conference will begin on 11-14-08 at 7:00a.m. (Newcomer's Breakfast), followed by the President's opening remarks at 7:50. A written report was submitted by Committee members Suzanne Harris, Judith Bernier and Sharon Parisi (see attached).

7.2 Local Arrangements, Fall 2008

The Spring 2008 conference will be held in Saratoga NY. The host hotel is the Courtyard by Marriott. The social event will be at the Saratoga raceway. We can even name a race while we are there! After the races, attendees can access the casino. There are local spas, shopping, etc. Attendees can fly into Albany (which is a .5 hour drive from the airport to Saratoga); take an Amtrak train; or drive to the event. There are plans to solicit auction items from the local area. A written report was submitted by Ellayne Ganzfried and Shelia Bernstein (see attached).

7.3 Communications and Technology/Robert Hull (GA)

No report was received.

7.4 Issues and Planning/Judy Keller (TX)

Written Report submitted. Attached as integral part of the minutes.

7.5 Joint Committee Report/Ken Ruder (KY)

No new report.

7.6 CAPCSD Liaison/Charley Adams (SC)

Written Report submitted. Attached as integral part of the minutes.

7.7 E-Newsletter/Sherry Sutton Curtiss (NC)

Written Report submitted. Attached as integral part of the minutes.

7.8 ASHA Legislative Council Liaison/Craig Coleman (NC)

Written Report submitted. Attached as integral part of the minutes.

7.9 Nomination Committee/Amy Bragg (ME), presented by Theresa Rodgers
Charley Adams (SC) elected as Treasurer and Sherry Curtiss (NC) elected as President Elect. The office of Treasurer is a two year position while President Elect is a three year term. Elected officers will assume their duties 1- 31-2008.

7.10 Time and Place – A submission from Texas (San Antonio) was received by Judith Keller for Spring, 2010. The regionalization plan was reviewed.

Motion to accept the proposal by Ken Ruder; Second by Carol Fleming - Motion Carried.

8.0 Old Business

8.1 Sponsorship Packet (Robert Craven and Theresa Z.) Presented sponsorship marketing packet for review.

9.0 New Business

Request for assistance by Arizona (ArSHA). A loan was approved by ASHA to cover a portion of ArSHA's outstanding bills. A discussion was held regarding what CSAP's role is in this type of situation. Craven Management Associates, LLC provided a document that raised questions for EB members to review and discuss regarding ArSHA's request. CSAP does not have a loan program and is not going to provide them financial assistance. CSAP is expected to end the year in the red.

Motion to include the financial assistance considerations document as a working draft with the removal of the state in distress to the Policies and Procedures Manual by Carol Fleming; Second by Ken Ruder-Motion Carried.

9.1 Discussion and Adoption of the 2008 Budget: Discussion regarding speaker costs for upcoming conference. The EB decided to have Craven Management Associates LLC follow-up with potential speakers to negotiate a price for the Spring conference. The speaker costs for Spring (\$850) and Fall (\$1,750) conference will be reversed in the 2008 budget. **Motion to accept the budget as changed by Carol Fleming; Second by Lizbeth Stevens. Discussion regarding the \$1,500 (Donation – States, Spring) and \$1,700 (Donation – States, Fall) which was mistakenly left in the proposed budget. It was discussed that the shortfall (\$2,700) could be absorbed in the Fall in catering/social.**

Revenue

- Spring Meeting States adjusted to \$500
- Fall Meeting States adjusted to 0.00
- Total Revenue amount will be adjusted to \$64,050

Expenses

- Spring meeting speaker adjusted to \$1,750.00
- Fall meeting speaker adjusted to \$850
- Catering /Social adjusted to 12,800.

Motion by Lizbeth to accept budget as amended; second by Ken Ruder-Motion Carried

Motion to adjourn by Carol Fleming; Second by Lizbeth Stevens- Motion Carried. Meeting was concluded at 3:50

Attachment A: Issues and Planning/Judy Keller (TX)

Written Report submitted. Attached as integral part of the minutes.

Evaluations from the Council of State Association Presidents Spring Meeting which was held in Little Rock, Arkansas May 18th and 19th were reviewed. There were 35 responders and responders rated each of the sessions, Break-out sessions and Bring, Brag and Moan. The Break-Out sessions and BBM continue to be popular feature of the CSAP Meetings with 66% and 54% ratings respectively.

When attendees were asked to consider topics for discussion at future CSAP meetings, the following occurred frequently:

- Leadership (long range plan, interactive activities)
- Convention Planning (speakers, activities and increasing vendors)
- Students (university program involvement)
- Marketing (educating consumers/members/legislators)
- Membership/Recruitment
- Roundtables
- Legislative Issues (successful lobbying, insurance negotiations)
- Board function, running meetings
- Strategic Planning
- Technology (podcasts, webinars, distance learning, e-newsletters)
- Big States/Small State interaction

Responders indicate that they would use information and techniques they learned from the BBM in the areas of lobbying, public information, CEU programs, legislative actions, student issues, recruiting, members services and non-dues revenues.

Based on the responses for suggestions for future CSAP meetings, the Executive Board may want to consider some of the following:

1. Building leadership the grassroots way...Students!
2. Planning conventions, bringing the vendors, securing the speakers and providing fun activities for the membership.
3. Marketing to consumers, legislators, and members.
4. How to run a successful meeting, increase leadership abilities and make it all fun.
5. Developing a PAC and marketing our profession to policy makers.

A full breakdown of responses is available. New evaluation forms for the Fall meeting in Boston were created by the CSAP Management Firm and approved by the Commissioner on Issues and Planning.

Attachment B. CAPCSD Liaison/Charley Adams (SC)

Written Report submitted. Attached as integral part of the minutes.

Attachment C. E-Newsletter/Sherry Sutton Curtiss (NC)

Written Report submitted. Attached as integral part of the minutes.

The Fall/Summer E-Newsletter was published shortly after our May 2007 CSAP meeting in Little Rock, Arkansas. It was online by the end of July 2007. The articles focused on news from our Little Rock meeting and from the questions posed by CSAP attendees. The plan is to collaborate with CSAP attendees after the fall CSAP conference and to assigned articles to be complete by January 10, 2008. After the deadline of January 15, 2008, the e-newsletter will be sent to the Commissioner on Communication and Technology and to the CSAP President, CSAP President-Elect and the CSAP office for review and necessary edits for an anticipated publication in February 2008. The only clarification requested from the Board and the CSAP office is to determine who announces the publication of the e-newsletter to the membership, the editor or the CSAP office?

Attachment D. ASHA Legislative Council Liaison/Craig Coleman (NC)

Written Report submitted. Attached as integral part of the minutes.

The Fall 2007 Meeting of the ASHA Legislative Council will be held in November in Boston at the annual ASHA Convention. This meeting will be the last Legislative Council meeting.

The following is a summary of the LC Resolutions passed since the May CSAP meeting:

Resolutions

- **LC 4-2007:** Approve ASHA’s Vision, Mission, and Strategic Themes **APPROVED.**
- **LC 5-2007:** Accept the Alzheimer’s Association document “Dementia Care Practice Recommendations for Assisted Living Residences and Nursing Homes: Phase 3 End-of-Life Care” **APPROVED.**
- **LC 6-2007:** Approve and publish the *Joint Committee on Infant Hearing Year 2007 Position Statement* and rescind outdated *Joint Committee on Infant Hearing Year 2000 Position Statement* **APPROVED.**
- **LC 7-2007:** Adopt the document, *Guidelines for the Responsible Conduct of Research: Ethics and the Publication Process* **APPROVED**
- **LC 8-2007:** Approve ASHA Bylaws **APPROVED.**
- **LC SLP/SLS 3-2007:** Approve the revised “Scope of Practice in Speech-Language Pathology” **APPROVED.**

All resolutions are available on the ASHA website. The major resolution involved passage of new ASHA bylaws to reflect the changes in government structure that will take place in 2008.