CSAP Executive Board Meeting 2007 Spring Meeting Thursday, May 17, 2007 6:15 p.m.

1.0 Welcome and Call to Order:

President Theresa Rodgers called the meeting to order at 6:15 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); Judy Keller, Commissioner on Issues and Planning(TX); Bob Hull Jr., Commissioner on Communication and Technology (GA); Sherry Sutton Curtis, E-Newsletter Editor (NC); Ellayne Ganzfried, Local Arrangements Spring 2008 (NY); Mary Green, Theresa Zamagias and Robert Craven, Craven Management Associates.

3.0 Announcements:

Help is needed stuffing bags.

4.0 Approval of the Minutes

Minutes were submitted electronically by Ann Bilodeau, former CSAP Secretary, for the November 14th, 2006 CSAP Executive Board Meeting held in Miami, Florida. Two 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 Carol Fleming; Second by Lizbeth Stevens- Motion Carried**

5.0 Board Reports

5.1 President Theresa Rodgers (OH);

The following is a summary of activities from January through mid-May regarding the various duties assigned to the office of the President.

Coordinate activities of the commissions and committees

The following appointments were made:

Commissioner on Issues and Planning – Judith Keller

Commissioner on Communication and Technology – Robert Hull

E-Newsletter Editor – Sherry Curtiss

Legislative Council (LC) Liaison – Craig Coleman

CAPCSD Liaison – Charley Adams

Nominations – Amy Bragg

"Job" descriptions were e-mailed to the Commissioner on Issues and Planning and LC Liaison.

Preparation for Spring and Fall Meetings

The theme for the 2007 Conferences is "Strategies for State Association Success: Leadership, Marketing and Management".

An Advertising/Sponsorship Solicitation agreement with Craven Management was finalized in January.

The evaluation results from the November conference were reviewed in early February and taken into consideration in selecting topics for the Spring conference.

Speaker and topic suggestions were also solicited from officers via e-mail in January.

Met informally with ASHA's Continuing Education Board Chair, Patti Soloman-Rice. CSAP was encouraged to submit the conference for CEU approval. Two of the subject codes, 7020 (education and training issues) and 7025 (regulation), were suggested as possibly being applicable to the program content. Marketing was also highlighted as an allowable topic for CEUs in Patti's communication; however, the example in the CE Manual is marketing of an audiology or speech-language pathology private practice.

Have worked closely with Ellayne Ganzfried during the development and finalization of the Spring conference program.

The Spring program was finalized in March.

Have communicated with Suzanne Miltich and Laura Smith-Olinde, the Spring Local Arrangements Co-Chairs, as well as Carol Fleming.

Have communicated with Eileen Crowe regarding coordination with ASHA's State Policy Workshop. Have been invited to close with ASHA President, Noma Anderson, the ASHA State Policy Workshop.

Have worked closely with Craven Management.

Committee reports were requested and reviewed. Agendas were prepared for the Executive Board and Business Meetings.

Joint Committee on State-National Association Relationships

Served as a member of the ASHA-CSAP Joint Committee. Reviewed documents related to the State Recognition Process and suggested agenda topics as needed. Attended the May 16th Joint Committee Meeting.

Coordinate and oversee strategic planning

Have placed as an item for discussion on the agenda.

Maintain President's portion of the Policies and Procedures Manual

Have reviewed the entire Manual and would like for the Board to consider a review with subsequent update as needed to various sections. For example, references to the regionalization plan need to be deleted. A July 1 deadline is recommended for completion of the review and submission of suggestions for revisions.

Requests:

Officers and Committee Chairs should start a folder with helps/hints that will assist incoming Board member and Committee Chairs.

Recognitions: Local Arrangements Chair for Little Rock is now Laura Smith-Olinde. Kudos to Carol Fleming for the quantity and quality of donations to the conference.

5.2 President-Elect, Lizbeth Stevens (MI);

The following is a summary of activities from January through mid-May regarding the various duties assigned to the office of the President-Elect.

Duties of the President-elect include: review of committee pool forms, overseeing time & place forms, monitoring strategic plan, maintaining CSAP Policy & Procedure Manual, & planning teleseminars. These are all currently underway.

An upcoming teleseminar (date to be announced) with a professional meeting planner who will provide inside tips on meeting planning is being scheduled. One or two additional teleseminars are in planning stage. Choice of topics is based upon input from members. Member input from May meeting will be reviewed. A handbook outlining teleseminar planning and listing past seminars (topics/speakers) is being prepared for future Pres-Elects.

A new form – the VIP or "volunteer information pool" form was developed to capture information regarding current CSAP members such as talents/interests as well as those members willing to share with the group through presentations or teleseminars. This form will be available for the Spring conference, and data will be tallied and individuals contacted.

5.3 Past President, Ken Ruder (OH);

Information contained in this report follows the assigned duties for the Past President as outlined in the CSAP Policy and Procedures Manual.

Policy and Procedures Manual—The Policy and Procedures Manual has been reviewed. It is technically up-to-date however the following recommendations regarding the Strategic Plan for CSAP need to be considered.

The current plan was last revised and updated in 2003. While the goals in this plan are based on the five "purposes" of the Council as stated on page 1 of the CSAP Bylaws and do not need to be altered, the work plans to meet these goals require some updating, especially in the areas of technology and relating to ASHA's new governance structure. Work continues on this plan and recommendations and/or assistance in this project would be greatly appreciated.

Joint Committee—Attended the CSAP/ASHA joint committee meeting prior to our Spring meeting and will be report on that meeting to the membership at large during the CSAP business meeting. Relevant activities will be reported on the CSAP web site following the Spring meeting.

Puerto Rico—As requested at the Fall meeting of CSAP and the Joint Committee, contact has been made with the Speech,-Language-Hearing Association of Puerto Rico regarding their desire to join CSAP. For the moment, at least, the issue is moot as they decided during their recent Spring meeting that it would be too cost prohibitive for them to join CSAP at this time.

Sponsorship—Although the management firm has taken over the duties of obtaining sponsors for the CSAP meetings, a meeting was held with the management of Plural Publishing to see if they would consider sponsoring some aspect of our meetings. Theresa has the contact information and will be contacting Plural Publishing to see if some type of sponsorship can be arranged.

Joint Committee Statement—As per the P&P manual, the following Mission Statement is presented for the ASHA/CSAP Joint Committee. CSAP and the American Speech-Language-Hearing Association are two separate, autonomous, independent, organizations which share common interests and goals. The Joint Committee's mission is to provide a mechanism to exchange information and to facilitate activities that would be of mutual benefit to the state and national associations, to recommend actions and policies designed to improve and maintain optimum state-national association relationships.

5.4 Treasurer, Carol Fleming (AR);

Received and reviewed monthly bank statements for CSAP.

Reviewed & signed Federal Tax Return for CSAP. Copy of signature page sent to CSAP office (Craven & Assoc).

Submitted Federal Tax Return to IRS for CSAP – return sent via certified mail.

Reviewed Financial reports for CSAP generated from Craven & Assoc. in preparation of Spring Meeting.

Reviewed and signed travel reimbursement requests for Board members following the Fall Meeting.

Sent emails to membership to remind them of the 50/50 and Live Auction activities for the Spring meeting in an effort to increase participation.

Conferred with Suzanne Harris, Local Arrangements Chair for 2007 Fall meeting, regarding donation requests for the auction and door prizes.

Discussion:

Total assets reflect strong financial position. 2006 revenues fell short of budget by nearly \$5300. This was offset by a favorable variance in operating expenses. Balance in reserve is 135% of the 2007 budgeted expenses; target is 150%. Five states currently have not renewed their membership (some may be renewing at the conference).

Inform membership of the dissolution of the Regionalization plan and increased membership fees for fiscal year 2008.

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

5.5 Secretary, Melanie Peters (OR);

Melanie reported that past-Secretary Ann Bilodeau (IN) had shared ideas for possible changes to the Brag and Moan portion of the conference. Board members discussed possible options. President Rodgers requested that suggestions be considered for implementation at the Fall 2007 conference. The "Tools for State Associations' packet" was also discussed. The board would like to provide this tool to attendees in their packets at the Fall conference as well.

6.0 Management Firm Report

Robert Craven and Theresa Zamagias provided the following updates:

6.1 Current Financial Status

As provided in a report to Treasurer Fleming, CSAP's total assets reflect strong financial position however, 2006 revenues fell short of budget by nearly \$5300. This was offset by a favorable variance in operating expenses.

Balance in reserve is 135% of the 2007 budgeted expenses; target is 150%. As of 5/4/07 CSAP has total assets of \$107,348.41 (compared to last year's \$107,731.35). Of this amount, investment accounts and cash total \$86,350. CSAP's reserve now stands at 135% of the 2007 operating budget; stated fiscal goal is 150%. Paid membership is down by two states.

6.2 Meeting Statistics:

There was some confusion by state associations who mistakenly thought that by registering for the ASHA Policy Workshop, they were registering for CSAP. 60-65 paid participants are needed to break even and there are currently 48. A full report of management firm activities was provided to the board. Highlights included the initiation of Craven Management Associates as the party responsible for soliciting corporate sponsors and the creation of an on-line membership dues form.

6.3 Issues for Discussion:

Website redesign project – This discussion postponed until later in the meeting; Updated state participation report. It was suggested by Robert Craven that Board members might consider making personal contact with state associations to determine why they aren't attending CSAP on a regular basis. It was discussed that this might increase state participation at CSAP. The question was raised as to whether the Past President should be responsible for calling state associations who are not attending CSAP.

7.0 Commissioner and Committee Reports

7.1 Local Arrangements Fall 2007 (Boston, MA)

The Welcome Reception has been eliminated at the Fall conference due to reduced participation. Pearson Assessments has agreed to sponsor Luncheon.

7.2 Local Arrangements, Spring 2008/Ellayne Ganzfried (NY)

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.

7.3 Communications and Technology/Robert Hull (GA)

A draft E-Newsletter proposal was presented for review. Two issues (Winter & Summer) will be published in 2008, however only one newsletter will be published in 2007. Discussion regarding solicitation of articles by the association. It was discussed that evaluations for Spring and Fall meetings will be an additional opportunity for participants to give feedback for future articles. Lizbeth raised the question of offering advertising. The board decided to wait until the newsletter is up and running. Past newsletters will be archived in the CSAP office. There were three minor changes to the document.

Motion to approve the E-Newsletter proposal by Carol Fleming; Second by Lizbeth Stevens- Motion Carried.

A request was made to establish website links between Council for Academic Programs in Communication Sciences and Disorders (CAPCSD) and CSAP.

Robert presented a possible logo change to be considered for CSAP. A discussion began regarding the lack of graphics in the proposal. Theresa R. requested that the committee submit a draft to Craven Associates who will add a graphic to the committees' draft. The deadline for submission to Craven and Associations is June 15, 2007. It was brought up that the logo will need to revise to reflect: Council of State Speech Language Hearing Association Presidents. Charley Adams and Nancy Montgomery are the committee members.

7.4 Issues and Planning/Judy Keller (TX)

Lizbeth created a binder to help Judy as she transitions in the position.

7.5 Joint Committee Report/Ken Ruder (KY)

There has been difficulty with the status of Puerto Rico relative to various ASHA activities as well as the potential for CSAP membership. In order for Puerto Rico to be considered for CSAP membership, advanced notice would be needed for a potential change in by-laws. Ken asked whether we should proceed but representatives said not to bother because it was too expensive.

Reviewed and made suggestions for the recognition of state associations.

CA initiative and reponse by CA following the resolution that was passed @ LC. There was an e-mail and website posting with the position of CASHA regarding their respect for Audiology. ASHA's EB deferred ratification of that resolution

Only 5 nominees have been submitted for the DiCarlo award offered by the ASH Foundation. Theresa offered to provide a tip sheet to assist state associations in submitting state nominees.

CASPCD is very interested in maintaining a relationship between CASPCD and CSAP. For upcoming conferences, it was suggested that something could be included in the attendees' information packet. From within CASPCD, they committed three liaisons between CSAP and CASPCD. They would like the opportunity for a 15 minute presentation at the annual Spring meetings.

7.6 CAPCSD Liaison/Charley Adams (SC)

Background: The first CSAP-CAPCSD joint committee meeting was held on April 2006 at CAPCSD. This was followed by a presentation by Ellen Reuler at CSAP May 06 Meeting. Completion of the committee by January 2007 and the Initial conference call was on April 2007. The committee is made up of four CAPCSD members (Ellen Reuler (Monitoring Officer), Portland State University; Michael Bergen, CUNY Brooklyn; Barbara Meyer, Fontbonne University; David Stein, Indiana University of PA and two <u>CSAP members</u> (Charley Adams, University of South Carolina and Claire Jacobson, James Madison University).

The purpose of the committee is to find ways in which state associations and training institutions can work together toward mutual goals. Additionally, this coordination carries up to the national level, as CSAP coordinates with CAPCSD through this committee.

Goals can include those which benefit training programs, such as:

- Student Education
- Practicum Placement/Training for Supervisors
- Praxis Preparation

Goals which may benefit state associations:

- Conference Planning
- Student Participation
- Increasing Membership
- CEU opportunities

Goals which may benefit the profession:

- Recruitment and Retention
- Overall Shortage
- Licensure and Certification
- High School Recruitment

The committee recognizes that states vary widely in terms of:

- Number of Training Programs
- Existing regulations in terms of Licensure/Certification
- Geography
- Number of SLPs and Audiologists
- Shortage Issues

However, the committee feels strongly that every state (and training program) can learn from others, and some degree of similarity can be found.

The following suggestions have been offered by the committee:

State associations could have a liaison from each university in their state to help develop their action plan on these issues

Each state association could establish a committee or subcommittee to work on joint issues. The charge of the committee may vary from state to state depending on the critical issues that are specific to them.

Communicate through the CAPCSD and CSAP listservs

Each committee member can follow-up with 8-9 state association presidents to establish a personal connection

Establish a page on the CSAP website devoted to this joint committee. This page can include:

Template presentations to state associations (eg. "Take our students please. What's in it for you"?)

Resources for supervisory in-services/modules

Materials by the *Bring in the Best* committee for local science fair awards Conference schedules – CAPCSD, AAA, etc.

Information regarding licensure and how issues have been addressed in different states

This committee will convene at the ASHA Convention in Boston.

7.7 E-Newsletter/Sherry Sutton Curtiss (NC)

June is the deadline for e-newsletter submission. An article will be submitted regarding the DiCarlo Award. Sherry will make a short presentation at the May business meeting. There will also be information about upcoming teleseminars, McKinley Award, and the dissolution of reorganization plan, increase of dues.

7.8 ASHA Legislative Council Liaison/Craig Coleman

Fall 2006 Summary (Miami Beach, FL)

Membership Forum

The Membership Forum was held on Saturday, November 18th and allowed for direct input by all ASHA members. The topics of concern expressed by ASHA members included:

Speech-Language Pathology Assistants

- Males in the professions
- Reimbursement and coding issues
- Continuing education
- Graduate education programs
- Recruitment and retention
- School caseload issues

President Johnson's Address to the Council focused on the following issues:

- Advocacy update
- Relationships with state associations
- Growth in membership
- Leadership development
- ASHA governance structure
- Financial summary
- Public relations update
- Vacancies in speech-language pathology, audiology and higher education
- Evidence-Based Practice
- Forum on Shortages, Aud. & SLP Summit, & Higher Ed. System in 2007
- What leaders can do to help ASHA members and the professions

ASHA's 2007 Budget

Mary Jo Schill, Vice President for Administration and Planning reported that ASHA is very healthy financially with revenues up and expenses down. This positive bottom line afforded ASHA the ability to contribute additional monies to the ASHFoundation in 2006 to support projects related to Evidence-Based Practice.

LC Leadership, Committee and Board Election Results

The Legislative Council held elections for LC leadership and board positions as well as elections for the Committee on Honors and Committee on Nominations and Elections, which were open to all ASHA members.

Report from Ad Hoc Committee on ASHA's Governance Structure & Process

The current ASHA governance model, in its basic form, has been in existence since 1969 when ASHA membership was 12,800, compared to more than 123,000 today. Recognizing that ASHA's governance structure is not up-to-date with current trends and best practices for non-profit associations, the Executive Board established an ad hoc committee in 2005 to develop a model of governance structure and process that would be responsive to ASHA member wants, needs, and trends; serve members and the professions more efficiently and effectively; meet current and future governance challenges, and satisfy those members who are involved in ASHA governance activities.

Dr. Ray Kent, chair of the ad hoc committee and Vice President for Research and Technology, presented a review of the committee's efforts in developing a governance vision for the association, identifying change drivers, analyzing data and comments from an on-line survey of current and former ASHA volunteer leaders, and reviewing non-profit governance trends and best practices. The committee recommended a change from our current bicameral government format to a unicameral governance model. Based on survey data, our current bicameral model of shared governance between the Executive Board and the Legislative Council has not achieved high levels of efficiency and effectiveness. The committee recommended a unicameral governance structure and process which would be a single governing body elected by the total membership that would be more efficient and effective in conducting business and being responsive to the members.

Extensive time was devoted to question and answer sessions among the Legislative Councilors and members of the committee. The committee indicated it would continue to meet to consider all comments and concerns in its work to refine the proposed governance model presented.

Resolutions

- LC 10-2006. RESOLVED, That the 2007 budget for the American Speech-Language-Hearing Association be approved. APPROVED.
- LC 11-2006. RESOLVED, That ASHA's Executive Board shall have the authority to establish the amount of the annual nonmember certification fees be approved. APPROVED.

Spring 2007 Summary (Bethesda, MD)

Meetings with Legislators

Legislative Council members made visits to their respective Senators and Representatives to discuss the following issues:

- IDEA Funding
- Loan forgiveness for SLPs working in High Needs Schools
- SLP and Audiology Medicare Outpatient Supplier Status
- Direct Access to Audiologists

Fiduciary Responsibilities

ASHA's Executive Director Arlene Pietranton reviewed the Councils fiduciary responsibilities. Such responsibilities include: Duty of Care (carry out his or her duties responsibly), Duty of Loyalty (obligation to act in the Association's best

interest), and Duty of Fidelity of Purpose (fidelity to the purposes of the Association).

Financial Update

The Vice President of Administration and Planning, Mary Jo Schill, updated Council on the financial status of the Association. ASHA is in good financial shape, and there will be no dues increase for 2008.

Regional Meetings

Councilors gathered by region to discuss issues related to personnel shortages, evidence-based practice and marketing of the professions.

Presentation on a Proposed New Governance Structure

Dr. Ray Kent, Chair of the Ad Hoc Committee on Governance Structure and Process, made a presentation on the proposed change in the governance structure and the evidence the committee gathered in order to arrive at the proposed model. Desired outcomes for the new governance structure plan include:

- Increased membership input into governing actions
- Increased autonomy for the two professions in ASHA governance
- Increased ability of the professions to identify and discuss issues
- Streamlined decision making
- Reduced bureaucratic barriers
- Greater efficiency and responsiveness

It will be important for ASHA members to track these desired outcomes over the next several years, as the new governance structure is implemented. ASHA members are encouraged to contact the Executive Board with feedback on these desired outcomes.

The new governance structure will eliminate the Legislative Council, expand the Executive Board (Board of Directors), and create Advisory Councils in Speech-Language Pathology and Audiology, with one representative from each state in both professions.

Assembly Meetings

The Audiology/Hearing Science Assembly (A/HSA) and the Speech Language Pathology/Speech-Language Science Assembly (SLP/SLSA) met to discuss issues of concern to the professions. Both Assemblies reviewed the results from ASHA member responses to the Critical Issues Survey that was emailed to all ASHA members in January. Each Assembly identified and ranked their top 5 issues which were subsequently voted on by the full Council. The following 3 issues ranked the highest of concern and will be forwarded to the Executive Board for consideration:

- Shortages of SLPs in schools and in healthcare
- Reimbursement
- Use of SLP Assistants

Resolutions Considered by the Legislative Council and Assemblies:

LC 1-2007: Adopt the new governance model as described in the report on "ASHA's Governance Structure and Process." **APPROVED**.

LC 2-2007: Approve ASHA membership dues for 2008. The membership dues for 2008 will be at the same level as for 2007. **APPROVED.**

LC 3-2007: ASHA opposes the actions of the California Speech-Language Hearing Association's published statement regarding audiologists in California. **APPROVED.** *

LC SLP/SLS 2-2007: Adopt the Position Statement on Childhood Apraxia of Speech. **APPROVED.**

*It is important to note that on 3/26/07 (following the passing of LC 3-2007 by the Legislative Council), the Executive Board did not ratify this resolution.

Focused Initiatives and Strategic Plan Update

ASHA's Chief Staff Officers presented updated information on the outcomes and strategies for each of the following Focused Initiatives (http://www.asha.org/about/Leadership-projects/national-office/focused-initiatives). Work Plans for 2007 were also presented.

- Reimbursement in Health and Education
- PhD Shortage in Higher Education
- Personnel Issues in Healthcare and Education
- Evidence-Based Practice

ASHA Program Review

The Legislative Council continued its annual review of one third of ASHA Programs and made recommendations for each program to continue as is, alter by enhancement, reduce, or discontinue. Council's recommendations on the ASHA programs under review are included in the Legislative Council meeting minutes that will be posted on the ASHA Web site at http://www.asha.org/about/leadership-projects/LC/archive/.

Grassroots Advocacy

A presentation on effective grassroots advocacy on the federal, state and local level was presented to the Council. (Grassroots Advocacy Web page: http://www.asha.org/about/legislation-advocacy/grassroots/)

Presentations, Reports and Minutes

Presentations, reports and minutes of the Legislative Council and Assembly meetings will be posted on the ASHA web site at: http://www.asha.org/about/leadership-projects/LC/archive/.

7.9 Nomination Committee/Amy Bragg (ME)

Call for Nominations will be sent out mid June. The offices of Treasurer and President-Elect are open for the 2008 year. The office of Treasurer is a two year position while President-Elect is a three year term. Elected officers will assume their duties January 31, 2008. Only current Presidents-Elect, Presidents, and Past-Presidents are eligible for these offices. Individuals interested in either position desiring additional information should contact Amy Bragg at amyspeech@verizon.net or visit the CSAP website for details regarding the duties of these offices.

Carol Fleming has agreed to continue working with Amy as the Nominations Committee.

7.10 Time and Place – there have been no submissions to date. The region plan was reviewed for CSAP conferences. Judy was asked by Theresa R. to create a committee with the charge of presenting a recommendation as to whether the current regionalization schedule should be continued.

8.0 Old Business

8.1 Regionalization Plan & Dues/Carol Fleming (AR)

Treasurer Fleming provided an update to the EB. Membership dues will be raised slightly to cover the elimination of the regionalization plan. Starts with the fiscal 2008 year.

8.2 Nancy McKinley Memorial Award/Ellayne Ganzfried (NY)

Ellayne Ganzfried reported that six states submitted names for review. The award recipient has been selected (Vicki Lord Larson from Wisconsin). She will receive a certificate and WSLA will receive \$1,000.

8.3 CSAP strategic plan

Group discussion. Ken, Lizbeth and Ellayne will work to create a plan for the Board to review.

8.4 List-Serve Policy

Lizbeth commented that when a question is posed on the list-serve, there doesn't seem to be anyone replying. (There is a policy in place for people who post questions.) There is a problem in that individuals who post questions are not sharing the answers they receive. Theresa stated that based upon what she receives, people are responding, they are just not sharing the answers with everyone. The board considered having Theresa Z. be responsible for sending the responses out to the list-

serve. This will allow us to demonstrate a presence on a regular basis. The person who posts the question would get answers as received; the rest of the list-serve would receive on a regular basis.

Motion to adjourn by Carol Fleming; Second by Lizbeth Stevens- Motion Carried.