ASHA BOARD OF DIRECTORS MEETING REPORT

ASHA's Board of Directors (BOD) met at the National Office on February 1 and 2, 2019. Following are highlights of the Board's discussions.

PRESIDENT'S OPENING REMARKS

President Shari Robertson convened the meeting at 8:30 a.m. on February 1, 2019, welcomed Board members, and expressed that she was looking forward to working with them in the upcoming year.

CEO UPDATE REPORT

In addition to providing the written summary with the pre-meeting materials, Chief Executive Officer Arlene Pietranton updated the BOD about a number of items:

2018 Convention Summary

At 18,024 attendees, the 2018 ASHA Convention broke all attendance records, including the highest number of audiologists, the most SIG members, the most Life members and the most first timers. Students were just shy of 20% of the total attendance and more than 1,500 students were listed as presenters. There were also attendees from 60 countries (including the United States) and U.S. territories.

There were 127 sessions that overflowed. With more than 4,500 seats primed in classrooms and in theaters for overflow options, for the first time, every single overflow situation worked as planned—with effective video and sound transmissions; no attendee was denied the opportunity to earn the specific CEUs they desired.

This year E-posters were tested, as well as Hands-on labs and a new Master Class. Master Classes will continue to be offered to serve advanced learners; we are remodeling the Hands-on learning opportunities, and we expect to pause on the E-posters—although they were relatively popular, the cost may be prohibitive.

Interstate Compact Update

Preliminary stakeholder conference calls have concluded, and stakeholder comments have been received. The comments will be reviewed by the Speech-Language-Hearing Interstate Compact (SLHIC) drafting team and advisory committee through March 2019. A final draft is expected in Spring 2019.

Healthy Communication and Popular Technology Initiative Update

This past year was an active one for ASHA's Healthy Communication and Popular Technology Initiativehttps://communicationandtech.org. Early in 2018, polling of Consumer Electronics Show attendees showed evidence of concern about popular tech overuse and support for tech industry leadership to address it. The results were covered by hundreds of outlets with a combined potential audience reach of more than 400 million (an *ASHA Leader Live* blog post https://blog.asha.org/2018/02/02/tech-industry-workers-express-concern-about-children-and-technology-overuse/ had an audience reach of 100,000). Midyear, an ASHA–Read Aloud 15 Minutes collaboration released national polling that indicated popular technology use is

distracting from children's reading and conversation. Those results also drew strong media interest, notably from Universal Press Syndicate's Figuratively Speaking column, with circulation of 10 million, as well as from local broadcast outlets in various parts of the country. Additionally, the results were shared at the 2018 National PTA Convention to the strong interest of attendees and distributed through Read Aloud's partner network, which includes UPS, United Way, *SCHOLASTIC,* Boys & Girls Clubs of America, and thousands of public libraries. The year closed with the dissemination of a multimedia press release encouraging healthy popular technology use and more conversation during the holiday season https://www.multivu.com/players/English/8294053-asha-holiday-tips-for-conversation-communication-connection/. The release was picked up by 180 outlets with a potential audience reach of 82 million. Plans for 2019 include:

- Winter release of surveying the Consumer Electronics Show attendees about popular technology use;
- Exhibiting at the National Parent Teacher Association (National PTA) Conference in Columbus, OH, in late June, conducting outreach that gives parents tips for fostering healthy use of popular technology by their children during the summer months and
- Year-end outreach that suggests ways to foster conversation and healthy management of popular technology use during the holidays.

Value of the CCCs

ASHA's *Value of the CCCs* campaign www.ashacertified.org had a very successful 2018. Interest in campaign ads and the campaign site exceeded industry standards as well as 2017 interest levels, year over year. External audience focus group results were strong: 94% of all participants reported they would be "much more" or "somewhat more" likely to hire an ASHA-certified SLP or audiologist, and 78% of those with salary-making authority said they would be more likely to offer a higher salary to an ASHA-certified SLP or audiologist.

ASHA members also increased their engagement in 2018. Downloads of the member campaign toolkit https://ashacertified.org/asha-certification-assets/ increased 229% (1,150 toolkit downloads in 2018, up from 350 in 2017). Engagement with ASHA Convention campaign activities rose 30%. Pre-Convention, 7,755 ASHA members participated in voting on ASHA social for their favorite campaign ad headline (*Motivator* was it). As for Convention activities, 650 attendees participated in the campaign photo activity, up from 500 in 2017. Additionally, 55% of those photographed indicated on the sign-up page that they are interested in further campaign engagement; 29 of those photographed participated in video interviews that will be used for social media dissemination in 2019. In addition, campaign-themed Snapchat filters were available to ASHA-certified members and students.

The new 2018 aspects of the campaign—outreach to legislators and policymakers and enhanced outreach to education-related audiences—were successful, as well. Activity dedicated to the former reached an audience of nearly 4 million and, with overall campaign ad placement spending weighted 60% toward educational outlets and 40% toward healthcare outlets, education outlets ads consistently lead all campaign ads in audience engagement. Past participants are being encouraged to feature and share the personal digital campaign ads they received by downloading and using the campaign toolkit; by checking out the campaign story wall

https://ashacertified.org/story-wall/, then sending their story ideas to pr@asha.org; and by participating in the campaign engagement activity at the 2019 ASHA Convention.

Silverchair to Atypon Migration
On December 18, 2018, ASHA successfully migrated ASHAWire—the online home for the journals, *Perspectives of the ASHA Special Interest Groups*, and the online edition of *The ASHA Leader*—from the Silverchair SCM6 platform to the Atypon Literatum platform. This was a major undertaking that was completed ahead of schedule and involved the work of multiple teams in the National Office. The new ASHAWire (https://pubs.asha.org/) has been redesigned from the ground up. The initial goals were to give greater visibility to individual articles and provide a better user experience for *Perspectives* as a scholarly review journal. In the long term, the new platform will be substantially more cost-effective, while allowing more flexibility in development and promotion of topical coverage via collections and special issues.

Aligned Sense of Purpose Meeting
On January 18, 2019, a meeting was held at the ASHA National Office. The Aligned Sense of Purpose Meeting brought together representatives from five audiology associations. A letter detailing the meeting outcomes and further direction will be distributed to association members by mid-February.

Payer Portal
A Payer Portal is being developed as a resource for payers to access that supports coverage and reimbursement of audiology and speech-language pathology services.

The Payer Portal content has been reviewed by staff, ASHA members with medical review and clinical expertise, and the Health Care Economics Committee (HCEC). At a December 7, 2018, Private Payer Forum meeting, external reviewers from several major health plans (United Health Care, Optum, Evicore, and Blue Cross/Blue Shield of America) also provided feedback. The main page serves as a landing page that has key coverage and reimbursement information regarding audiology and speech-language pathology as essential resources. Subsequent pages on conditions or intervention/procedures and detailed information specific to the topic will be developed going forward. Currently there is an autism-specific page.

The Payer Portal has been well received by reviewers to date, with suggestions to include all resources and to add several items. Recommended additions included resources that added state-specific information regarding licensure, Medicaid policies, and state mandates in a format that is valuable and easy to use. Reviewers also requested additional detail regarding ASHA certification and to include links on topics of interest. The Payer Portal will be updated with the additional recommended information and materials and reformatted with an official look and web functionality. Once completed, the team will determine how to proceed with developing subsequent condition/procedure-related content. Revisions will be completed for web posting in the first quarter of 2019.

OMA 50th Anniversary
It was 1969 when the Office of Urban and Ethnic Affairs in the ASHA National Office was established by the Legislative Council. Throughout 2019, ASHA will be commemorating the 50th Anniversary of what is now known as the Office of Multicultural Affairs. A number of activities are planned throughout

the year, culminating at the ASHA Convention, which will be focused on the importance of members increasing their cultural competence.

Dues Renewal Update
As of mid-January, ASHA has had 160,270 renewals (almost 87%), with 137,937 paying online and 18,990 through the lock box; online renewals account for 86% of the payments.

The next deadline is January 31, 2019. A postcard will be sent to unrenewed members on January 18 encouraging them to renew by January 31 to avoid a late fee. An email will also be sent on January 24 to those who have yet to renew at that time.

Certification Administration Unit
As of December 31, 2018, ASHA Certification had received 8,254 applications in speech-language pathology and 591 in audiology. To date in 2018, 461 individuals were reinstated, and 9,644 individuals were granted certification—9,012 in speech-language pathology and 632 in audiology.

FIDUCIARY DUTIES REVIEW
Christine Gattuso, an attorney with the law firm Kilpatrick Townsend & Stockton LLP (ASHA's legal counsel), reviewed the legal and fiduciary responsibilities of BOD members. ASHA's BOD is provided with this review at the beginning of each year to ensure that BOD members fully understand the responsibilities of serving on the board of an organization of ASHA's size and complexity.

STRATEGIC PATHWAY UPDATE
Vice President for Planning Perry Flynn was joined by Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams and Director of the Office of Business Excellence (OBE) Rozsa Felix to present an update on ASHA's Strategic Pathway to Excellence. The update had four segments, the first of which focused on a review of the Annual Key Performance Indicators (KPIs) for each of the Strategic Objectives. The KPIs are annual metrics that help us monitor results and progress toward the outcomes desired. Each of ASHA's Strategic Objectives had 1–3 associated KPIs in 2018 and the year-end status of each KPI was reported to the BOD. The Strategic Objective Owners have identified their new KPIs for 2019, which were introduced as part of this update.

The second segment was an overview of the suggested Performance Measure (PM) changes for Strategic Objective 1, Expand Data Available for Quality Improvement and Demonstration of Value. The recommended changes to the Performance Measures were discussed in detail and a motion was submitted to the BOD for approval.

The third segment of the update included a review of the status of transformational initiatives for Tier 2 Strategic Objectives 5, 6, 7, and 8. The transformational initiatives are recorded as Path to Transformation Plans and the timelines are visualized by creating a Gantt chart to illustrate when and how the strategic initiatives will be achieved. The Path to Transformation framework was first introduced in 2017 and allows Objective Owners to categorize their transformational

initiatives in three distinct phases: (1) developing new products and conducting events, (2) facilitating new practices and skill sets, and (3) influencing external audiences.

In the fourth and final segment of the update, major accomplishments were reported for Strategic Objectives 2, 3, 5, 7, and 8. Information about the work underway and a more detailed description of all accomplishments to date can be found on ASHA.org: Strategic Pathway to Excellence: Objective Owners' Highlights.

VALUE OF THE CCCs IMPLEMENTATION PLAN 2018–2020

Director of Public Relations Joseph Cerquone updated the ASHA BOD about ASHA's Value of the CCCs campaign www.ashacertified.org. Launched in 2015, the campaign recently completed the first full year of its second 3-year funding cycle. Among the areas covered in the presentation were the campaign's origin and how its 2018 campaign performance compared against the goals set for it at the beginning of last year. Also covered was the outlook for campaign activity in 2019. (Please see Value of the CCCs information above for more details.)

MEMBERSHIP AND MEMBERSHIP SATISFACTION TREND DATA

Director of Surveys and Analysis Sarah Slater provided an update to the BOD on ASHA membership trends, retention, and satisfaction data. The Association continues to experience healthy growth in the number of professionals affiliating with the organization. At the end of 2017, ASHA represented 198,000 individuals, with the overall retention rate being 98.2% (96.6% for audiologists and 98.5% for SLPs). ASHA acts on member feedback in ways to increase member satisfaction, such as highlighting the value of ASHA certification through the ashacertified.org campaign and the free Case Studies continuing education webinars program. The Association's official 2018 membership counts will be available by March 2019.

ELIGIBILITY PATHWAYS FOR ASSISTANTS' CERTIFICATION

Director, Certification Todd Philbrick and Certification Exam Manager Lisa Wolf reviewed progress to date in creating the assistants credentialing program. Todd and Lisa reviewed the draft eligibility pathways for assistants interested in certification and the renewal requirements for those awarded certifications. The pathways were created by task forces of assistants and practitioners from each profession, which were then peer reviewed by focus groups at Convention. The Board provided their feedback and suggestions, which will be forwarded to the Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC), which will review the feedback and suggestions at their February 14–15 meeting before finalizing the eligibility and renewal requirements. Next steps were reported and that the program is still on schedule to accept applicants for these new certification programs by the end of 2020.

POLITICAL LANDSCAPE AND THE 2019 PUBLIC POLICY AGENDA

Vice President for Government Relations and Public Policy Katheryn Boada and Director of Government Relations and Public Policy Jeffrey Regan presented to the Board on the current political landscape and the 2019 Public Policy Agenda. The presentation put the current political landscape into context with the 2018 midterm elections, described the potential impact the elections could have on Congress, identified health care and education issues likely to receive debate and/or consideration this year, identified the likely impact these issues will have on ASHA members, and provided an overview of how ASHA—utilizing the 2019 Public Policy

Agenda—is organizing itself operationally and structurally to identify and execute appropriate advocacy strategies on behalf of its membership.

MEMBERSHIP FORUM DEBRIEF

ASHA Past President Elise Davis-McFarland and Chief Staff Officer for Communications Lisa Cole discussed the Member Forum at the 2018 ASHA Convention, including attendance, questions raised by members, and overall outcomes. BOD members provided feedback to encourage attendance at future Member Forums. Topics at this meeting included questions about supervision of Clinical Fellows, the relationship of audiology associations, the status of the Assistants program, the Ad Hoc Committee on Graduate (SLP) Education, and kudos to ASHA for the Leadership Development Program, the work on the Assistants program to date, and for the virtual Schools Town Hall that was conducted in the fall.

TRENDS AND ISSUES FROM ASHA COMMITTEES AND BOARDS AND RELATED ENTITIES

NSSLHA Update

The National Advisor for the National Student Speech Language Hearing Association (NSSLHA) Sonja Pruitt-Lord provided an update on the 2018 membership and discussed this year's work toward their strategic plan.

2018 Membership Counts: NSSLHA's 2018 membership year closed on August 31, 2018, with a total of 12,732 National NSSLHA members—a slight dip from the 2017 membership year.

Student Advocacy: To help develop effective advocates, NSSLHA rallied CSD students from across the country to submit letters to their legislators during October's Student Advocacy Day. More than 2,250 students participated and a total of 7,956 letters were sent.

NSSLHA's Undergrad Scholarship: In 2017, NSSLHA launched its first-ever scholarship program for undergraduate students in CSD programs. To increase awareness of this valuable resource, NSSLHA set a goal to increase the number of applications by 25%. They exceeded the goal with an increase of 29%. Recipients were notified late January 2019.

Convention Activities: To engage students who attended the ASHA Convention in Boston last November, the NSSLHA Executive Council planned a variety of activities at the NSSLHA Student Lounge, including a selfie station, fun giveaways, and "Office Hours" sessions where professionals came and discussed different topics. More than 36% of student attendees were able to visit the NSSLHA Student Lounge.

Hosting a Future IALP Congress

Chief Executive Officer Arlene Pietranton raised a question about ASHA bidding to host the 2025 IALP Congress. ASHA hosted the IALP Congress once in 1980. Host locations are expected to plan the event as well as generate financial support for the IALP. The

BOD decided to not bid on the 2025 Congress at this time due to the current framework of the event not aligning with ASHA's interests at this time. ASHA would be interested in exploring other ways to collaborate with IALP in the future including other possibilities associated with the 2025 Congress which is also ASHA's 100-year anniversary.

The BOD was also updated on a conversation with IALP leadership about their substantial increase in their annual dues. IALP noted in prior communications that the increase was necessary due to changes in the arrangement with the publisher of IALP's journal. ASHA was informed that all ASHA members would now have access to their journal however, as of this time member access was still not functional.

Update on ASHA's progress developing evidence-based clinical practice guidelines
Chief Staff Officer for Science and Research Margaret Rogers provided the BOD with an update on the progress being made to develop evidence-based clinical practice guidelines (CPG) by ASHA's National Center for Evidence-Based Practice in Communication Sciences and Disorders (N-CEP). In October of 2017, the ASHA BOD had instructed that ASHA develop a process to develop evidence-based clinical practice guidelines. The document *Guidelines Landscape and ASHA's Process for Developing Evidence-Based Clinical Practice Guidelines* was distributed and discussed by the BOD. Included in this document is the protocol that ASHA has created for developing CPGs. More than 50 topics, spanning clinical topics in both audiology and speech-language pathology, have been submitted for consideration to date. Decisions about which topics will be among the first to undergo guideline development will be made during the first quarter of 2019.

PLANNING FOR MARCH ADVISORY COUNCIL MEETINGS
Chair of the Audiology Advisory Council Charles Bishop and Chair of the Speech-Language Pathology Advisory Council Barbara Goodson led the BOD in a planning discussion for advisory council meetings to be held at the National Office. They also reviewed the new meeting schedule for the March 2019 meeting. The BOD discussed a number of topics to be brought to the advisory councils for advice and guidance during the March meeting.

STANDING AUDIOLOGY AND SPEECH-LANGUAGE PATHOLOGY SUBCOMMITTEES
Separate audiology and speech-language pathology subcommittee meetings were held, with information then reported back to the full BOD. The meetings were led by Vice President for Academic Affairs in Audiology Janet Koehnke, Chief Staff Officer for Audiology Neil DiSarno, Vice President for Speech-Language Pathology Practice Marie Ireland, and Chief Staff Officer for Speech-Language Pathology Lemmie McNeilly.

The Audiology Subcommittee discussed the following topics:

Political Advocacy
Jeffrey Regan, Director of Government Affairs and Public Policy, reported on a recent meeting he and Neil DiSarno had with political advocacy representatives of the American Academy of Audiology (AAA) and the Academy of Doctors of Audiology (ADA). The purpose of the

meeting was to discuss potential legislative efforts regarding the profession of audiology. Further discussion is expected in the near future.

Aligned Sense of Purpose Meeting
On January 18, 2019, a meeting was held at the ASHA National Office. The Aligned Sense of Purpose Meeting brought together representatives from five audiology associations. A letter detailing the meeting outcomes and further direction will be distributed to association members by mid-February.

Internet Protocol Captioned Telephone Service
Tricia Ashby, Director of Audiology, reported on a joint effort between ASHA and AAA in providing feedback to the Federal Communications Commission (FCC) regarding the FCC program concerning the distribution of captioned telephones.

Private Practice Audiologists on ASHA Committees and Boards
The subcommittee discussed an inquiry from a private practice audiology member who expressed concern regarding the limited number of non-academic audiologists on ASHA committees and boards. It was confirmed that it is often more difficult to recruit private practice audiologists for committees and boards. There are a number of non-academic audiologists serving in volunteer roles. This member also expressed their impression that private practice audiologists don't often receive awards. The member will be provided information regarding the nomination process for ASHA awards that is available on ASHA's website.

The Speech-Language Pathology Subcommittee discussed the following topics:

Immediate Past President Elise Davis-McFarland

- The Committee on Nominations and Elections slated nominees for the BOD. The committee continues to encourage members to sign up to serve as a volunteer via the Committee Interest form.

- Ad Hoc Committee on Governance Review submitted their final report to the BOD in December of 2018.

- The Committee on Leadership Cultivation has several initiatives underway and worked with the Committee on Nominations and Elections to develop potential leaders for leadership positions within ASHA.

Vice President for Academic Affairs in Speech-Language Pathology Betsy Crais

- The Academic Affairs Board is working to develop a teaching conference to explore new ways of teaching the sciences and prepare undergraduate and graduate students.

- The Ad Hoc Committee on Graduate Education in Speech-Language Pathology is working on the challenges of educating students in the professions and effective ways to measure competency.

Speech-Language Pathology Advisory Council (SLPAC) Chair Barbara Goodson

- The SLPAC is preparing for the Advisory Council's face to face meeting to be held March 3–5, 2019.

Vice President for Planning Perry Flynn

- The Multicultural Issues Board continues to work with NSSLHA and the Council on Academic Accreditation to increase cultural competence in academic programs.

- The International Issues Board proposed Tracy Flynn as their new chair.

- The Ad Hoc Committee on Language Proficiency defined *language proficiency* and will deliver a final report to the BOD by February 2019.

- The Ad Hoc Committee on International Ethics has been approved.

Vice President for Speech-Language Pathology Practices Marie Ireland

- The Ad Hoc Committee on American Sign Language has met and will deliver a final report to the BOD in the coming months.

- The Board of Special Interest Group Coordinators will meet February 1–3, 2019.

- The Ad Hoc Committee on Facilitated Communication and Rapid Prompting term has ended. ASHA staff are able to disseminate resources and respond to requests and inquiries from the field.

- The Schools Issues Advisory Board (SIAB) proposed Patti Howard as chair. The SIAB continues to provide input to various ASHA committees, boards, and councils and the ASHA School Services Team.

- The BOD approved continued support of the National Academy of Practice, increasing our efforts in the areas of interprofessional education/interprofessional practice.

Vice President for Government Relations and Public Policy Kathy Boada

- The 2019 Public Policy Agenda is now available.

- Four of the committees with which the Vice President for Government Relations and Public Policy liaises (Government Relations and Public Policy Board, Health Care Economics Committee, Medicaid Committee, School Finance Committee) have met to identify work priorities for the year, including communication to the membership.

- HCEC members will attend the AMA CPT meeting February 6–9, 2019.

Vice President for Science and Research Elena Plante

- The Research and Scientific Affairs Committee is running smoothly and preparing for Lessons for Success to be held April 29–May 1, 2019.

- The Committee on Clinical Research, Implementation Science, and Evidence-Based Practice has several activities going on that focus on promotion of implementation science and clinical research.

Vice President for Standards and Ethics in Speech-Language Pathology Barbara Jacobson

- The BOD received a report on the Assistants Certification Program. This will be a focus of the February CFCC meeting.

- The Ad Hoc Committee on Non-Clinical Specialty Recognition has been established to examine alternative means for recognizing advanced nonclinical skills such as supervision, telepractice, and bilingual services. The committee met in December 2018 and will send a report to the BOD soon.

- The BOD approved the Board of Ethics' request for three in-house meetings per year to address the continued increase in the number of ethics complaints to be adjudicated.

Vice President for Finance Mel Cohen

- The Financial Planning Board will meet March 22–23, 2019.

NSSLHA National Advisor Sonja Pruitt-Lord

- NSSLHA's Blog, https://blog.nsslha.org/, is a great resource for students. The NSSLHA Executive Council continues to address topics that enhance students' interest in joining NSSLHA and invite more blog posts.

Chief Staff Officer for Speech-Language Pathology Practice Lemmietta McNeilly

- Reported that the Association has developed information to share with school-based members impacted by strikes regarding ASHA's support of members, advocacy for increased salaries, and improved professional practice issues. Information is available on the website and via technical assistance provided by staff.

- ASHA is collaborating with two societies in Brazil, Academia Brasileira de Audiologia (ABA; Brazilian Academy of Audiology) and Sociedade Brasileira de Fonoaudiologia (SBFa; Brazilian Speech Pathology and Audiology Society Audio), on a joint conference in Foz de Iguacu, Brazil, April 11–13, 2019.

- Reported on the work that the World Health Organization and PAHO are doing related to competencies needed for professionals that provide rehabilitation and data collection, integration and analysis needs.

FINANCIAL REVIEW

Vice President for Finance Mel Cohen presented ASHA's financial update. He reported on the preliminary December 31, 2018, report, which showed total operating revenue of $62,072,956 and total operating expenses of $59,972,218, equating to net revenue (revenue minus expenses) of $2,100,738, which is higher than last year at this time. Mel reported that we anticipate the final net revenue over expense to be in the range of $500,000 to $1,000,000.

REVIEW OF BOD OPERATING PROCEDURES
President Shari Robertson and Chief Executive Officer Arlene Pietranton reviewed the BOD operating procedures, including BOD responsibilities in the areas of planning, operations, audit, and communications; guidelines for conducting business via an asynchronous electronic meeting; relationship of the BOD to the National Office staff; policies restricting BOD members in being elected, appointed, or selected for a BOD office in any year during which they serve on the BOD; and the process to be followed should a BOD member have a conflict of interest.

DIVERSITY AND INCLUSION IN THE COMMITTEE ON COMMITTEES PROCESS
The BOD has been working intentionally to increase the diversity of committees, boards, and councils with regard to dimensions such as age, profession, gender, employment setting, and individuals from underrepresented racial/ethnic backgrounds. Chief Staff Officer for Multicultural Affairs Vicki Deal-Williams reviewed the commitments that the BOD has made and their potential to impact outcomes in appointments they'll make later this year for vacancies on committees, boards, and councils that begin in 2020. Board members were urged to encourage individuals across a variety of dimensions of diversity to submit requests for consideration at the Become a Volunteer page on ASHA's website, especially individuals who are early career professionals, those from underrepresented racial/ethnic backgrounds, former officers of National NSSLHA, and those who have participated in ASHA's leadership development programs (the Leadership Development Program [LDP] and the Minority Student Leadership Program [MSLP]).

AD HOC COMMITTEE ON GOVERNANCE REVIEW (Ad Hoc GR) REPORT RECOMMENDATIONS
Ad Hoc GR Chair Wayne Foster and Ad Hoc GR BOD liaison Gail Richard presented an overview of the recommendations of the Ad Hoc Committee's final report that was submitted to the BOD in December 2018. The BOD discussed and supported moving forward to explore implementation of all four of the following recommendations, some of which would require a Bylaws change:

- Create a Leadership Profile and Tracking System
- Create Member "Crowd Source" Opportunities
- Sunset the Audiology and Speech-Language Pathology Advisory Councils
- Implement a Hybrid Election Process for Board of Director Positions

A Member Advisory Group composed of members and staff will be formed to explore developing a communication and implementation plan for each recommendation.

GENERATIVE DISCUSSION ON MICROLEARNING
ASHA's BOD has engaged in generative discussions for several years. These discussions are intended to engage the Board in deliberations that inform the BOD's decision making and help to define issues and frame challenges. At this meeting, a generative discussion was held on the topic of microlearning. The topic reflects a growing trend toward the need for continuous learning, but in small, specific bursts of information that are accessible when it's convenient to the learner and are immediately applicable to work settings. The Board discussed the potential

effects that microlearning might have on ASHA members and the Association and considered the related opportunities and challenges.

The meeting was adjourned on February 2nd at 3:00 p.m.