American Speech-Language-Hearing Association (ASHA)

Vision
Making effective communication, a human right, accessible and achievable for all.

American Speech-Language-Hearing Association (ASHA)

Mission
- Empowering & supporting speech-language pathologists, audiologists, & speech, language, & hearing scientists by:
  - Advocating on behalf of persons with communication and related disorders,
  - Encouraging the advancement of communication science,
  - Promoting effective human communication.

American Speech-Language-Hearing Association (ASHA)

Origin dates back to 1925, with 25 members to promote scientific work in the field of speech correction

American Speech-Language-Hearing Association (ASHA)

Changed offices and went through a number of name changes over the years, current name in place since 1978

American Speech-Language-Hearing Association (ASHA)

Built and moved into current National Office in 2007

Howard Goldstein, PhD
ASHA Vice-President for Science & Research
ASHA Membership and Affiliation 2013

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<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>CCC-A</td>
<td>12,893</td>
</tr>
<tr>
<td>CCC-SLP</td>
<td>144,253</td>
</tr>
<tr>
<td>Dual Certification</td>
<td>957</td>
</tr>
<tr>
<td>In Process</td>
<td>2,079</td>
</tr>
<tr>
<td>Not certified*</td>
<td>12,888</td>
</tr>
<tr>
<td>Grand Total</td>
<td>173,070</td>
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</tbody>
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* Not Certified includes:
- 368 Member Only
- 258 Associates
- 355 International Affiliates
- 11,907 NSSLHA Members

American Speech-Language-Hearing Association (ASHA)

2014 Revenue Budget

- Non-Dues Revenue: 35% $34,565,689
- Membership Revenue: 65% $34,565,689

Non-dues revenue includes items such as:
- Scholarly publications: Professional Practice products, including continuing education courses and the ASHA Convention; CE Registry and C.E. Provider fees; investment income; Certified Nonmember fees; and membership list rental

2014 Expense Budget

- Governance and Administration: 29% $15,433,627
- Member Services: 21% $37,565,679

Governance and Admin. expenses include items such as:
- Volunteer leader travel and meeting expenses (committees & boards), ASHFoundation contributions, admin. of the National Office, marketing, unrelated business income tax, investment management fees

What’s New?

Special Interest Groups (SIG)

- All new benefits started in 2012.
- Benefits include:
  - Access to content of all Perspectives
  - Ability to earn CEUs for $5 per issue*
  - Access to online community
  - Save money on selected courses and events
  - Learn, connect, share, get involved

*If you are a member of that SIG

Associates Program

- Affiliate (not member) category for CSD support personnel.
- NO certification program. Must work under supervision of CCC.
- Support personnel are joining now.
- Check out the website for information about the Associates program.
What’s New? community.asha.org

The ASHA Community
• New, state-of-the-art online community
• Offering:
  - Member directory
  - Enhanced discussion
  - Resource sharing
• Available now
• Join, fill out your profile, post a photo!

What’s New?

NSSLHA
• Closer relationship between ASHA and NSSLHA.
• Don’t forget to tell your students about the NSSLHA to ASHA conversion – more than pays for National NSSLHA membership.

Issues impacting our professions

New Strategic Planning

• 2015-2017 Revision Underway:

*Envisioned Future 2025*
http://www.asha.org/About/ASHAs-Envisioned-Future/
  • Achievable vs. Aspirational
  • Identified Transformational Outcomes
  • Prioritized Outcomes

Proposed Outcomes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Area of Focus</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Discipline</td>
<td>Enhanced data and outcomes to improve practice and drive value</td>
</tr>
<tr>
<td>2</td>
<td>Professions</td>
<td>Support IPE and foster IPP</td>
</tr>
<tr>
<td>3</td>
<td>Discipline</td>
<td>Increased generation and application of research</td>
</tr>
<tr>
<td>4</td>
<td>Professions</td>
<td>Enhanced service delivery across the continuum of care</td>
</tr>
<tr>
<td>5</td>
<td>Advocacy</td>
<td>Greater influence on the value of SLP and Audiology services</td>
</tr>
<tr>
<td>6</td>
<td>Membership</td>
<td>More diverse membership (primary focus: males)</td>
</tr>
<tr>
<td>7</td>
<td>Discipline</td>
<td>Enhanced International engagement</td>
</tr>
<tr>
<td>8</td>
<td>Professions</td>
<td>Increased cultural competence</td>
</tr>
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</table>
ASHA – We Set the Standards

Certification
- Certificate of Clinical Competence (CCC-A, CCC-SLP) requires graduate degree from accredited program
- Rigorous test - based on validated studies of required knowledge, skills, and tasks - updated regularly

ASHA – We Set the Standards

Accreditation
- Accredits graduate education programs
- Establishes standards of education quality
- Regularly reviews and updates the standards

ASHA – We Set the Standards

Ethics
- Require adherence to a code of ethics by every member & certificate holder
- Ethical standards carefully reviewed and revised periodically
- Any individual may bring allegations & evidence of ethical misconduct to ASHA’s Board of Ethics
- Sanctions are imposed for violations

ASHA – We Set the Standards

Certification
- Recognized nationally & internationally
- Requires continuing education and adherence to Code of Ethics to maintain

ASHA – We Set the Standards

Accreditation
- Requires accredited programs to maintain standards
- Program recognized by the U.S. Dept. of Education

ASHA – We Educate

Continuing Education
- Develop and deliver hundreds of courses directly
- Approve hundreds of CE providers offering thousands more courses
- Maintain thousands of course records on CE Registry transcripts
ASHA – We Communicate

Latest Information
• Latest news about the professions through the Leader (member publication)

Latest Information
• Research results through our scientific journals, online and fully searchable

Latest Information
• Special Interest Group publications (Perspectives) and Web pages about areas of practices

Latest Information
• ASHAWire, the online home for scholarly journals, Perspectives, and ASHA Leader with powerful search capabilities

Latest Information
• Robust Web site www.asha.org
• E-mails, podcasts, e-newsletters, national convention blog and more

ASHA Supports …
KNOWLEDGE TRANSLATION
KNOWLEDGE GENERATION
KNOWLEDGE EXCHANGE
Knowledge Translation
www.asha.org/practice-portal

Clinical Practice Research Institute

Clinicians & Researchers Collaborating to:
- Exchange ideas
- Share information about research interests & projects
- Help researchers identify clinical colleagues & recruit participants
- Help clinicians provide input about clinical research questions important to their practice

Knowledge Exchange

ASHA’s Research Mentoring Network

Knowledge Generation

Pathways assists early-career clinical scientists in developing strong foundations for independent research careers.

Lessons for Success supports emerging scientists in the areas of grant preparation, development and management of a successful program of research, and advancement of professional competencies.

The Clinical Practice Research Institute accelerates the generation of research to support evidence-based practice and implementation science.

Turning NOMS into a learning system

PROs = source of data indicating whether patients notice and value our services

Treatment Taxonomies

Patient-Reported Outcomes

Audiology Outcomes

Patient-Reported Outcomes

Treatment Taxonomies

Trying to describe our services as they relate to treatment goals

New Ad Hoc Committees

Patient-Reported Outcomes

Treatment Taxonomies

Pathways assists early-career clinical scientists in developing strong foundations for independent research careers.

Lessons for Success supports emerging scientists in the areas of grant preparation, development and management of a successful program of research, and advancement of professional competencies.

The Clinical Practice Research Institute accelerates the generation of research to support evidence-based practice and implementation science.
How to characterize the breadth of services and outcomes that audiologists provide

Potential Recommendations for ways:
1. to improve the quality, scope, and efficiency of our journals programs
2. to facilitate timely and effective editorial and peer review
3. to enhance creative efforts and shape journal content to better meet needs of members and the discipline
4. to broaden dissemination efforts and use of publications for professional development, knowledge translation, and implementation

Promote the conduct, publication, and implementation of clinical research

- Enhance research mentoring programs
- Build on the Practice Portal with multimedia learning objects
- Optimize use of Silverchair platform for publication and professional development
- Improve recruitment, retention, training, and deployment of next generation of clinical scientists and scientific clinicians

ASHA – We Communicate

- State-of-the-art member community
- Provides member-only area to share, discuss, question, and participate

Communication Sciences & Disorders

- Increase government reimbursements
- Increase research funding
- Maintain high standards of practice
- Encourage people to join the professions
- Promote the need for prevention and early detection

Increase Public Awareness
ASHA – We Advocate

Increase Public Awareness

- www.identifythesigns.org
- Educate the public about the warning signs of communication disorders
- Television, radio and print public service announcements
- Member toolkit on the identifythesigns.org website

Increase International Awareness

- www.communication2014.com
- built on the premise that communication disorders are often overlooked as disabilities.
- ICP will raise the profile of persons with communication disorders
- Check out the website and sign the petition

ASHA-PAHO project
- Between ASHA and Pan American Health Organization the Regional Office for the Americas of the WHO
- ASHA and PAHO to conduct training and educational programs in the countries of Honduras, El Salvador, and Guyana
ASHA-PAHO Collaboration

• Strengthening knowledge and capacity of professionals and institutions
  - Honduras, El Salvador, and Guyana
• SIG 17 Global Issues in CSD
  - provide international leadership related to audiology and SLP services by promoting research, networking collaboration, education, and mentoring for its affiliates, students, and other service providers in the global marketplace
• International Issues Board

ASHA Governance

Member-Led Organization

• Board made up of member volunteers, elected by members
• Representatives of both audiologists and speech-language pathologists
• Advisory councils elected by members in every state
• Various committees that manage critical association functions

ASHA’s Future

The Strategic Pathway to Excellence

• Used “Balanced Scorecard” method of developing our strategy for next 3-5 years
• Designed to help everyone work toward a shared vision and mission
• Guides the association

ASHA’s Future

The Strategic Pathway to Excellence

• Based on four themes:
  - Advocacy
  - The Member Experience
  - Scientifically Based Professional Practice
  - Two Professions, One Vision
• All association activities designed to enhance the member experience

Get Involved With ASHA

• Join, maintain your membership
• Provide feedback
• Volunteer for a committee

Get Involved With ASHA

• Contribute an article
• Volunteer to speak to media
• Volunteer your story
• Advocate with Congress
Get Involved With ASHA

- Take action on federal issues
  - [http://takeaction.asha.org/asha2/home/](http://takeaction.asha.org/asha2/home/)
- Sign up for ASHA headlines
  - [http://www.asha.org/publications/enews/headlines.htm](http://www.asha.org/publications/enews/headlines.htm)

Get Involved With ASHA

- Take action on state issues
  - Use ASHA’s e-alert system to respond to a state issue
  - 30 states have e-advocacy agreements with ASHA
  - Example: NC sent E-alert to members on proposed Medicaid cuts. Over 400 e-mails were sent to legislators in opposition in 2 hours

Get Involved With ASHA

- Join your state association
- Volunteer for leadership positions on committees and boards
- Send e-alerts messages when asked
- Get to know the legislators that represent you

Get Involved: Nominate

- October/November is the time to nominate.
- Nominate a candidate for BOD, Advisory Councils, or Committees
- Nominations are online only, find the link on ASHA’s Web site.

Get Involved: Vote

- Elections open from April 23 to May 29
- Voting is easy and online
- Make sure you have a valid e-mail address in your profile
- You cannot request a paper ballot, elections have gone [green](http://www.asha.org/publications/enews/headlines.htm)
- Join a Special Interest Group, refine and share your specialties
- Access evidenced-based information
Get Involved With ASHA

• Further develop your leadership skills
• Build a network of colleagues
• Have an impact on the entire profession

Contact ASHA

• More than 250 staff are ready to help
• Staff serve as your first line of contact

Staff Get High Ratings from Members

- Courtesy 96%
- Referrals 94%
- Overall 93%
- Promptness 91%
- Responsiveness 90%

Source: 2009 Member Services Survey
Excludes “not applicable” responses

Contact ASHA

• Contact Board members for concerns or recommendations. Use In Touch form available on the Web site

Contact ASHA

• Start with the Web site: www.asha.org
• Contact the ASHA Action Center
  Available 8:30 a.m. – 5:00 p.m. EST Monday–Friday
  Members: 800-498-2071
  Nonmembers: 800-638-8255
  Fax: 301-296-8580
  TTY (Text Telephone Communication Device): 301-296-9650
  E-mail: actioncenter@asha.org

hgoldstein@usf.edu

Share your ideas about improving the reach of science and research in communication sciences and disorders