



# ANNUAL REPORT

July 1, 2015 – June 30, 2016

## Texas Speech-Language-Hearing Association



### JUDY RUDEBUSCH ★ PRESIDENT

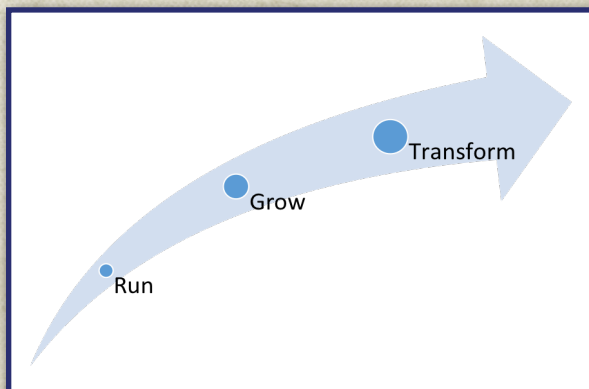
We are the Texas Speech-Language-Hearing Association (TSHA). Our mission is to empower TSHA members to provide the highest-quality, life-changing care for individuals with communication and related disorders. Our vision is to be a dynamic professional organization and the recognized resource for speech-language pathologists (SLPs), audiologists, and consumers in the state.

We are TSHA. Targeting transformation.

As you read through the 2015-2016 Annual Report of the Association, you will notice activities that can be sorted into categories based on an adapted version

of the Run, Grow, Transform Model of organizational efficiency. You will recognize activities at the Run level that address ongoing operations, including process improvement initiatives. Running the Association well involves carrying out essential activities and reducing costs when possible. The Financial Advisory Committee has been restructured to provide oversight regarding fiscal integrity and efficiency of TSHA's resources. The Grow category of work focuses on expanding, revamping, experimenting, or innovation within existing programs, operations, and functions. Changes in TSHA's publications, continuing education, and continuous improvement of the TSHA annual convention are examples of taking existing programs and improving them. Work on operational priorities, process improvement, and expansion of current programs occurs at the Run and Grow levels. Initiatives that focus on strategic objectives and embody revolutionary change are conducted at the Transform level. You will find transformational work across the Association—from advocacy to the ways that TSHA promotes the role of the speech-language pathologist and audiologist in delivery of clinical services to ongoing excellence in continuing education activities and opportunities for professional growth.

I trust that as you read the TSHA Annual Report you will appreciate the broad scope of work that has been accomplished this year by and on behalf of our members.



**Transform:** *New ideas, new horizon*

**Grow:** *Better ideas, improve operations*

**Run:** *Greater efficiency, operational excellence*

### HONORS AND AWARDS COMMITTEE

**Chair: Lori Colletti**

Lori and her committee members honored the following TSHA members with awards:

- TSHA Hall of Fame Award: **Judith P. Keller**
- TSHA Award of Honors: **JoAnn Wiechmann**
- Fifty-nine TSHA members received the Certificate of Recognition

### ETHICAL PRACTICES COMMITTEE

**Chair: Bobbie Kay Turkett**

The Association is pleased to announce that no ethical violations were reported this year. Look for a program sponsored by the Ethical Practices Committee at the 2017 Convention.

## NOMINATIONS AND ELECTIONS COMMITTEE

### Chair: Donise Pearson

Nominations were submitted to TSHA members at the Annual Business Meeting on March 10, 2016:

- **Erinn Hengst**, Vice President (VP) for Education and Scientific Affairs—voted into office by acclimation
- **Caroline Perry**, VP for Research and Development—voted into office by acclimation
- An election was held for VP for Social and Governmental Policy. **Sheryl Berg** was elected.

Newly elected officers will begin the elect-year on January 1, 2017, and their term of office will be from January 1, 2018, to December 31, 2019.

## PUBLICATIONS BOARD

### Chair: Peggy Kipping

The TSHA Publications Board continued to monitor and direct the production of accurate, timely, and informative publications for TSHA members during 2015-2016. Highlights for the past year included the design and production of six issues of the *Communicologist*, twenty-four issues of TSHA Talk, and the TSHA 2014-2015 Annual Report. **Jan Lougeay** and **Lisa Carver** continued in their roles as alternating editors of the *Communicologist*. **Donise Pearson** served as the TSHA Publications Board member at-large, and President **Judy Rudebusch** served as ex-officio member of the TSHA Publications Board. The work of the TSHA Publications Board was also supported by Shelby O'Neill, who served as the TSHA publications editor and as an ex-officio member of the TSHA Publications Board.

TSHA's newest publication, TSHA Talk, provided members with up-to-the minute research, practice, policy, and TSHA news briefs during FY 2015-2016.

- TSHA Talk has been viewed more than 64,750 times.
- The average issue was viewed 2,700 times. The August 12, 2015, edition was the most read with nearly 3,500 views.
- Overall open rate averages 47 percent. The unique (net) open rate is 26 percent.
- TSHA's news and information generated nearly 1,000 visits to TSHA's website for more information.
- The most-clicked-on TSHA story was "New Texas Medicaid Policies" in the February 9, 2016, issue. "Surviving Your First Year as a Graduate Student" (October, 27, 2015, issue) and "Free CEU Credits for TSHA Members!" (August 12, 2015, issue) rounded out the top three most-clicked-on stories.
- Nearly 500 readers clicked on the news summaries for more information. The most-clicked-on was the series of articles in April and May entitled "Using Literature Combined With Repetition to Enhance Language Development for Young Children With Language Delays."

## GRADUATE STUDENT REPRESENTATIVES

### Tiffany Marie Cruz, University of Texas, Rio Grande Valley

### Courtney Garcia, Texas Christian University

Graduate student representatives to the Executive Board actively participated in a variety of activities including:

- Published articles in the *Communicologist* to foster student involvement in TSHA
- Collaborated with the VP of Public Information and Marketing to update videos for university visits
- Updated the University Contact List with advisor and National Student Speech-Language-Hearing Association (NSSLHA) officer information
- Fostered professional relationships between peers to collaborate and increase student involvement in TSHA
- Contacted universities to volunteer at TSHA Convention
- Actively promoted the use of social media among students

## PAST PRESIDENTS' POWERHOUSE

### Chair: Donise Pearson

The Past Presidents' Powerhouse continued to provide historical perspectives on TSHA governance, mentor Executive Board members, respond to questions about TSHA's history and governance, and provide stability and wisdom for the current TSHA leaders. **Donise Pearson** co-chaired the Oscar Mauzy Leadership Development Academy short course held during the TSHA 2016 Convention.

## PAST VICE PRESIDENTS' VILLAGE (PV2)

### Chair: Gina Glover

- As of September 2015, the chair identified 20 past VPs who have agreed to be active members of the committee.
- There were at least seven past VPs working on the leadership development academy.
- The chair (Gina) and a group of past VPs who are Texas Speech-Language-Hearing Foundation (TSHF) Fellows worked to get all (100 percent) former VPs to become TSHF Fellows as part of the Million Ways campaign.

## ASHA ADVOCATES

The TSHA President appoints TSHA members to serve as the American Speech-Language-Hearing Association (ASHA) State Advocates in the areas of reimbursement, education, and Medicare coverage, reimbursement, and policies.

## STATE EDUCATION ADVOCACY LEADER (SEAL)

### Vicki Preer

- Participated in monthly SEAL phone calls
- Attended the SEAL meeting at the ASHA Convention in November 2015
- Attended TSHA/TCASE Joint Committee meeting on February, 26, 2016
- Attended TSHA Convention; presented SEAL activities during two public school forums on March 11, 2016
- Attended the SEAL meeting at the ASHA Connect Conference in July 2016

## STATE ADVOCATE FOR REIMBURSEMENT (STAR)

### Shannon Butkus

- Participated in monthly STAR phone calls
- The Texas STAR was very active in state matters related to Medicaid rate adjustments and policy language related to rates. She served as a resource to TSHA members about the new Medicaid therapy policies.
- Participated in the development of a call for proposals (CFP) for the ASHA convention with members of the ASHA Medicaid Committee. If accepted, the presentation will feature members of the ASHA Medicaid Committee and several STARS in a joint two-part presentation.
- Served as a liaison between TSHA and ASHA on questions and concerns related to the Medicaid program with respect to both rates and policies.

## STATE ADVOCATES FOR MEDICARE POLICIES (STAMPS)

### Lisa Milliken and Kate Hutcheson

- Participated in monthly phone meetings
- **Lisa Milliken** taught Long-Term Care Rules to the other STAMPS at the June 7, 2016, meeting



## STRATEGIC PLANNING

The strategic planning meeting was scheduled during the Executive Board meeting in January 2016. Due to inclement weather, the facilitator for the meeting was unable to attend, and strategic planning has been rescheduled for the October 2016 Executive Board meeting.

## FINANCIAL ADVISORY COMMITTEE

### Chair: Cherry Wright

The annual goal of the Financial Advisory Committee (FAC) was to provide fiscal monitoring and guidance for the Association.

#### Current/ongoing activities:

- The chair reviewed and approved expenditures on a weekly basis.
- The chair reviewed statements and performance reports prepared by Capitol Wealth Management Group (Wells Fargo Advisors) for each of the accounts as available.
- The chair reviewed monthly Statements of Financial Position and Reconciliation of Statement of Financial Position.

#### Completed activities:

- The Audit Subcommittee held a conference call to review the 2015 audit and IRS Form 990 and made recommendations to the Executive Board.
- The Contract Subcommittee held a conference call to review the SmithBucklin Letter of Agreement and Annual Service Fee Update FY 16 Partial for services July 2016 – December 2016 and made recommendations to the Board.
- The FAC reviewed proposals for Institutional Membership and an Affinity Program and provided feedback for Board consideration.
- The FAC reviewed Internet/Cellular Phone Reimbursement Policy and provided feedback for Board consideration.

#### Pending activities:

- Scheduling a meeting with TSHA financial advisor to review TSHA investments
- Scheduling a face-to-face meeting of the FAC
- Developing recommendation to the Board prior to budget meeting in October regarding amount/percentage of budget to be designated for reserves on an annual basis

## BYLAWS

TSHA members present at the Annual Meeting on March 10, 2016, approved the following bylaws revisions:

- Amended Article XIII, Section 1 – Finance

*The fiscal year of the Association shall be January 1 through December 31.*

Rationale: The fiscal year will align with TSHA's membership year and will facilitate improved fiscal management of the association.

- Amended Article VII – Officers, Section 1

*The elected officers of the Association shall be the President, the President-elect, Past President, and six Vice Presidents.*

Rationale: The language has been changed to fix a typographical error.

- Amended Article VII – Officers, Section 3

*In the event that any Executive Board member is unable to complete his/her term of office, the Board*

shall appoint an officer pro-tem for the vacant position until the next regular election is held.

Rationale: Clarification language. This section applies to any position on the Executive Board.

- Amended Article VII – Officers, Section 5

*The Executive Board shall be chaired by the President and shall be composed of the elected and ex-officio officers of the Association. When an officer's elected or appointed term of office expires, his/her membership on the Board is automatically terminated. The Executive Board will have general supervision of the affairs of the Association between annual business meetings of the membership.*

Rationale: This revision removes reference to committees that do not exist. TSHA does not operate with a Committee on Committees or a Committee on Finance. TSHA does have a Financial Advisory Committee that reports to the Executive Board.

- Amended Article VII – Officers, Section 6.

*b) President-Elect (alternating with Immediate Past President)*

*Should the President temporarily be unable to fulfill the duties of the office, the President-Elect shall serve in that capacity.*

*c) Immediate Past President (alternating with President-Elect)*

*Should the President be unable to fulfill the duties of the office, the Past President shall serve in that capacity.*

Rationale: Article VII, Section 3, makes accommodations if an Executive Board member is unable to serve until the next election. The changes here to Section 6 outline the process for coverage if the President is unable to serve temporarily. Section 6.c also corrects a typographical error.

- Amended Article VII – Officers, Section 9

*Two student representatives shall be appointed for a two-year term as non-voting members of the TSHA Executive Board. Appointments will be made each year by the President in consultation with the Executive Board after thorough review of each student's resume or portfolio. Appointments will be made on a rotating basis so that one student is named each year. Student representatives to the TSHA Executive Board will complete their two-year term even if they have graduated from their university program prior to the end of the term.*

Rationale: The language has been changed to be consistent with the listings for the other Executive Board members.

ERIN BELLUE ★  
VICE PRESIDENT FOR  
EDUCATIONAL AND  
SCIENTIFIC AFFAIRS

Convention registration numbers:

- Total registered attendees (excluding exhibitors):

- 2010, Fort Worth— 4,105
- 2011, Houston— 3,937
- 2012, San Antonio— 3,885
- 2013, Dallas— 4,070
- 2014, Houston— 4,216
- 2015, San Antonio— 3,778
- 2016, Fort Worth—3,476

- 2017 Convention in Austin—Dates: February 22-25, 2017, Theme: “Let Your Voice Be Heard”
- The 2017 Convention will have sessions in the Austin Hilton and at the Austin Convention Center.
- Transitions were just made between co-chairs. Each co-chair volunteered for two years.



- Each of the committees submitted an extensive report from Convention. The following is a summary from each area.

## CONVENTION COUNCILOR

### **Robyn Martin**

- Helped with planning leading up to Convention and then helped run Convention
- With state office, coordinated local arrangements for major speakers while at Convention
- Participated in conference calls and emails to help problem-solve with Convention issues

## ASHA CE APPROVALS FOR TSHA

### **Tori Gustafson**

- Continues to review and process requests for ASHA CEs
- She is in contact with the membership and CE Processor at the State Office through telephone calls and email to answer any questions pertaining to ASHA requirements.

## CONVENTION PROGRAM COMMITTEE

### **Outgoing - Brittany Hall; Current - Angela Kennedy; Incoming - Brittany Hall**

- Committee of eight program strand chairs
- Total number of sessions: 192
- Total number of cancellations: 0
- Total number of closed/capacity sessions: 22
- Short courses:
  - No short courses cancelled before Convention
  - Seven short courses were offered
  - One course had 49 attendees, three had 27 attendees, one had 35 attendees, one had 28 attendees, and one had 76 attendees

## LOCAL ARRANGEMENTS COMMITTEE

### **Outgoing - Aracely Perez; Current - Lesa Coker; Incoming - Lisa Martindale**

- Subcommittees: Hospitality, Philanthropy, Social
- Purchased gifts for the EB and keynote speaker
- Helped with the chocoholic break
- Organized the hospitality booth with volunteers
- Coordinated a philanthropy project to raise funds in conjunction with efforts by Chari-T2000 in order to provide an applicant with a much-needed feeding chair

## EXHIBITS COMMITTEE

### **Outgoing - Tara Blanco; Current - Karen Hennington; Incoming - Karla Cox**

- Total booths sold:
  - 2010, Fort Worth— 213
  - 2011, Houston— 202
  - 2012, San Antonio— 202
  - 2013, Dallas— 188
  - 2014, Houston— 191
  - 2015, San Antonio— 200
  - 2016, Fort Worth— 221
- Exhibitors were happy with the morning, lunch, and afternoon breaks being free of programming and felt it increased exhibit hall traffic.

- The exhibit hall opened following the keynote address Thursday morning and was open fewer hours Saturday morning. Feedback from exhibitors was favorable regarding these aspects of the exhibit hall schedule.
- The exhibit hall game “Clue – Who Stole the Diamonds?” was well-received by attendees and exhibitors. The simple requirements and paper-based format seemed to work well and provided higher attendee participation.
- The second annual Exhibitor Advisory Committee meeting was held Saturday morning at Convention. Exhibitor Committee members provided valuable feedback on scheduling, registration, and other key issues.
- Exhibitor feedback indicated that they appreciated the refreshments provided for them in the exhibitor lounge throughout Convention.

## JOB PLACEMENT COMMITTEE

**Outgoing - Melinda Malone; Current - Laurel Lynch; Incoming - Sydney Perricone**

- 2013, Employers: 55, Applicants: 294, Total Scheduled Interviews: 800
- 2014, Employers: 43, Applicants: 260, Total Scheduled Interviews: 538
- 2015, Employers: 55, Applicants: 305, Total Scheduled Interviews: 863
- 2016, Employers: 40, Applicants: 195, Total Scheduled Interviews: 585
- Three stations were implemented for registration, employer selection, and scheduling of interviews
- Two connected booths were used for employer and applicant check-in
- Applicants were limited to five interviews in order to reduce the number of cancellations

## VOLUNTEERS COMMITTEE

**Outgoing - Karla Cox; Incoming - Aracely Perez**

- Total volunteers:
  - Professional volunteers, included committee chairs and EB members
  - Student volunteers down from previous year due to Convention during Spring Break
  - 14 participating universities: ACU, BU, OLLU, TAMU-I, TAMU-K, TCU, TS, TTU, TWU, UH, UNT, UTD, UTPA, WTAMU
- All volunteers who checked in at the volunteer booth received a Shoppe TSHA coupon and a university ribbon
- A competition was held among universities. The university with the highest number of student volunteer hours won a pizza party served by an EB member at their next NSSLHA meeting.

## SPIRIT DAY COMMITTEE

**Outgoing - Sydney Perricone; Current - Mary Pat Reed; Incoming - Holly Ford**

- More schools participated in tailgating games, and the winner received priority seating at the Praxis Bowl
- More schools and alumni also participated in the meet and greet. Everyone enjoyed receiving university ribbons.
- Praxis Bowl was a huge success with more school participation and awesome raffle prizes provided by EBS

## SHOPPE TSHA COMMITTEE

**Outgoing - Alyssa Melson, Erinn Hengst (VP-Elect); Incoming - Noemi Pena, Jessica Stratton**

- Power hours were a hit!

- Attendees were pleased with the new merchandise, such as the SLP fleeces and Tervis-style 60th Anniversary cups
- Most items sold out quickly

## CONVENTION SCHOLARSHIPS COMMITTEE

### Outgoing - Becky Gonzalez; Incoming - TBA

- Three scholarships were awarded this year—one for \$1,000 and 2 for \$500
- Each recipient was extremely grateful and wrote an article about their experience in the *Communicologist*

## CONVENTION CE COMMITTEE

### Chair: Karen King

- Prior to Convention, the online system was reviewed, and adjustments were made so that all data was accurately reported and easy to use.
- Codes were assigned to each session indicating time, length, and day of session, which could be used to tally convention CE hours if the electronic system failed.
- The new online reporting CE system appeared to be easily managed by TSHA Convention participants who successfully used the system to report hours earned for sessions attended.
- TSHA CE Processor **Jillian Blair** assisted at the CE Desk and provided immediate feedback to TSHA participants who had concerns about their CE hours and the TSHA CE registry.
- Three other volunteers assisted at the CE Desk to insure that Convention participants could speak to someone knowledgeable about the CE process.

## TSHA CE APPROVALS

### Speech CE - Margaret McAughan and Laura Neal; Audiology CE - Erin Schafer

- Continued to review and approved continuing education program requests for TSHA CE hours throughout the year.
- After reviewing the information, they continued to determine if the program met the criteria for TSHA CE hours and then submitted the approval to CE Processor Jillian Blair to complete the process.

## CE PROCESSOR

### Outgoing - Jillian Blair; Incoming - Tonya Stanbeck

- Continued to monitor and manage any problems that arose with the website and the TSHA CE Registry



## MARGARITA LIMON-ORDONEZ ★ VICE PRESIDENT FOR PROFESSIONAL SERVICES

The Vice President, committees, and task forces within Professional Services were responsible for the identification and promotion of issues related to practice settings, such as private practice, medical-based, and school-based services in speech-language pathology and audiology. In addition, areas such as telepractice, SLP-Assistants and supervision of SLP-Assistants, and university-based issues were addressed by groups within this vice presidency. The Professional Services VP also worked with the committee that provided information and resources



for speech-language pathologists and audiologists working with culturally and linguistically diverse (CLD) populations.

The collaborative nature of the committees within this VP extended across various groups within TSHA. We were afforded the opportunity to collaborate across VPs, including with Audiology, Research and Development, and Public Information and Marketing.

Activities the Executive Council team for Professional Services and their committee members for 2015-2016 completed on behalf of TSHA members were as follows.

## COUNCILORS

### **Pamela Laing and Lisa Carver**

The Councilors for the Vice President of Professional Services were liaisons and mentors to committee and task force chairs. They also assisted with coordination of committee activities.

The VP-Elect for Professional Services, **Lisa Carver**, served on the TSHA Executive Board, becoming knowledgeable with the intricacies associated with leading a phenomenal group of professionals and serving on the EB.

## PUBLIC SCHOOL ADVISORY/JOINT TSHA-TCASE COMMITTEE (PSAJC)

### **Chair: Cherry Wright**

This group's focused priorities for 2015-2016 were on restructuring SLP services in the schools utilizing best practices and quality indicators in a cost-efficient manner so as to assure effective outcomes with limited resources and to address the shortage of SLPs in the schools. Two presentations were accepted for the Texas Council of Administrators of Special Education (TCASE) Interactive Convention in July. **Tiffany Barker** presented a session on "Workload Approach to Caseload Management," and **Cherry Wright** presented a session on "Best Practice Resources: SLP in the Schools."

## TELEPRACTICE COMMITTEE

### **Chair: Rosanne M. Joseph**

- Developed the following training modules for TSHA members:
  - Rules, Laws, Policies, and Ethics of Telepractice
  - Telepractice in the School Setting
  - Servicing Special Populations via Telepractice
- Modules are in development to address:
  - Multicultural, Multilingual, and International Telepractice
  - Telepractice Defined
  - Platforms, Software, and Tools for Telepractice

## SLP-ASSISTANT/SUPERVISORS COMMITTEE

### **Co-Chairs: Megan Wilson and Anna Garcia**

- Developed support documents for the TSHA website
- Educated related professionals, supervisors, and directors about roles, responsibilities, and limitations of SLPs and SLP-Assistants
- Educated related professionals, supervisors, directors, and board members about educational differences, licensing, and competencies
- Provided support for members regarding supervision and attainment of an SLP-Assistant's license and referred them to the appropriate governing body.

## CULTURAL AND LINGUISTIC DIVERSITY (CLD) COMMITTEE

### Co-Chairs: Brittney Goodman and Raúl Prezas

- Provided invaluable articles to the *Communicologist* and answered questions posed to them by members

## PUBLIC SCHOOL COMMITTEE

### Co-Chairs: Deborah Balfanz and Denise Minton

- Created a community page for school based SLPs, audiologists, and SLP-Assistants on the TSHA website
- Provided a forum for members to ask questions and responded through *Communicologist* articles
- Explored topics in districts regarding eligibility for students identified with intellectual disability and/or as slow learners, retention of SLPs, augmentative and alternative communication (AAC) implementation and responsibility, Response to Intervention (RtI), and how districts address Speech Impairment (SI) for students who also have cognitive impairments

## MEDICAL COMMITTEE

### Chair: Kristi Kelly

- Held a Medical Forum at Convention for members
- Hosted the third annual happy hour at Convention, fostering an atmosphere of collaboration amongst SLPs who work in a medical setting
- Continued to provide opportunities for networking and education through quarterly newsletters, postings to the listserv, as well as seeking articles for the *Communicologist* from medical members within TSHA

## UNIVERSITY ISSUES COMMITTEE

### Chair: Melissa Bruce

- Represented 19 universities and provided consultation and direction concerning issues of significance pertaining to personnel preparation and pre-professional education of speech-language pathologists and audiologists
- Working to establish a community page on the TSHA website on which Texas universities may share and access clinical competency modules addressing low incidence disorders (e.g., voice, aural rehabilitation, and fluency)
- Completed a draft of the competency module guidelines
- The committee will conduct a survey with its members regarding issues and plans for fulfilling the upcoming requirement by the Council for Clinical Certification (CFCC) for all supervisors to successfully complete continuing education in supervision on a regular basis. The survey results will be shared with all programs that participate and with the TSHA Executive Board.

## BUSINESS MANAGEMENT COMMITTEE

### Chair: Lisa Milliken

- Worked to identify the top issues faced by speech-language pathologists and audiologists who work in various business settings, such as private practice and clinics
- Submitted an article to the *Communicologist* as a STAMP advocate titled, "And Now for Your Medicare Update!"
- Held multiple one-to-one conversations with committee members regarding survey goals and brainstorming regarding needs of private practices
- Developed a course to present at the TSHA Convention regarding administration and leadership in the healthcare setting

## CANDACE HICKS ★ VICE PRESIDENT FOR AUDIOLOGY

The Vice President for Audiology works to make contacts and build a network of audiologists in Texas. In addition, the VP for Audiology:

- Reviewed audiology-related topics for TSHA Talk prior to publication
- Co-authored with the VP-Elect for Audiology an audiology-related CLD article for the *Communicologist*
- Met with Texas Academy of Audiology (TAA) officers at the annual TAA conference to promote collaboration on selected projects in the future
- Provided information and support to other Board members on audiology-related issues
- Provided suggestions for audiologists to serve on committees under the VP of Social and Governmental Policy and the VP of Educational and Scientific Affairs



## AUDIOLOGY ADVISORY COMMITTEE

**Co-Chairs: George S. Whitaker and Kathleen Anne Everson**

- Focused on planning, organizing, and coordinating presentations at the TSHA 2016 Convention
- Three student-focused presentations were provided at the TSHA 2016 Convention:
  - *Hearing Loss and Dizziness, Oh My! The Many Work Settings of Audiologists*, **Leigh Ann Reel** (speaker and coordinator). Guest speakers included George Whitaker, Logan Price, Joe Pratt, Kathy Everson, Katie Revolinski, Mallory Gregorio and Christa Johnson. These were audiologists from various settings who spoke about what they do as an audiologist. There were approximately 13 individuals who attended, including students from various universities (e.g., UT, TTUHSC, TSU).
  - *Making a Winning First Impression: Tips for Resume Writing and Interviews*, **Candace Hicks** and **Pamela Laing** (speakers). There were approximately 16 people in attendance.
  - *Tips from the Trenches: How to Survive and Excel in Graduate School*, coordinated by **Amanda Rodriguez**. Students or recent graduates from multiple universities presented their perspectives (e.g., TTUHSC, UNT, UT). There were approximately 30 students in attendance.
- The committee also worked to increase audiology presentations at Convention by making personal contact with individuals, asking them to submit the call for papers.

## MICHELLE MENDIETTA ★ VICE PRESIDENT FOR PUBLIC INFORMATION AND MARKETING

### VP-ELECT FOR PUBLIC INFORMATION AND MARKETING (PIM)/ COUNCILOR FOR MEMBERSHIP AND PUBLIC AWARENESS

**Norma Reyes**

- Provided ongoing support to task force/committee chairs to achieve our goals. She shadowed VP for PIM and prepared to take over the tasks at the beginning of the 2017 membership year.

### COUNCILOR FOR REGIONAL AND UNIVERSITY AFFAIRS

**Corrie Cavada**

- Was active as the Regional and University Affairs Councilor under this VP
- Assisted with coordinating a TRAC meeting with the new regional association presidents at the TSHA Convention
- Assisted in coordinating university visits



## MEMBERSHIP COMMITTEE

**Chair: Danielle Dennis**

- Worked with **Norma Reyes** on the membership campaign
- Membership for 2016 is 5,109 members

## PUBLIC INFORMATION/CAREER AWARENESS DISTRIBUTION COMMITTEE

**Co-Chairs: Teresa Wells and Bre'Anna Valenzuela**

- Worked on information to include for the legislators' handout to be distributed at the next Capitol Visit during the 2017 Convention in Austin
- Updated the career awareness PowerPoint, which is available online

## TEXAS REGIONAL ASSOCIATION COALITION (TRAC)

**Chair: Suzanne Crow**

- Worked to tie the various regional associations together so they could help to support and encourage each other through the common connection of TSHA
- Coordinated the annual TRAC meeting during Convention
- Provided regional associations with information throughout the year

## MAY IS BETTER HEARING AND SPEECH MONTH (MBHSM) COMMITTEE

**Chair: Alisa Woods**

- Continued the photo contest for TSHA members to enter during the month of May
- Three Amazon gift cards were awarded to winners

## UNIVERSITY VISITS COMMITTEE

**Chair: Melissa Liska**

- Updated the PowerPoint university video with the assistance of VP and VP-Elect to include videos and photos from the TSHA 2015 Convention
- Assisted in coordinating visits throughout the state to promote student membership and involvement

## REGIONAL SEMINAR GRANTS COMMITTEE

**Chair: Gloria Macias-DeFrance**

- Led a committee in reviewing grant applications for regional seminars
- Awarded four \$500 grants, which were presented during the TSHA 2016 Convention

## REBECCA LINKE ★ VICE PRESIDENT FOR RESEARCH AND DEVELOPMENT

## CONTINUATION OF GUIDELINES COMMITTEE (COG)

**Co-Chairs: Tanya Benson and Billie Bullard**

- CLD Language Companion Manual to Language Eligibility Guidelines completed
- Working to produce the training module for CLD Language Companion to Language Eligibility

## Guidelines

- Working to establish a committee to determine which of the Eligibility Guidelines need to be updated

## ASHA CONTINUING EDUCATION COMMITTEE

### Chair/Reviewer: **Tori Gustafson**

- Submitted TSHA Convention CE and TSHA Convention CE-Ethics for ASHA credit
- Responded to email and phone calls from people whose hours did not get submitted for ASHA credit
- Worked with state office to find the glitch resulting in 1,700 people's hours not in the files provided for submission to ASHA
- Re-submitted corrected version for ASHA credit

## TSHA CONTINUING EDUCATION COMMITTEE

### Co-Chairs/Reviewers: **Margaret McAughn and Laura Neal (SLP); Erin Schafer (Audiology)**

- Reviewed 255 CE applications: 170 approved; 85 pending

## ASSISTIVE TECHNOLOGY (AT) TASK FORCE

### Co-Chairs: **Monica Haynie and Diana Jurist**

- Worked on a survey for TSHA members to gauge knowledge base, experience, and professional development needs in the area of AT/AAC
- Compiled a list of AT/AAC resources and websites useful for TSHA members
- Worked to develop guidelines for description of an AT/AAC specialist

## E-LEARNING TASK FORCE

### Chair: **Kellie Cullen**

- Worked on two e-learning modules to make available on the TSHA website
  - Fluency: **Jennifer Watson** is slated to complete the narration in June 2016
  - CLD module: nearly complete; a group is working to fill in missing pieces by June 2016

## EVIDENCE-BASED PRACTICE (EBP) TASK FORCE

### Chair: **Mary Beth Schmitt**

- Continued investigation into processes, costs, and feasibility of establishing databases for the TSHA membership
- Consulted with Programming Committee for the 2017 Convention. The EBP Task Force members with help review the call for papers and designate EBP posters and presentations that fit criteria.

## LEADERSHIP DEVELOPMENT TASK FORCE

### Chair: **Lauren Mathews**

- The Oscar Mauzy Leadership Program was held during the Convention in March and had 50 attendees and around 20 TSHA Leadership Academy (TLA) committee members, Foundation members, and/or past TSHA leaders as facilitators.
- The call for applicants for the First annual TSHA Leadership Academy was completed with 58 total applicants. Members of the Leadership Development Task Force met on April 23 and chose 25 participants and one alternate for each of the geographic regions. All 25 chosen applicants accepted! Applicants were chosen based on a variety of factors, including reason for wanting to participate



in the TLA, what they will gain, how they will use it, work setting, number of years practicing, and geographic region in Texas. A rubric was completed on each applicant, and then the committee discussed each application before choosing the 25 participants. The applicants who were not chosen to participate in 2016-2017 were contacted and encouraged to apply next year, and their names will be given to **Lynn Flahive** to see if we can get them volunteering in some capacity this next year.

- The TLA began in July with a guided online book-reading activity based on *The Multipliers*.
- A face-to-face meeting will be held on the Saturday/Sunday of the Executive Council (EC) meeting in October 2016. The two speakers will be **Martha McGlothlin** and **JoAnn Wiechmann**. JoAnn's topics will be a brief review of the definition of leadership and the Transformational Leadership Model as presented at Oscar Mauzy, individual leadership styles and completion of leadership inventory/profile, and motivating others/discussion from *The Multipliers*. Martha's topics will be effective meeting planning and management, guiding others, delegation/forming effective groups, and facilitation. CE will be provided for this content. Each participant will also be matched with a mentor at this meeting (two participants to one mentor).
- The committee is planning for group projects in the winter of 2016, one more book reading activity on *Crucial Conversations*, and the last face-to-face meeting at the TSHA 2017 Convention.

## SOCIAL MEDIA TASK FORCE

**Co-Chairs: Max Pell and Natalya Rich**

- Social media numbers
  - TSHA Facebook Page: 3,509 Likes
  - TSHA Student Facebook Page: 80 Likes
  - TSHA PAC Facebook Page: 377 Likes
  - TSHA Instagram: 154 Followers
  - The most popular post-Convention post garnered 112 Likes, 6 shares, and reached 3,381 people.
- The hashtag #TSHAMBHSM was promoted on Facebook.

## WEBSITE COMMITTEE

**Chair: Peggy Kipping**

- Worked with TSHA Professional Services to add and update content
- Worked with the TSHFoundation and the state office staff to migrate the TSHF website to the TSHA website

## SHANNON BUTKUS ★ VICE PRESIDENT FOR SOCIAL AND GOVERNMENTAL POLICY

The TSHA Legislative Team is made up of Director of Governmental Relations **Larry Higdon**, Legal and Legislative Counsel **Mark Hanna**, and Vice President for Social and Governmental Policy **Shannon Butkus**. The Legislative Team has spent hundreds of hours advocating on behalf of TSHA members. The three issues that consumed the most time include the move of licensure oversight to the Texas Department of Licensing and Regulation, efforts to activate student loan reimbursement, and reimbursement for therapy services provided to children insured through the Medicaid and CHIP programs.



## DIRECTOR OF GOVERNMENTAL RELATIONS

**Larry Higdon**

## LEGAL AND LEGISLATIVE COUNSEL

**Mark Hanna**

- **Texas Department of Licensing and Regulation (TDLR):** This past year, TSHA's legislative team actively participated in efforts to protect licensure laws as they relate to speech-language pathologists and audiologists. Although the legislature made the decision to transition our licensure board from the Department of State Health Services to the TDLR, TSHA was instrumental in making sure members of the advisory board retained the ability to propose and write future rules. After the close of the legislative session, TSHA met with representatives from TDLR to discuss the formation of our professions' new licensure board. TSHA also hosted TDLR at our annual convention to discuss the transition with our members. At present, the transition is expected to occur on October 1, 2016.

- **Medicaid:** TSHA has actively worked on our members' concerns related to reimbursement and benefits for therapy services provided to children insured through the Medicaid and CHIP programs. TSHA has served as a point of contact for numerous members of the Texas House and Senate as well as the Texas Health and Human Services Commission (HHSC). We also have collaborated with multiple Medicaid Managed Care Organizations. Additionally, TSHA provided information to the Health and Human Services Commissioner as a member of the managed care stakeholder group. Further, representatives from HHSC presented at the TSHA annual convention and completed a FAQ related to the Medicaid therapy policies on behalf of the Association.

- **Student Loan Reimbursement:** We also have been hard at work on student loan repayment and continue to explore opportunities for future funding. Members of our legislative team have met with staff at the Higher Education Coordinating Board, and we also have collaborated with the Texas Council of Administrators of Special Education to determine the number of vacancies across school setting for the 2015-2016 school year. Efforts to secure long-term funding are ongoing.

## POLITICAL ACTION COMMITTEE (PAC)

**Chair: Sheryl Berg**

- Members of the PAC held two in-person meetings.
- Members of the PAC hosted a successful booth at TSHA's annual convention.
- Members of the PAC hosted the annual \$200 club happy hour.
- Members of the PAC raised funds to be used to support candidates who have been supportive of TSHA's legislative efforts.

## REIMBURSEMENT TASK FORCE

**Co-Chairs: Melissa Sweeney and Catherine Renee Zimmerman**

- Members of the Reimbursement Task Force participated in meetings with HHSC to discuss Medicaid concerns.
- Members of the Reimbursement Task Force participated in the joint presentation with HHSC at TSHA's annual convention.
- Members of the Reimbursement Task Force participated in the session on documentation and medical necessity at TSHA's annual convention.
- Members of the Reimbursement Task Force provided information about audiology policies and procedures to managed care organizations as well as to HHSC.

## MEMBER ADVOCACY

**Chair: Rolando Vasquez**

- The Social and Governmental Policy team opted not to host district legislation month this year

due to the ongoing Medicaid lawsuit.

- We have already started the planning the 2017 Capitol Visit. It will occur in conjunction with Convention in February 2017.

## CONSUMER ADVOCACY NETWORK

### Co-Chairs: Adan Torres Jr. and Lynnette Torres

- Members of the Consumer Advocacy Network worked with several families on school-based issues and on Medicaid issues.
- One family drove to Austin to meet with area legislators related to student loan reimbursement for SLPs.
- A second family met with legislators concerning the transition to the STAR Kids program.
- We also had a family testify at a STAR Kids meeting regarding services for kids with complex needs.

## SLP REGIONAL ASSOCIATION

### Chair: Vacant

- A regional association presentation was provided in El Paso in February.
- A regional association presentation was provided in Beaumont in April.
- Two additional presentations are scheduled for September and January.

## STUDENT LEGISLATIVE ACTION COMMITTEE (SLAC)

### Chair: Bianca Sierra

- Members of the SLAC hosted their annual meeting at Convention to discuss our legislative platform and how students can get involved in advocacy efforts.



## JENNIFER B. WATSON ★ TEXAS SPEECH- LANGUAGE-HEARING FOUNDATION PRESIDENT

This past year, the Texas Speech-Language-Hearing Foundation (TSHF) welcomed two new board members, **Aoyama Katsura** and **Gina Glover**. Foundation activities focused on enhancing communications, fund development and giving opportunities, and professional development.

## COMMUNICATIONS

- The TSHF Board approved revised TSHF vision and mission statements:
  - Vision: *Helping people with communication disorders achieve their potential*
  - Mission: *The TSHF improves the lives of people with communication disorders by supporting research, education, and service endeavors on their behalf.*
- Under the leadership of TSHF Communications Chair Gina Glover, the Foundation website was being revised and included a Foundation tab on the TSHA website.

## FUND DEVELOPMENT AND GIVING OPPORTUNITIES

- TSHF launched the “Million Ways to Make a Difference” campaign as we work to reach our million-dollar goal of endowed Foundation funds.
- TSHF Fund Development Chair **Donise Pearson** led efforts to establish a new fund honoring **Larry Higdon**, which was announced at the TSHF annual awards luncheon.
- Donise also spearheaded efforts that resulted in the TSHA Executive Board approving the renam-



ing of the Texas Loan Repayment Program Trust to now be known as the **Cherry Wright** Texas Loan Repayment Program Trust.

- At the TSHA Convention, **Dee Kirby** and Donise Pearson organized this year's Foundation raffle and auction, which was generously sponsored by the Jessica Simpson Collection.

## PROFESSIONAL DEVELOPMENT

- Under the leadership of **Ann Higdon** and Donise Pearson, the 2016 Oscar Mauzy Leadership Conference was held at the TSHA Convention, at which 75 attendees were encouraged to consider applying to participate in the new TSHA Leadership Academy.

- **Lynn Flahive** chaired the Foundation's annual awards luncheon at Convention. At this celebration, the Foundation presented 19 scholarships (**Melinda Corwin**, Scholarship Chair) two service awards, two young leadership awards (**Judy Erwin**, Service Award Chair), and four research grants (**Ellen Kester**, Research Chair), totaling more than \$28,000. Also, **Sue Shirley Howard** was awarded TSHF Carolyn Wells Service Award. ★

