



ANNUAL REPORT:

July 1, 2013 – June 30, 2014

Texas Speech-Language-Hearing Association



MELANIE McDONALD ★ PRESIDENT

The Texas Speech-Language-Hearing Association (TSHA) has undergone many positive changes this year. TSHA welcomed a new association management company, **Courtesy Associates**, which has worked endlessly with dedication and loyalty on new projects as TSHA continued to grow. While the Courtesy office is in Washington, D.C., TSHA now has numerous offices through Austin Suites throughout the state, which house meetings of executive board and council. A

TSHA committee created a brand new logo, which was unveiled at the TSHA 2014 Convention and very well-received. At Convention, instead of a President's Reception, a community book drive was created to help those in the community in Houston, as well as the TSHA Presidential GIFT (Giving Individuals Further Training), which is given to associations and individuals who help further TSHA's mission of creating a better life for individuals with communication and related disorders. With Peggy Kipping as chair of the Website Committee, a new website was developed with many more options and capabilities, including a membership portal and CE registry. TSHA also recorded a record number of members this past year and committed \$300,000 for the new student loan repayment program, in hopes of getting this bill funded in the next Legislative Session with significantly more funds.

TSHA President **Melanie McDonald** attended two Council of State Association Presidents meetings, shared important information, and wrote articles and submitted pictures for the *Communicologist*.



The first annual TSHA Presidential GIFT was developed by **Melanie McDonald** and committee, and in its first, the program awarded \$1,000 to ManeGait Therapeutic Riding organization and \$1,000 to Garland Independent School District (ISD) and its speech-language pathologists (SLP) to support families and individuals with communication and related disorders with future training.

Honors and Awards Committee Chair **Jan Lougeay** and her committee presented numerous awards at the TSHA 2014 Annual Convention and wrote articles for the *Communicologist*.

Nominations and Elections Committee Chair **Amy Marciniak** and her committee secured nominations, tested the security of elections, and presented the slate of nominees to the TSHA membership.

Ethical Practices Committee Chair **Melissa Sweeney** reported no activity.

Leadership Development Committee Chair **Lynn Flahive** organized a volunteer form for the *Communicologist*, responded to members expressing interest in volunteering for TSHA, and worked on organizing a system to attract more volunteers and leaders for TSHA.

TSHA Executive Board Graduate Student Representatives **Nadia Flores** and **Lindsey Lee** published articles in the *Communicologist* encouraging student involvement, contacted universities with TSHA issues, worked with the Executive Board regarding student loan repayment, encouraged new leaders at the Oscar Mauzy Leadership Conference, and worked on the University Visit presentation by supplying student testimonies.

Past Presidents Powerhouse Chair **Donise Pearson** and her members (past presidents) mentored Executive Board members, reviewed policies and procedures as requested, and presented new leaders a wonderful Oscar Mauzy Leadership Conference in July 2013. Donise attended an American Speech-Language-Hearing Association (ASHA) Leadership workshop to work with the TSHA Executive Board and Executive Council in the future.

The ASHA State Advocates attended the ASHA Advocate meetings together at the ASHA Convention and kept TSHA members apprised of national issues that affect TSHA members and consumers. State Medicare Advisory Committee (SMAC) **Kate Hutcheson**, State Education Advocacy Leader (SEAL) **Linda Keesee**, and State Advocates for Reimbursement (STARs) **Julie Noel** and **Shannon Butkus** advocated for TSHA members by monthly conference calls and meetings with ASHA. They communicated with TSHA members through articles for the Communicologist and emails. Some testified on TSHA's behalf in Austin, and all attended the meetings held by ASHA. This visibility through regular contact gave TSHA members a voice for issues they faced daily. They communicated with the TSHA Executive Board through President **Melanie McDonald**.

JUDITH KELLER ★ PAST PRESIDENT PRO TEM

The Past President is charged with serving as chair of the Financial Advisory Committee, overseeing the bylaws, planning the TSHA party at the ASHA Convention, and planning the review/revision of the strategic plan. It has been a pleasure to serve TSHA in this capacity, and I want to thank the Executive Board members with whom I have served for their incredible support. And thanks to the membership for your continued support of our association.



BYLAWS

Judith Keller, Chair

Bylaw's changes were proposed and voted on at the Annual Business Meeting held during the TSHA Convention in Houston on February 27, 2014.

Changes to the Bylaws were:

Article VII – Officers

Section 1. The elected officers of the Association shall be the President, the President-Elect, Past President, and six Vice Presidents. The six Vice Presidents shall be the Vice President for Public Information and Marketing, the Vice President for Social and Governmental Policy, the Vice President for Educational and Scientific Affairs, the Vice President for Professional Services, the Vice President for Research and Development, and the Vice President for Audiology. These officers shall hold office as follows: President, two (2) years, President-elect, one (1) year. Vice Presidents, two (2) years, Past President, one (1) year. These officers shall perform the duties prescribed by these Bylaws and by the parliamentary authority adopted by the Association.

Section 2. Elections for officers will be held every year. The Vice Presidents for Educational and Scientific Affairs, Social and Governmental Policy, and Research and Development will be elected on even-numbered years. The President-Elect and the Vice Presidents for Public Information and Marketing, Professional Services, and Audiology shall be elected on odd-numbered years.

Rationale: The Executive Board recommends these revisions to make the bylaws consistent with the addition of the Vice President of Audiology in 2013.

Article IV – Membership

Section 1. The membership of the Association shall consist of:

Life Members—Those members of the Association who have served as President of the Association or those persons who, upon recommendation of the Honors Committee, have been awarded Life Membership to the Association, or those persons 65 years of age and over who have been Active or Associate

Members in good standing for the 20 years preceding application for Life Membership. Life Members who were Active Members prior to becoming a Life Member will continue as full voting members. All Life Members are exempt from dues payment.

Rationale: ASHA's policy is that a person must have reached the age of 65 and been a member for 25 years. The Executive Board recommends changing the TSHA policy to 20 years.

All Bylaw changes were passed unanimously by the membership in attendance at the annual business meeting.

FINANCIAL ADVISORY COMMITTEE

Judith Keller, Chair

Members: **Donise Pearson, Melissa Sweeny, Melinda Corwin, Cherry Wright, Jan Lougeay, Denise Barringer, Melanie McDonald (ex-officio), Cameron Curtis, Leslie Thornton, and Jonathan Hutchins** (Courtesy Associates).

The Financial Advisory Committee (FAC) held a face-to-face meeting September 9, 2013, following the Executive Council Meeting. The FAC met with Jonathan Hutchins, also of Courtesy Associates and who maintains the TSHA bank accounts. The FAC approved moving TSHA funds to SunTrust Bank but also agreed to maintain accounts at the ABC Bank in Austin, Prosperity Bank in Austin, and Commerce Bank in Austin. Benefits of using the SunTrust Bank included positive pay, automatic sweeps, lockbox, and reduced fees.

The FAC reviewed and discussed issuing new credit cards to the Executive Board so that board members could review their monthly accounts, which would make it easier to track expenditures against line items on the budget.

The FAC also discussed whether to have a financial review during this year or a full audit. It was decided that a review would take place during this fiscal year.

The FAC reviewed the long-term and short-term investments, which are managed by Robert Green of Wells Fargo. It was reported that the association's revenues are adequate to complete the goals of the association and that long-term and short-term reserves are adequate for sustaining the association in the event of a year in which the association could not stage the Convention.

Jonathan Hutchins reported that bills would be paid weekly, and Cameron Curtis reported that monthly financials would be provided to the VP's between the 18th to the 20th of the month.

Leslie Thornton asked the FAC for suggestions for increasing non-dues revenues. It was suggested that advertising would be a good way to raise TSHA revenues. It was suggested that vendors who participate in the Annual Convention might be approached to purchase an advertising package that would include advertising on the website and in association publications.



STRATEGIC PLANNING

Judith Keller, Chair

Dale West of SmithBucklin (the parent company for Courtesy Associates) led the Executive Board through a review/revision of the TSHA Strategic Plan during the Executive Board meeting held January 30, 2014, to February 1, 2014. The following plan was developed and approved by the Executive Board.

GOAL A

TSHA will support governance that empowers volunteers to engage in leadership activities at all levels of the Association.

Objective 1

By September 30, 2014, TSHA will develop and implement a comprehensive, integrated succession plan.



Owner: President and Past President/President-Elect

Contributors: Executive Board/Executive Council/TSHA PAC/TSH Foundation

Objective 2

By January 31, 2015, TSHA will create a board culture that will attract, engage, and retain leaders.

Owner: President and State Office

Contributors: Executive Board/Executive Council and past Executive Board/Executive Council members

GOAL B

TSHA will provide state-of-the-art programming in order to educate members in a dynamic professional climate.

Objective 1

By June 30, 2015 (and ongoing), TSHA will increase continuing education opportunities within the professions, across work settings and disciplines.

Owner: Vice President for Educational and Scientific Affairs

Contributors: Vice President for Professional Services, Vice President for Research and Development, Vice President for Audiology

Objective 2

By January 31, 2015, TSHA will develop and implement the vehicles for using technology to educate members, the public, legislators, and other disciplines.

Owner: Vice President for Research and Development

Contributors: Vice President for Educational and Scientific Affairs, Vice President for Professional Services, Vice President for Audiology, Vice President for Public Information and Marketing, Vice President for Social and Governmental Policy, and the State Office.

Objective 3

By December 31, 2016 (and ongoing), TSHA will inform members, legislators, and the public about the professions, the association and the individuals we serve using a variety of print and electronic publications, such as the newsletter, website, social media, and educational opportunities.

Owner: Publications Board

Contributors: All VPs and State Office

GOAL C

TSHA will maintain a well-respected legislative presence and continue to be a resource about speech-language pathology and audiology issues.

Objective 1

By December 31, 2015, TSHA will develop a legislative platform for 2015 and beyond that advocates for the needs of Texans with communication disorders and the professionals who serve them.

Owner: Director of Government Relations/Legal and Legislative Counsel
Contributors: Vice President for Social and Governmental Policy and Legislative Team

Objective 2

By December 31, 2016 (and ongoing), TSHA will influence legislation and regulatory change by nurturing collaborative relationships with like-minded groups, stakeholders, and policymakers.

Owner: Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel

Contributors: Legislative Team

Objective 3

By December 31, 2015, TSHA will develop a network of resource experts who can identify trends and help our members navigate them.



Owner: Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel

Contributors: Legislative Team

Objective 4

By December 31, 2015 (and ongoing), TSHA will inform our members and stakeholders and inspire them to act in support of our legislative agenda.

Owner: Vice President for Social and Governmental Policy, Director of Government Relations/Legal and Legislative Counsel

Contributors: Network of resource experts

GOAL D

TSHA will educate and inform SLPs/Audiologists/SLP-Assistants, policymakers, the public, and related professionals about the value of the services provided by the speech-language-hearing professions.

Objective 1

By December 31, 2015 (and ongoing), TSHA will educate and inform policymakers about the value of the services provided by the speech-language-hearing professions.

Owner: Vice President of Social and Governmental Policy

Contributors: Vice President of Public Information and Marketing, State Office

Objective 2

By June 30, 2015 (and ongoing), TSHA will educate and inform the public (coaches/athletes, aging population/caregivers, parents) about the value of the services provided by the speech-language-hearing professions.

Owner: Vice President of Public Information and Marketing

Contributors: State Office

Objective 3

By June 30, 2015 (and ongoing), TSHA will educate and inform related professionals (healthcare, education) about the value of the services provided by the speech-language-hearing professions.

Owner: Vice President of Professional Services

Contributors: Vice President of Education and Scientific Affairs, Vice President of Public Information and Marketing, State Office

Objective 4

By June 30, 2015 (and ongoing), TSHA will educate and inform SLPs/Audiologists/SLP-Assistants/Students about the value of the services provided by the speech-language-hearing professions.

Owner: Vice President of Professional Services

Contributors: All VPs, State Office

GOAL E

TSHA will have dynamic mechanisms to promote the highest-quality services for individuals with communication and related disorders.

Objective 1

By August 2015, TSHA will develop competency standards for quality services and best practices for SLP-Assistants, bilingual/culturally and linguistically diverse (CLD) SLPs, and SLP supervisors.

Owner: Vice President for Professional Services

Contributors: Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Educational and Scientific Affairs, and the State Office

Objective 2

By December 30, 2016 (and ongoing), TSHA will inform members of current practice information related to licensure, legislation, ASHA, and best practice service provisions.

Owner: Vice President for Professional Services

Contributors: Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Educational and Scientific Affairs, and the State Office

Objective 3

By July 1, 2015, TSHA will provide members with high-quality resources, including the TSHA website, blogs, continuing education opportunities, and informational links and documents.

Owner: Vice President for Professional Services

Contributors: Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Educational and Scientific Affairs, and the State Office

Objective 4

By December 30, 2016 (and ongoing), TSHA will promote cross-disciplinary intervention and collaboration to ensure consistency in quality of client care.

Owner: Vice President for Professional Services

Contributors: Vice President for Social and Governmental Policy, Vice President for Research and Development, Vice President for Public Information and Marketing, Vice President for Educational and Scientific Affairs, and the State Office

TSHA OPEN HOUSE AT THE ASHA CONVENTION

Judith Keller, Chair

In order to maintain fiscal responsibility for the Association, the Executive Board voted not to host an open house event at the ASHA Convention. Each year, the EB will consider options for an open house at the ASHA Convention.

KATIE STONEMAN ★ VICE PRESIDENT FOR PUBLIC INFORMATION AND MARKETING

Councilor for Membership and Public Awareness **Melissa Whitaker** and Councilor for Regional and University Affairs **Olivia Brown** assisted with the ongoing activities of the committees and task forces they oversaw. They ensured that our team met the important goals we set in our strategic plan. University Visits Chair **Melissa Liska** completed her second year coordinating visits by Executive Board members as they shared the benefits of student membership in TSHA. Public Information/Career Awareness Distribution Committee Co-Chairs **Rossanna Portley** and **Brandi Breaux** teamed together to remind members of the tools available under member benefits; *Matt Learns to Read*, Public Information Exhibits (PIEs), and Career Awareness Packets were their main focus. The PIEs are currently undergoing updates, including the new TSHA logo we adopted this year! Texas Regional Association Coalition (TRAC) Chair **Corrie Cavada** worked to tie the various regional associations together so they could help support and encourage each other through the common connection of TSHA. The annual TRAC meeting was held during Convention this year. Regional Seminar Grants Chair **Gloria Macias-DeFrance** led a committee in reviewing grant applications earlier this year. Her committee awarded eight \$500 grants, and these awards were presented during Convention. Advertising Task Force Chair **Danette Morgan** worked with the State Office to seek new advertisers in order to defray the increasing costs of the Association. Membership Committee Chair **Norma Reyes** and the State Office have been working to ensure that TSHA remains strong. We are happy to announce an increase in membership this year over the last for a total of more than 5,000 members. **Jamie Hernandez** completed her second year as the May is Better Hearing and Speech Month (MBHSM) Chair. She continued a contest for TSHA members to enter during the month of May. Vice President-Elect for Public Information and Marketing **Michelle Mendieta** completed her observation year as Elect and will take her new role as VP full force into the future. Her term began July 1.



GINA GLOVER ★ VICE PRESIDENT FOR PROFESSIONAL SERVICES

Vice President Activities

- Created the SLP-Assistant/SLP Supervisor Task Force, later changed to the SLP-Assistant/SLP Supervisor Committee, in order to address the needs of both SLP-Assistants as well as SLPs providing supervision. The committee has two co-chairs, one of which must be an SLP-Assistant while the other must be an SLP who provides supervision.
- Created the SLP-Assistant Modules Task Force that will create two additional training modules focusing on cultural/linguistic diversity and fluency/stuttering. Moved this task force under the Vice President for Research and Development.
- Worked with several key TSHA members and licensure board members to change wording in the licensure language regarding the role of SLP-Assistants in completing SHARS/Medicaid billing in the schools. **Cherry Wright, Sherry Sancibrian, Pamela Laing, Linda Keese, JoAnn Wiechmann, and Patty Brannon** worked to remedy the situation as quickly as possible.
- Changed all of the sitting task forces to committees, which communicates the long-term need for these groups. The Public School Committee, Medical Committee, Business Management/Private Practice Committee, and Telepractice Committee will continue to work to address issues facing each of these settings.
- Collaborated with members of TSHA's Vice President for Social and Governmental Policy and the Texas Council of Administrators of Special Education (TCASE) to develop criteria and rules for the student loan repayment bill.
- Worked with the other TSHA Vice Presidents as well as Past Presidents to develop concept, design, and needs of a new TSHA website. Served as member of the team working with State Office to realize the new TSHA website.
- Created the new Past Vice Presidents Village (PV2), which will assist the Past Presidents Powerhouse, serve as an advisory group to the current Vice Presidents, and support leadership development through personal connections.
- Moved the University Issues Committee to the Vice President for Professional Services so that all settings are represented under one TSHA VP.
- Worked closely with Vice President-Elect for Professional Services **Margarita Limon-Ordonez** to ensure a smooth transition as she took office on July 1.
- Held the first Professional Services working meeting in which all task force and committee chairs attended. The purpose was to collaborate on identifying objectives and action plans to support the new strategic plan and to identify ways all of the task forces and committees can collaborate together and across settings to better support the membership.

- Responded to emails and phone calls from membership and wrote several articles for the *Communicologist*.

COUNCILOR ACTIVITIES

Margarita Limon-Ordonez and Ellen Stubbe Kester

- Served as resource and support for task force and committee chairs.
- Assisted VP in sending reminders to chairs regarding due dates of reports and *Communicologist* articles.
- Reviewed and edited all *Communicologist* articles submitted under this VP.
- Attended task force and committee meetings as requested to support these groups.
- Assisted VP in keeping track of budget expenditures, reimbursements, and task force/committee logs.

CULTURAL AND LINGUISTIC DIVERSITY (CLD) COMMITTEE

Co-Chairs: Ivan Mejia and Lisa Carver

- Continued to author the CLD Corner for every *Communicologist* issue. These articles continue to be a popular and important resource for members.
- Continued to have student members on this committee.
- Completed preliminary work on voiceover PowerPoint to coordinate with the university programs and began collaborating with the University Issues Committee regarding the final product.
- Continued work on guidelines for bilingual speech-language pathologists and have reviewed the requirements/guidelines from other states and ASHA.

PUBLIC SCHOOL ADVISORY JOINT COMMITTEE (PSAJC)

Chair: Cherry Wright



- The PSAJC held several meetings during the year.
 - Developed the Director Series, which is approximately 10 short PowerPoint presentations that will be made available to special education directors across the state for the purpose of increasing awareness regarding various topics associated with speech-language pathology services in the schools. The series also will be made available to the membership later in 2014.
 - Conducted Public School Forums at the TSHA Convention.
 - Analyzed the results of a survey of directors to assess the current shortage of SLPs in the schools and the use and effectiveness of tools developed by TSHA to assist in restructuring services in the schools utilizing cost-efficient best practices and quality indicators. Wrote an article for the *Communicologist* summarizing the results.
 - Worked with the Public School Committee to identify issues of concern in the public schools.
 - Worked directly with other TSHA members on the loan repayment bill.
 - Worked with other TSHA members regarding the role of SLP-Assistants and their supervisors in completing billing for SHARS/Medicaid in the public schools.
 - Collaborated with the Telepractice Committee Chair and other telepractice service providers to address questions and concerns TCASE members.
- ## BUSINESS MANAGEMENT TASK FORCE
- ### Co-Chairs: Vikki Johnson and Teresa Anthony
- Held meetings with committee members to work on identified objectives.
 - Analyzed recent survey results to see what this sector of the membership needs them to address and published it in the *Communicologist*.
 - Continued to write *Communicologist* articles.
 - Collaborated with the Medical Committee regarding specialty areas needed for the new directory on the TSHA website.
 - Began to research the series of business presentations and the subsequent feedback at previous conventions and then determine how this task force can be involved or what presentations they can do at future conventions.

- Began to find solutions to the top identified issues and then began a document of solutions that will be available on the website.

- Hosted a meet-and-greet happy hour at the 2014 Convention for members working in a business management positions and/or private practice.

MEDICAL TASK FORCE

Chair: Jenny Reynolds

- Had several meetings via conference calls and face-to-face meetings.
- Analyzed survey results that will allow them to find out what resources the membership would like easy access to on the website under medical.
- Completed a list of adult specialties that will be listed on the website.
- Wrote articles for the *Communicologist*.
- Completed an updated list of subspecialties to add to the renewal form and website directory.
- Worked on contents for a Medical Task Force page on website.
- Hosted a networking happy hour at the 2014 Convention for members working in the medical setting.



PUBLIC SCHOOL TASK FORCE

Chair: Pamela Laing

- Met with chair of the PSAJC at the Executive Council meeting to review objectives and tasks as well as how they will work together.
- Had face-to-face meetings and a conference call.
- Finished all articles related to a new survey that was completed in late spring 2013. All articles have now been published.
- Completed a side-by-side brochure to put on the website. The PSAJC would like information regarding missed therapy sessions/make-up sessions and would like a side-by-side comparison of that information from Individuals with Disabilities Education Improvement Act (IDEIA), Department of Education (DOE), ASHA, and Texas Education Agency (TEA)/Due Process Hearings. The task force members each have been assigned one of those areas and are gathering that information. Determined one additional area to include on the brochure to be completed in 2014.
- Participated in Public School Forum at Convention.
- Responded to questions by the membership.
- Completed a PowerPoint presentation to be included in the Director Series for the PSAJC.

TELEPRACTICE TASK FORCE

Chair: Rosanne Joseph

- Held both face-to-face and virtual interactive meetings.
- Responded to contacts/questions from membership.
- Continued work generating a reference guide for TSHA members concerning ethical standards, rules, and laws specific to telehealth practices utilized by SLPs and audiologists in the state of Texas.
- Worked on developing resources regarding methodology, equipment, and software that support professional telepractice activities.
- Attended a PSAJC meeting focusing on telepractice and collaborated with the PSAJC.
- Completed PowerPoint presentation to be included in the Director Series for the PSAJC.
- Presented at the 2014 Convention.
- Served as resource for legislative team regarding telepractice issues and questions.





SLP-ASSISTANTS/SLP SUPERVISORS COMMITTEE

Co-Chairs: Megan Wilson and Anna Garcia

- Worked to secure members for this new committee. The committee now has approximately 11 members representing both SLP-Assistants and SLP Supervisors from various locations around the state and from various settings.
- Identified goals and objectives for the committee to target over the next year that support both the strategic plan and the membership.
- Planning their first face-to-face meeting in July 2014.

SLP-ASSISTANT TRAINING MODULES TASK FORCE

Chair: Jenny Katz

- Managed contract with ESC Region 13 to continue hosting the currently available six modules.
- Secured members for the task force.
- Identified and contacted possible developers of future modules 7 and 8 focusing on cultural and linguistic diversity and fluency.
- Secured the developers of future modules 7 and 8.
- Worked with developers to complete initial drafts of modules 7 and 8.
- Worked with VP to obtain Requests for Proposals to complete technological part of modules 7 and 8. Confirmed contract for the company who will work to get modules 7 and 8 live later in 2014.

KATHY CLAPSADDLE ★ VICE PRESIDENT FOR RESEARCH AND DEVELOPMENT

The Continuation of Guidelines Committee (COG), co-chaired by **Tiffany Barker** and **Tanya Benson**, has been working on the final editing and formatting of the CLD Language Eligibility Guidelines and plan to record the guidelines webinar in July 2014. They are also working to shift eligibility webinars to the TSHA website rather than the Education Service Center websites. **Peggy Kipping**, the chair of the Website Committee, worked with the Executive Board and the State Office to oversee the overhaul of the TSHA website. The website was completely redesigned, including an updated logo for the organization, and was released live in June 2014. The new website will provide a new platform for sharing information with membership and consumers. Once the new website is live, **Kellie Cullum**, chair of the E-Learning Task Force, plans to use TSHA education resources to develop high-quality e-learning opportunities for TSHA members and the SLPs and audiologists of Texas. This Task Force was newly developed in 2013-14, and it has the initial charge of updating the TSHA Online Ethics Course and transforming courses recorded at the 2014 Convention into online courses for the membership. The Action Research Task Force, co-chaired by **Erika Armstrong** and **Laura Green**, presented at the 2014 Convention with their clinical partners from the 2013-14 year. Additionally, they have received interest from two new clinical partners and have paired them with two researchers on the task force. Further, they have submitted a Partners in Action Research presentation to the ASHA Convention. The University Issues Committee, chaired by **Melissa Bruce**, met with 20 representatives from Texas university programs at the TSHA 2014 Convention and began discussing information from Texas university programs regarding extern placement challenges. Further plans were made to collaborate with the CLD Committee on developing a survey of university program needs around CLD issues. The Assistive Technology Task Force was newly re-formed by chair **Mayra Perez** during 2013-14. The year was spent collecting information on the assistive technology needs of the TSHA membership. Chaired by **Lauren Matthews**, the Leadership Development Task Force was also developed during 2013-14 with the goal of developing future leaders of TSHA. Over the year, the task force gathered a

powerhouse of TSHA leaders as members and began research on other leadership programs, including ASHA's two leadership programs. They plan to continue to gather data on the needs of the TSHA membership and begin development of the program in earnest in 2014-15. Finally, the Social Media Task Force, chaired by **Becca Kelley**, was also newly developed during the 2013-14 year with the purpose of developing TSHA's social media presence. During the year, TSHA continued to use and expand its use of the TSHA Facebook page, added a TSHA PAC Facebook page, and began development of processes and procedures for existing and new social media outlets for TSHA.

ROBIN MARTIN ★ VICE PRESIDENT FOR EDUCATIONAL AND SCIENTIFIC AFFAIRS

We had a very exciting and successful year with completion of the TSHA 2014 Convention in Houston. The total attendance for the 2014 Convention was 4,668. There were 149 companies exhibiting, 10 universities participating in University Day, 16 universities participating in the Praxis Bowl, and 151 presentations. Many traditional events were continued, such as the Exhibit Hall Grand Opening with prize giveaways, the TSH Foundation luncheon, University Day, and the Praxis Bowl. We also held a book drive this year through which we donated books to Reach Out and Read and Story Time Live in Houston.

The post-Convention meeting for 2014 and pre-Convention meeting for 2015 occurred on April 12, 2014, at the Grand Hyatt in San Antonio. Successes were noted, and suggestions were made for next year. The next Convention will be March 19-21, 2015, at the Henry B. Gonzalez Convention Center and the Grand Hyatt in San Antonio. Mark your calendars!

CONVENTION COUNCILOR

Lauren Mathews

Lauren helped solicit major speakers for the 2014 Convention and helped organize their travel and accommodations. In addition, she helped monitor programming during Convention and helped run the overall operation at Convention.

CE COUNCILOR AND ASHA APPROVALS FOR TSHA

Tori Gustafson

Tori continued to review and process requests for ASHA continuing education units this past year. She is in contact with the membership through telephone calls and email to answer any questions pertaining to ASHA requirements. All Convention hours were approved this year for ASHA credit thanks to Tori's hard work. In addition, Tori helped with the development of the new TSHA CE System.

CONVENTION PROGRAM COMMITTEE CO-CHAIRS

Erin Bellue and Erinn Hengst

Erin and Erinn, along with their nine program strand members, worked hard to attract some great programming. There were 151 traditional presentations covering a broad variety of topics from augmentative and advanced communication (AAC), language-based learning disabilities (LLD), audiology, birth-to-three, medical, speech, and other professional topics. There were six focused topics, three major speakers, five short courses, and 18 poster sessions. The feedback from attendees was very positive regarding the programming during the 2014 Convention. The keynote session, "Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, and Lead" by **Dr. Brene Brown**, was dynamic and encouraging.

LOCAL ARRANGEMENTS COMMITTEE CO-CHAIRS

Joanna Brown and Kristi Kelley

Joanna, Kristi, and their six subcommittee chairs organized the hospitality booth with volunteers, helped coordinate the social event (Houston BBQ Cookoff), and helped by welcoming the keynote and major speakers. In addition, they organized a book drive through which many books were donated to Reach Out and Read and Story Time Live in Houston. Thank you to all of the convention attendees who brought books to donate!

EXHIBITS CO-CHAIRS

Brittany Hall and Leigh Ann Reel

Brittany and Leigh Ann did an excellent job with organizing exhibits this year. There were many old and some new vendors. At the grand opening, prizes such as gift cards from Tiffany's, Coach, and Pandora as well as a Convention registration for 2015 and a TSHA membership were given away. Last year, the exhibitors requested shorter hours, which was honored and received well this year.

JOB PLACEMENT CO-CHAIRS

Alyssa Melson and Janabeth Spradling

Alyssa and Janabeth held a successful Job Placement during Convention. There were 43 employers who participated and 260 applicants. More than 538 interviews were scheduled throughout the Convention. Plans are already in place to help make a faster and more efficient check-in and scheduling process occur at the 2015 Convention.

CONVENTION VOLUNTEER COORDINATOR

Stacy Nunnelee

Stacy coordinated more than 188 volunteers. We had 153 student volunteers (from 13 different universities) and 35 professional volunteers. A database of all of the volunteers' email addresses was created to hopefully help identify people who might be interested in being involved in TSHA for more than just Convention. All volunteers received a token gift and were put in the drawing for special prizes for both student volunteers and professional volunteers.

REGISTRATION

Sarah Smith

Sarah worked with the State Office to help with the registration process and to help hand out materials. We had a total of 4,668 registered individuals for the 2014 Convention. Sarah also helped with the CE process at Convention.

UNIVERSITY DAY AND PRAXIS BOWL CO-CHAIRS

Kali Donaway and Becca Kelley

Kali and Becca, along with four of their committee members, did a phenomenal job with the "tailgating" games and the Praxis Bowl. Ten universities had tables during University Day, and 16 universities participated in the Praxis Bowl. Congratulations to the team from Texas Tech, which won the Praxis Bowl this year!

SHOPPE TSHA CO-CHAIRS

Buffy Boger and Noemi Pena

Shope TSHA was once again able to provide some new items for TSHA members to show off their TSHA pride. Buffy and Noemi did a great job of ordering fun items and putting together popular baskets of items. Be on the lookout for several items that will return at the 2015 Convention as well as several new items!

CONVENTION CE CHAIR

Karen King

Karen and her committee worked diligently as TSHA "preserved the past" by going back to paper forms to record CE hours earned. The CE reporting system for the TSHA Convention broke the week before Convention, and paper forms were used this year. Karen and her committee worked closely with the CE Processor and the State Office to answer member questions and to help solve problems during and after Convention. In addition, they have helped with the development of the new TSHA CE System.

TSHA SPEECH CE APPROVALS

TSHA AUDIOLOGY CE APPROVALS

Margret McAughan and Rebecca Linke

Due to the high demand of the speech CE courses that were being submitted, we added another Speech CE Approver, Rebecca Linke. In addition, this was Erin Schafer's first year as the Audiology

CE Approver. Margaret, Rebecca, and Erin continued to review and approved continuing education program requests for TSHA CE hours throughout the year. After reviewing the information, they determine if the program meets the criteria for TSHA CE hours and then submit the approval to the CE Processor, **Jillian Blair**, to complete the process.

TSHA CE PROCESSOR

Jillian Blair

2013-2014 was a challenge with the CE system. Jillian joined the team in March 2014, and she has done a wonderful job of responding to members and sponsors questions and concerns, working with the State Office, and helping to develop the new CE system. In addition, she helped the Convention CE team with tallying and recording attendee's hours earned at Convention.



LORI COLLETTI ★

VICE PRESIDENT FOR SOCIAL AND GOVERNMENTAL POLICY

PRIORITIES:

The priorities of the Social and Governmental Policy team during the previous quarter have been to move forward with student loan repayment, share information with our membership about student loan repayment, include the link to the application on the Higher Education Coordinating Board (HECB) website, monitor changes in reimbursement, billing, and healthcare delivery and share that information with our membership, gather and share information that will help our membership navigate changes in healthcare, continue to build membership awareness about the ways that TSHA is able to represent our members and consumers in the Texas Legislature, prepare for and complete activities during Convention, and prepare for the 84th session of the Texas Legislature, set to begin in January 2015.

ACCOMPLISHMENTS:

Councilor for Social and Governmental Policy Bobbie Kay Turkett assisted with and supported the activities of the committees and task forces. She helped the committees and task forces focus their activities on meeting the goals established in the strategic plan.

Alisa Woods and **Rolando "RJ" Vasquez** completed their first year as co-chairs of the Grassroots Development Task Force. Their efforts culminated in Convention activities including sharing TSHA's legislative accomplishments and priorities with visitors at the PAC/Grassroots Development booth at the 2014 Convention. **Allyson Womack** and **Lani Popp** led the District Legislative Month efforts, encouraging TSHA members to visit their legislators' district offices during the month of May. They provided talking points and "leave-behinds" for TSHA members who participated in District Legislative Month. **Lauren Hays** and **Danielle Utianski**, co-chairs of the Student Legislatively Active Committee (SLAC), developed and maintained a communication network of students from all of the university programs across the state, sharing important legislative and regulatory information with them throughout the year. Danielle, with the help of **Max Pell**, held a SLAC event at Convention, sharing information with attendees from university programs. Regional Association Task Force Chair **Gilda Lopez** arranged for ethics and legislative update presentations at seven regional associations throughout the year. Bobbie Kay Turkett presented at the Houston Association for Communication Disorders (HACD). **Lori Colletti** completed regional association presentations in Beaumont, El Paso, San Antonio, Austin, Amarillo, and Abilene. Consumer Advocacy Network Chair **Tsambika Bakiris** developed and maintained a list of consumers willing to testify on behalf of our professions at legislative and/or regulatory hearings. Medicaid Reimbursement Committee Chair **Jennifer Cole** kept

abreast of Medicaid reimbursement changes and testified on behalf of TSHA at several Health and Human Services Commission (HHSC) meetings and Medicaid rate hearings. Third-Party Reimbursement Task Force Chair **Anne Bramlett** organized a meeting in November in Houston with other reimbursement task force chairs. Director of Governmental Relations **Larry Higdon**, Legal and Legislative Counsel **Mark Hanna**, **Lori Colletti**, **Kristi Kelley**, **Teresa Anthony** (both from the Medical Task Force under Gina Glover's VP), and **Marylee Winters** also participated. The group discussed our strengths, weaknesses, opportunities, and threats. Anne compiled all of the information that was discussed and shared it with the group. The group plans to hold a follow-up meeting to address the rapidly changing delivery of and reimbursement for healthcare services. Healthcare Reform Task Force Chair **Shannon Butkus** was unable to attend that meeting but attended many other meetings over the course of the year addressing reimbursement issues and other changes in healthcare delivery. Shannon, Anne Bramlett, and Jennifer Cole wrote articles for the *Communicologist* and provided information that was included in the *Capitol Watch* so TSHA members had access to the latest information on reimbursement, billing, and delivery of professional services. Although we do not currently have a Task Force Chair for Audiology Reimbursement Issues, Vice President for Audiology **Candace Hicks** served as a resource for the Legislative Team as needed regarding legislative and regulatory issues related to audiology.

TSHA's Social and Governmental Policy team secured a commitment of \$300,000 toward student loan repayment. TSHA's \$300,000 commitment allowed the Higher Education Coordinating Board to draft rules for the distribution of funds with input from a group of TSHA EB members and other interested parties. **Cherry Wright** headed up this group. Rules were developed, posted for comment, and accepted by the HECB. The student loan reimbursement application is now available online for SLPs and audiologists employed full-time directly by Texas public schools, and they will be accepted through August 11, 2014. Initial disbursement of funds is set for May 2015. A committee has been established to develop additional funds to add to the \$300,000 TSHA committed to continue the student loan repayment program until full funding can be obtained through the legislature.

TSHA PAC Chair **Michelle Mendiotta** led a very active group this year. **Bobbie Kay Turkett** served as TSHA PAC treasurer. She spent many hours making certain TSHA PAC finances were in order. TSHA PAC Board members including **Corrie Cavada**, **Marcus Neal**, **Jennifer Cole**, **Debby Kerner**, **Suzanne Crow**, **Bill White**, and student representative **Max Pell**, along with Larry Higdon, Mark Hanna, and Lori Colletti, raised funds that are being used to support legislators and candidates who have been supportive or are in a position to support TSHA's legislative interests. Two legislators, **Todd Hunter** and **Alma Allen**, were honored at the TSH Foundation Luncheon at Convention as TSHA's Legislators of the Year. TSHA had a wonderful opportunity this year to support one of our own, SLP and TSHA member **Sheryl Berg**, as she ran for Texas House District 129 representative. TSHA supported and formally endorsed Sheryl's candidacy. Sheryl got the most votes in the March 4th primary but lost by less than 100 votes in the May 27th run-off election.

Larry Higdon and Mark Hanna have continued to serve TSHA well. Although the Texas Legislature did not meet during the past year, they were busy with efforts toward student loan repayment, among many other activities. They also spend many hours addressing legislative and regulatory issues related to reimbursement and healthcare delivery. Larry and Mark recently coordinated efforts for testimony before the Sunset Commission regarding a proposal to move SLP and audiology licensure from the Department of Health to the Department of Licensure and Regulation. **Peggy Kipping** testified on behalf of TSHA, representing our professions well. As the year draws to a close, TSHA's legislative team is preparing for the 84th session of the Texas Legislature, mapping out priorities and identifying legislators who are in a position to help TSHA have another successful legislative year.

NADIA FLORES AND LINDSEY LEE ★ GRADUATE STUDENT REPRESENTATIVES

- Helped update the University Contact List with advisor and National Student Speech-Language-Hearing Association (NSSLHA) officer information.
- Contacted universities to volunteer at TSHA Convention.
- Asked student TSHA members to create short testimonials to add to the University Visit presentation.
- Published articles in the *Communicologist* to foster student awareness and involvement in TSHA.
- Partnered with the VP for Social and Governmental Policy to contact vendors about funding for student loan repayment.
- Collaborated with the VP for Public Information and Marketing to foster student participation in statewide career fairs at respective universities and requested the use of PIEs.
- Contacted universities about the open Graduate Student Representative position on the EB and helped individuals through the application process.
- Collaborated with the Publications Board Chair to create content for the new website pertaining to students.



PEGGY KIPPING ★ PUBLICATIONS BOARD CHAIR

The TSHA Publications Board continued to monitor and direct the production of accurate, timely, and informative print and electronic publications for TSHA members during 2013-2014. Highlights for the past year included the design and production of six issues of the *Communicologist* and the TSHA 2012-2013 Annual Report. **Ann Higdon** and **Martha McGlothlin** continued in their roles as alternating editors of the *Communicologist*. **Peggy Kipping** served as TSHA website editor, **Becca Kelley** served as TSHA's social media editor, Past President **Judi Keller** served as the editor for the TSHA Policy and Procedure Manual, **Donise Pearson** served as the TSHA Publications Board's member at large, and President **Melanie McDonald** 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 an ex-officio member of the TSHA Publications Board, and **Amie Rittler**, who served as the TSHA publications designer.

In January 2014, Publications Board Chair Martha McGlothlin proposed a restructuring of the Publications Board based on a facilitated discussion among the Executive Board members on September 5, 2013, and from focus groups conducted with members of the TSHA Executive Council on September 6, 2013. The proposal was approved by the TSHA EB at their January 2014 meeting, and Peggy Kipping assumed the role of Publications Board Chair at that time.

Looking ahead to 2014-2015, Peggy Kipping will continue in her role as the chair of the TSHA Publications Board and ex-officio member of the TSHA Executive Board. The TSHA Publications Board will continue to work with members of the TSHA EB to publish the *Communicologist*, the Annual Report, and other publications as assigned by the TSHA EB.

CANDACE BOURLAND HICKS ★ VICE PRESIDENT-ELECT FOR AUDIOLOGY

This was the first year with a Vice President-Elect for Audiology. Time was spent this year learning about the TSHA processes and making plans and contacts for the vice presidency, which began July 1.

At the Executive Council meeting, I obtained potential audiology contacts in Texas. I have compiled information from speaking to some of these contacts, which will be used by my future committee.

One of the individuals I spoke with has agreed to be on the committee under this vice presidency. Other contacts included audiologists attending the TSHA Convention. While audiology/hearing-impaired sessions do have smaller rooms, it was exciting that two strand presentations had to close due to a full room, with a third presentation being moved to a larger room to accommodate the individuals who came to listen.

I also presented or co-presented at three NSSLHA presentations and made an audiology presentation (via Skype) to the pre-SLP group at Texas A&M.

At the Executive Board meeting in June 2014, the board approved an Audiology Advisory Committee and a budget line under the Vice President of Audiology.

SHERRY SANCIBRIAN ★ TEXAS SPEECH-LANGUAGE-HEARING FOUNDATION

The Texas Speech-Language-Hearing Foundation (TSHF), represented by **Bess Sirmon-Taylor**, worked with TSHA (co-chair **Donise Pearson**) to develop the 2013 Oscar Mauzy Leadership Conference. The conference, which was held August 2-3, was held at the T Bar M Resort in New Braunfels and featured former ASHA President **Alex Johnson** as the keynote speaker. Other TSHA and TSHF members who also

contributed to the program included **Jennifer Watson, Lynn Flahive, Dee Kirby, Sue Shirley-Howard, Martha McGlothlin, Cherry Wright Kathy Clapsaddle, Melinda Corwin, Judi Keller, Peggy Kipping, and Sherry Sancibrian.**

For the 2013-2014 year, the Foundation board added three new members in **Judy Erwin, Ann Higdon, and Ellen Kester.** Jennifer Watson was elected President, with her term to begin in 2015.

The annual fund report letter and earnings report was mailed in late November to all fund sponsors. In the annual letter, the Foundation was proud to report that investments had yielded better than 5-percent interest, an additional four funds had increased to the target level of \$20,000, and efforts were underway to solicit additional funds.

At the annual Awards Luncheon held on the Friday of the TSHA Convention, the Foundation presented 19 scholarships, two service awards, and five research grants totaling almost \$30,000. The silent auction and raffle also earned revenue that will be used to cover some of the Foundation's operational costs. ★

