



ANNUAL REPORT

July 1, 2016 – December 31, 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, and we are targeting transformation.

This is the annual report of the association for the short year covering July 1, 2016, through December 31, 2016. As you read this report, you will note that during the short fiscal year, we stayed the course. We continued important ini-

tatives, continued strong and proactive advocacy regarding Medicaid rates, and maintained a strong fiscal position for TSHA.

The Nominations and Elections Committee presented a slate of candidates for the offices of President, Vice President for Professional Services, Vice President for Public Information and Marketing, and Vice President for Audiology. The slate will be presented to TSHA members at the annual membership meeting on February 23, 2017.

The Nominations and Elections Committee also worked with the Executive Board to propose a by-laws revision regarding elections. The change will shorten the commitment to serving on the Executive

Board by seven months and will get the election of officers in sync with the change of the fiscal year to a calendar year.

The Ethical Practices Committee submitted an ethics presentation for the TSHA 2017 Convention.

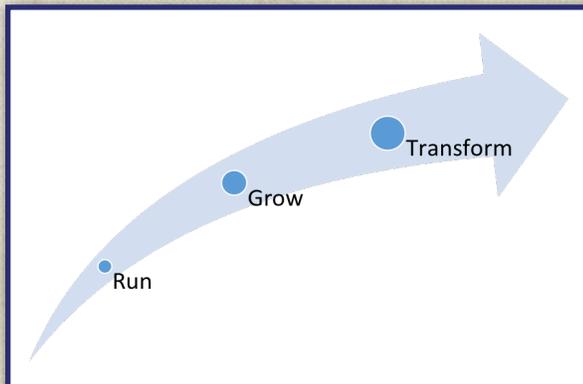
The Honors and Awards Committee received nominations and designated recipients of these awards to be presented at the TSHA 2017 Convention.

The Publications Board continued to monitor and direct the production of accurate, timely, and informative publications for TSHA members with three issues of the *Communicologist*, 12 issues of TSHA Talk, and the TSHA 2015-2016 Annual Report.

The Graduate Student Representatives to the Executive Board collaborated with the Social Media Task Force Chair to post articles and information on social media to attract student interest and involvement in TSHA.

The Past Vice Presidents Village assisted with the Leadership Academy in October 2016.

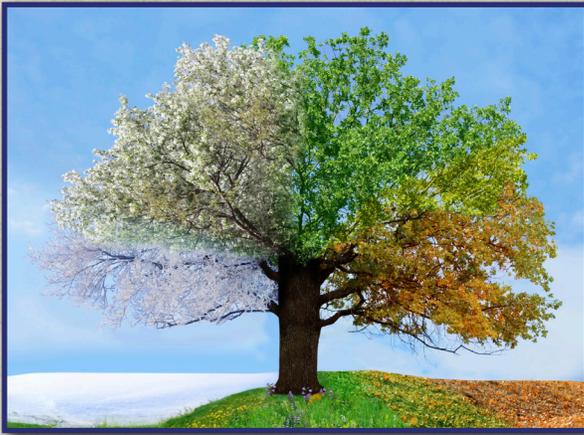
American Speech-Language-Hearing Association (ASHA) state advocates include the State Education Advocacy Leader (SEAL), State Advocate for Reimbursement (STAR), and State Advocate for Medicare Policies (STAMP). They participated in monthly phone calls and attended advocacy meetings at the ASHA Convention in November 2016, and the STAR participated in two presentations on the topic of Medicaid at the ASHA Convention.



Transform: *New ideas, new horizon*

Grow: *Better ideas, improve operations*

Run: *Greater efficiency, operational excellence*



MELANIE McDONALD ★ PAST PRESIDENT

The Executive Board updated the TSHA vision and mission statements and engaged in strategic planning in October 2016. A revised strategic plan was completed and will be available on the TSHA website upon approval by the Executive Board.

The Financial Advisory Committee met in October 2016 and reviewed the TSHA investment portfolio, made recommendations to the Executive Board regarding the investment of \$50,000 in short-term reserves, made recommendations to the Executive Board regarding budget-planning parameters, and developed/revised TSHA policies and procedures related to finance.

ERIN BELLUE ★ VICE PRESIDENT FOR EDUCATIONAL AND SCIENTIFIC AFFAIRS

At the Programming Meeting in September 2016, the strand chairs and programming co-chairs reviewed all of the submitted call for papers (CFPs) and selected speakers, presentations, and posters for the upcoming 2017 Convention. Scheduling of each presentation has been reviewed, and speakers were notified of acceptance.

At the Convention Co-Chairs Meeting in October 2016, the Convention co-chairs met to finalize preparations for the upcoming Convention. The keynote and major speakers were confirmed, and the confirmation of the master schedule for programming, exhibit hall hours, TSHA events, the TSHA philanthropy project, and Capitol Visit Day were forthcoming. New items were reviewed and selected for Shoppe TSHA.

An initial preliminary review and edits for the on-site program were completed, with multiple reviews and final editing forthcoming. A review of the master schedule and preparation for continuing education (CE) approval from ASHA was in process.

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 Vice President 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 vice presidency extended across various groups within TSHA. We were afforded the opportunity to collaborate across vice presidencies, including with Audiology, Research and Development, and Public Information and Marketing. During the short fiscal year, the Executive Council team for Professional Services and their committees continued projects started in the 2015-2016 year.

CANDACE HICKS ★ VICE PRESIDENT FOR AUDIOLOGY

The Vice President for Audiology continued work to make contacts and build a network of audiologists in Texas. In addition, the Vice President for Audiology submitted audiology-related CFPs as co-author with the Vice President-Elect and another TSHA-involved audiologist and worked with the

Audiology Advisory Committee to solicit possible presenters to submit CFPs for the TSHA 2017 Convention. The committee decided to continue with the student-focused presentations and worked to find a presenter to submit a CFP for a discussion on resume writing/interviewing, in addition to having committee members and the Vice President-Elect submit CFPs for two additional student-focused topics.

The Vice President reviewed audiology-related information before the online *Communicologist* was published.

The Vice President worked with the Vice President-Elect in determining chairs for her upcoming term and planned to schedule meetings with the chairs and committees when the new term begins to make goals for 2017.

MICHELLE MENDIETTA ★ VICE PRESIDENT FOR PUBLIC INFORMATION AND MARKETING

During the short fiscal year, councilors, committees, and task forces continued initiatives including the membership campaign, information to distribute to legislators on Capitol Visit Day, coordinating university visits to National Student Speech-Language-Hearing Association (NSSLHA) groups to encourage active participation in University Day at the 2017 Convention, and coordinated the application process for regional seminar grants.

REBECCA LINKE ★ VICE PRESIDENT FOR RESEARCH AND DEVELOPMENT

This vice presidency continued reviewing applications for ASHA continuing education and TSHA continuing education credit and continued task force work in the areas of assistive technology, evidence-based practice, e-learning, and social media. Also under this vice presidency, the Leadership Development Academy (Cohort 1) completed a book study and participated in six hours of leadership training in October 2016.

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 included 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.

The legislative team worked to develop the 2017 legislative platform and bills of special interest to TSHA members, while the Political Action Committee (PAC) continued fundraising efforts and planned support of key legislators. Capitol Visit Day was planned to coincide with the first day of the TSHA 2017 Convention.

Vice President Shannon Butkus provided an update on TSHA Advocacy for the Executive Council in October 2016. A notecard campaign was launched at the Executive Council meeting to get handwritten notes from TSHA members to be distributed to legislators on Capitol Visit Day.





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

The Texas Speech-Language-Hearing Foundation (TSHF) held its annual meeting in October 2016.

During the short fiscal year, TSHF planned the TSHF Breakfast at the TSHA 2017 Convention; received applications for scholarships, grants, and awards; monitored and developed new Foundation funds; and tracked progress toward the “A Million Ways to Make a Difference” campaign. ★