



# ANNUAL REPORT

January 1 – December 31, 2017

## Texas Speech-Language-Hearing Association

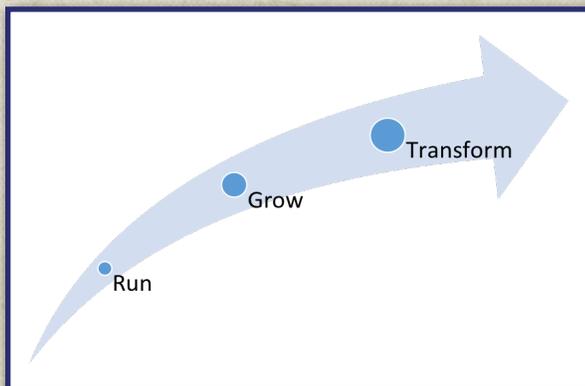


### JUDY RICH ★ PRESIDENT

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, audiologists, and consumers in the state.

We are TSHA. Targeting transformation.

As you read through the 2017 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 (FAC) was restructured in 2016 to provide oversight regarding fiscal integrity and efficiency of TSHA's resources. This has been a positive step toward fiscal integrity and efficiency. In addition, the State Office has taken on a larger share of routine operations of the Association, increasing efficiency and freeing TSHA volunteers' time for creative innovation and leadership. 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 Annual Report of the Texas Speech-Language-Hearing Association 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*

The following honors and awards were presented at the 2017 Convention:

### HONORS AND AWARDS COMMITTEE

#### Chair: Lori Colletti

**TSHA Hall of Fame Award:** Cherry Wright

**TSHA Award of Honors:** Robyn Martin

**Jack L. Bangs Award:** Tori Gustafson

**TSHA Public Service Award:** Mark Hanna

Eighty-three TSHA members received the Certificate of Recognition.

## ETHICAL PRACTICES COMMITTEE

### Chair: JoAnn Wiechmann

The Association is pleased to announce that no ethical violations were reported this year. The Ethical Practices Committee gave an ethics presentation at the 2017 Convention.

## NOMINATIONS AND ELECTIONS COMMITTEE

### Chair: Donise Pearson

The following candidates won their elections or were voted into office by acclamation during the TSHA 2017 election process:

Michelle Mendieta: **President**

Tori Gustafson: **Vice President for Audiology**

Pamela Laing: **Vice President for Professional Services**

Corrie Cavada: **Vice President for Public Information and Marketing**

The next election cycle will occur in 2019 for the following Executive Board officers:

**Vice President for Educational and Scientific Affairs**

**Vice President for Research and Development**

**Vice President for Social and Governmental Policy**

## 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 2017. Highlights for the past year included the design and production of six issues of the *Communicologist*, 24 issues of TSHA Talk, and the TSHA 2015-2016 Annual Report, as well as an abbreviated Annual Report covering the latter half of 2016.

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 Rich 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.

## GRADUATE STUDENT REPRESENTATIVES

### Jessica Baker, Texas Tech University

### Layne Allred, Stephen F. Austin State University

Graduate student representatives to the Executive Board actively participated in a variety of activities including publishing articles in the *Communicologist* to foster student involvement in TSHA, updating the University Contact List with advisor and National Student Speech-Language-Hearing Association (NSSLHA) officer information, encouraging two NSSLHA chapters to submit articles to the *Communicologist*, actively promoting the use of social media among students, and working with TSHA leaders so there are student representatives on 22 of the 25 TSHA committees and task forces. Student representatives also played a role in fostering professional relationships between peers to collaborate and increase student involvement in TSHA. A Student Engagement Task Force was formed to this end and will have its first planning meeting in early 2018.

## PAST PRESIDENTS' POWERHOUSE

### **Chair: Denise Barringer**

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 current TSHA leaders. Members of the Past Presidents' Powerhouse Committee served on an ad hoc committee to develop recommendations to the Executive Board about ways to support TSHA members impacted by Hurricane Harvey.

## PAST VICE PRESIDENTS' VILLAGE (PV2)

### **Chair: Gina Glover**

As of November 2017, the Past Vice Presidents Village Chair identified 21 past Vice Presidents who have agreed to be active members of the committee. There are at least seven past Vice Presidents working on the leadership development academy as mentors. There are six past Vice Presidents who serve on the Texas Speech-Language-Hearing Foundation (TSHF) board. Past Vice Presidents continue to assist current Executive Board members in an advisory capacity and as mentors.

## 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**

The Texas SEAL participated in monthly SEAL phone calls, served on the TSHA/Texas Council of Administrators of Special Education (TCASE) Joint Committee, attended the TSHA 2017 Convention, and presented SEAL activities during two public school forums.

### **State Advocate for Reimbursement (STAR): Shannon Butkus**

The Texas STAR participated in monthly STAR phone calls and served as a liaison between TSHA and ASHA on questions and concerns related to the Medicaid program with respect to both rates and policies. 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.

### **State Advocate for Medicare Policies (StAMP): Lisa Milliken**

The Texas StAMP participated in monthly phone meetings with the ASHA Director of Health Care Regulatory Advocacy, presented three sessions at the TSHA 2017 Convention to include sections on Medicare billing/coding, and responded to multiple email questions from TSHA members on topics related to coding, Medicare billing, and Medicaid Preadmission Screening and Resident Review (PASRR) requirements. The Texas StAMP also worked closely with the TSHA University Committee Chair to develop and distribute a survey to all Texas universities to learn their need for education on how to bill Medicare, updated the TSHA webinar course on protocols to bill Medicare, and submitted an article to the *Communicologist* titled, "Deciphering the Confusion with Speech Therapy Codes."



## BOBBIE KAY TURKETT ★ PRESIDENT-ELECT

### STRATEGIC PLANNING

TSHA continues to move forward by growing leadership, ensuring the organization is financially strong, advocating for the profession, education, and continuing to meet/exceed the goals and objectives of the TSHA Strategic Plan. TSHA continues to monitor the Strategic Plan to ensure that the objectives will be met by their deadlines.

TSHA's Strategic Plan for 2017-2020 includes the following goals:

- 1) TSHA will support leadership development at all levels of the association.
- 2) TSHA will provide state-of-the-art programming in order to educate members

in a dynamic professional climate.

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

4) TSHA will educate and inform audiologists, SLPs, SLP-Assistants (SLP-As), students, policy-makers, the public, and related professionals about the value of services provided by speech, language, and hearing professionals.

5) TSHA will increase student membership and engagement in the Association.

6) TSHA will ensure the financial viability of the Association.

### FINANCIAL ADVISORY COMMITTEE

#### Chair: Cherry Wright

The annual goal of the Financial Advisory Committee is to provide fiscal monitoring and guidance for the Association.

The following activities were completed in 2017 by the FAC:

- Recommended that surplus of \$50,000 at the end of 2016 be invested in a CD.
- Reviewed the June 2016 audit and 990 report and recommended approval by the Executive Board (EB).
- Met with financial advisor, reviewed the investments of the Association, and submitted motions for consideration by the EB.
- Developed budget planning parameters for 2018.
- Made recommendations for consideration to the Past Presidents Powerhouse for relief for members of the Association impacted by Hurricane Harvey.
- Reviewed the budget projected for 2018, including the management fee with Smith Bucklin, and recommended approval by the EB.

The budget recommended by the FAC and approved by the EB for 2017 was \$1,533,308. Based on November 2017 financials, it is anticipated that revenue will exceed expenses at the end of the fiscal year.

After careful consideration, the budget recommended and approved for 2018 is \$1,599,849. It was recommended, although not balanced, as it is anticipated that expenses will exceed revenue due to a reduction in membership dues and Convention registration due to Hurricane Harvey.

### BYLAWS

TSHA members present at the Annual Meeting on February 23, 2017, approved the following revisions to the TSHA bylaws:

Article VI – Nominations, Elections, and Voting was amended to read: “The Nominations/Elections Committee Chairperson shall be appointed by the President. The President shall work with the Chair-

person to designate a committee of four (4) to serve for a period of two (2) years. It shall be the duty of the Nominations/Elections Committee to solicit nominations from the membership and develop a slate of no more than two (2) candidates for each office. The committee shall report to the membership at the annual business meeting. Nominations may be made from the floor during the business meeting with the prior consent of the nominee. The Nominations and Elections Committee will review credentials for any person nominated from the floor to determine eligibility for office, and provide the Executive Board with a slate of no more than two candidates for approval. A candidate who is unopposed may be elected by a majority vote at the annual business meeting. The elections shall be declared official upon receiving a majority of votes as required.” The rationale for this change was to clarify the committee chair appointment, increase the term for committee members, and include the floor nominations policy.

Article VII – Officers, Section 1 was amended to read: “The elected officers of the Association shall be the President, who serves as President-elect, and 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.” The rationale for this change was to clean up wording related to terms of office on the EB.

## ERIN BELLUE ★ VICE PRESIDENT FOR EDUCATIONAL AND SCIENTIFIC AFFAIRS

The office of the Vice President for Educational and Scientific Affairs is responsible for developing, coordinating, and implementing educational programs for the membership, providing forums for the presentation of scientific endeavors of members, and appointing chairs of designated standing committees

There were a total of 3,841 registered attendees present at the TSHA 2017 Convention in Austin, surpassing the number of registered attendees at the conventions held in each of the two previous years.

TSHA 2018 Convention sessions will be held at the George R. Brown Convention Center and in the Hilton Americas Hotel in Houston from February 28 to March 3. The Convention theme is “Shine Your Light on Texas.”

The convention co-chairs, each of whom serves for two years, recently transitioned into office.

The committees working under this VP each submitted an extensive report of their activities. The following is a summary from each area.

## VICE PRESIDENT-ELECT FOR EDUCATIONAL AND SCIENTIFIC AFFAIRS

### Erinn Hengst

The Vice President-Elect for Educational and Scientific Affairs helped with Convention planning and on-site management with the support of State Office staff. The VP-Elect also partici-



pated in conference calls, emails, and meetings to facilitate Convention procedures and activities.

## CONVENTION COUNCILOR

### **Robyn Martin**

The Convention Councilor helped with Convention planning and on-site management with the support of State Office staff and coordinated local arrangements for major speakers.. The Convention Councilor participated in conference calls and emails to help problem-solve convention issues.

## ASHA CE APPROVALS FOR TSHA

### **Tonya Stanback**

The ASHA CE Approver reviewed, processed, and submitted the ASHA paperwork necessary to obtain approval for Convention sessions; reviewed and processed requests for ASHA CE credits; and remained in contact with the membership via telephone calls and email to answer any questions pertaining to ASHA requirements.

## CONVENTION PROGRAM COMMITTEE

### **Co-Chairs: Brittany Hall (outgoing); Angela Kennedy and Rachel Wehner (current)**

The Convention Program Committee is comprised of eight program strand chairs that coordinated a total of more than 170 sessions, including six short courses. At the TSHA 2017 Convention, the keynote speaker was Steve Silberman; the major speakers were Kenn Apel, Jennifer Brush, and Sean Sweeny; and the special musical guest was Jonathan Mann, who wrote and performed three original songs related to TSHA-specific issues.

## LOCAL ARRANGEMENTS COMMITTEE

### **Co-Chairs: Lesa Coker and Lisa Berry (outgoing); Laurel Lynch and Alyssa Melson (current)**

The Local Arrangements Committee is comprised of sub-committees on hospitality, philanthropy, and social activities. For the TSHA 2017 Convention, the committee purchased gifts for the TSHA Executive Board and keynote speaker, helped with the chocoholic break, organized the hospitality booth with volunteers, coordinated a philanthropy project to assist CASA of Travis County, and coordinated an evening outing for members to attend Esther's Follies.

## EXHIBITS COMMITTEE

### **Co-Chairs: Karen Hennington and Cindy Leal (outgoing); Brittany Hall and Kasey Robuck (current)**

A total of 178 exhibitors were represented at the TSHA 2017 Convention, including 45 new exhibitors and 132 renewals. Eleven exhibitors sponsored advertisements, and there were eight sponsorships (mobile app, Praxis Bowl, Tailgate, and mailing list). 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 on Saturday morning. Feedback from exhibitors was favorable regarding these aspects of the exhibit hall schedule. The lounge area was utilized well by attendees, as the bench-style seating was very functional. The exhibit hall game was well-received by attendees and exhibitors. Approximately 30 exhibitors participated in the game. The addition of the carpet squares in front of the participating booths made it easy for attendees to find booths, and those who exhibitors who participated appreciated the extra recognition. During the annual Exhibitor Advisory Committee meeting, held Saturday morning at Convention, Exhibitor Committee members provided valuable feedback on scheduling, registration, and other key issues.

## JOB PLACEMENT COMMITTEE

**Co-Chairs: Laurel Lynch (outgoing); Sydney Perricone and Karen Hennington (current)**

Approximately 30 employers conducted 417 interviews with 250 applicants at the Job Placement center during the TSHA 2017 Convention. 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

**Chair: Aracely Perez**

More than 271 total volunteer hours were contributed during the TSHA 2017 Convention. The number of professional volunteers included committee chairs and EB members. The number of student volunteers increased from the previous year and represented 14 participating universities: Abilene Christian University, Baylor University, Our Lady of the Lake University, Texas A&M University-International, Texas A&M University-Kingsville, Texas Christian University, Texas State University, Texas Tech University, Texas Woman's University, University of Houston, University of North Texas, University of Texas-Dallas, University of Texas-Pan American, and West Texas A&M University. All volunteers who checked in at the volunteer booth received a Shoppe TSHA coupon and university ribbon. In addition, the committee sponsored a competition among universities where 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

**Co-Chairs: Holly Ford and Morgan Nash**

More than 80 students participated in Tailgate Games during the TSHA 2017 Convention, which represented an increase over the number who participated in 2016. The Tailgate Games winner, Stephen F. Austin State University, received priority seating at the Praxis Bowl. More schools and alumni also participated in the Meet and Greet in 2017 than in 2016. Everyone present enjoyed receiving their university ribbons. Praxis Bowl was a huge success with more school participation than in 2016 and awesome raffle prizes provided by EBS. Stephen F. Austin State University was crowned as the 2017 Praxis Bowl Champion. More than 500 students, faculty, and alumni participated in the various Spirit Day activities throughout the day.

## SHOPPE TSHA COMMITTEE

**Co-Chairs: Noemi Pena and Jessica Stratton**

Power hours, which offer discounts on certain items periodically throughout Convention, were a hit, and TSHA members were pleased with all of the new merchandise offered at Shoppe TSHA at the 2017 Convention. The SLP, AUD, and SLP-A monogrammed items were favorites, along with auxiliary cell phone battery chargers. Most items sold out quickly.

## CONVENTION SCHOLARSHIPS COMMITTEE

**Co-Chairs: Keri Gonzalez and Debra Bankston**

Convention scholarships were awarded to Allejandra Villegas, Janae Hauser, and Monica Haynie. The recipients were extremely grateful to be selected and collaborated on an article about their experience in the *Communicologist*.

## CONVENTION CE COMMITTEE

### Chair: Karen King

Prior to Convention, the online system was reviewed and adjustments 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 online reporting CE system continues to be easily managed by the TSHA Convention participants, who successfully used the online CE reporting system to report hours earned for sessions attended. The TSHA CE Processor, Tonya Stanback, 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

### Margaret McAughan and Laura Neal (speech CE); Erin Schafer (audiology CE)

The CE approvers continued to review and approve continuing education program requests for TSHA CE hours throughout the year. After reviewing the information submitted for proposed courses, the committee determined if the programs met the criteria for TSHA CE hours and then submitted approvals to the CE Processor, Tonya Stanback, to complete the process.

## CE PROCESSOR

### Tonya Stanback

The CE processor continued to monitor and manage any problems that arose with the website and the TSHA CE registry.

## LISA CARVER ★ VICE PRESIDENT FOR PROFESSIONAL SERVICES

The Vice President, committees, and task forces within Professional Services are 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. In addition, areas such as telepractice, SLP-Assistants and supervision of SLP-Assistants, and university-based issues are addressed by groups within this vice presidency. The Professional Services vice presidency also works with the committee that provides information and resources for speech-language pathologists and audiologists working with culturally and linguistically diverse (CLD) populations.

Volunteers serving in the various committees under this VP collaborated with volunteers serving

under the Vice Presidents of Audiology, Research and Development, Social and Governmental Policy, and Public Information and Marketing.

In 2017, the Executive Council team for Professional Services and committee members completed the following activities on behalf of TSHA members.

## COUNCILORS

### Pamela Laing and Gina Glover

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

The VP-Elect for Professional Services, Pamela Laing, will begin



to serve on TSHA's Executive Board as she becomes knowledgeable of the intricacies associated with leading a phenomenal group of professionals in 2018 and then officially takes office as VP in 2019.

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

### Chair: Cherry Wright

This committee's priorities for 2017 were to utilize best practices and quality indicators in a cost-efficient manner to ensure effective outcomes with limited resources and to address the shortage of SLPs in the schools. During the legislative year, this committee worked diligently with advocates to garner support for issues that directly affected audiologists, SLPs, and SLP-As, including opposing private school waivers.

## TELEPRACTICE COMMITTEE

### Chair: Rosanne M. Joseph

In 2017, the committee updated the telepractice e-learning module to include the current rules, laws, policies, and ethics of telepractice. In addition, committee members presented a session on telepractice at the TSHA 2017 Convention. The committee continued development of additional telepractice resources, including a submission for the *Communicologist*; and e-learning modules to address multicultural, multilingual, and international telepractice; telepractice defined; and another dealing with platforms, software, and tools for telepractice.

## SLP-ASSISTANT/SUPERVISORS COMMITTEE

### Co-Chairs: Deborah Balfanz (SLP) and Kellie Kirkpatrick (SLP-A)

In 2017, the committee informed related professionals, supervisors, and directors about the roles, responsibilities, and limitations of SLPs and SLP-As. Members of the committee also served as a resource to professionals, supervisors, directors, and board members regarding educational differences, licensing changes, updates, and competencies, provided support for members regarding supervision and attainment of an SLP-Assistant's license, and referred members to the appropriate governing body. Committee co-chair, Deborah Balfanz, submitted an article to the *Communicologist* to report on committee activities. The committee is planning a presentation regarding best practices in supervision of assistants to be presented at the 2018 Convention.

## CULTURAL AND LINGUISTIC DIVERSITY (CLD) COMMITTEE

### Co-Chairs: Raúl Prezas and Phuong Palafox

The CLD Committee continued to serve as a resource on cultural and linguistic diversity for SLPs across the state. Some of their contributions included providing articles for publication in each issue of the *Communicologist* regarding best practices in the assessment and treatment of culturally and linguistically diverse populations. The CLD Committee accepted and answered questions posed to them by TSHA members, presented information on current best practices and CLD issues to the TSHA Executive Board, and presented a session on CLD issues at the Executive Council meeting in October.

## PUBLIC SCHOOL COMMITTEE

### Co-Chairs: Stephanie Carey and Jaclyn Nieto

The Public School Committee worked on improving access and resources on the community page for school-based SLPs, audiologists, and SLP-As on the TSHA website. Development of a forum for communication with TSHA members to submit questions or topics of interest on the community page continues.

The committee collected data on the shortage of SLPs in Texas public schools and reported their

findings to the TSHA Executive Board and legislative team for their use during the legislative session. The committee also informed members interested in public school issues through articles in the *Communicologist* and attended the Public School Forums to gather information regarding current issues and potential future topics.

## MEDICAL COMMITTEE

### Co-Chairs: Kristi Kelly and Kimberly Anderson

The Medical Committee held a Medical Forum about current practice issues for future topics and hosted the fourth annual happy hour at the TSHA 2017 Convention. The goal for these activities was to foster an atmosphere of collaboration among speech-language pathologists who work in a medical setting and to encourage graduate student involvement in medical settings. Committee members also developed several e-learning modules targeting graduate students preparing for medical externships.

The committee continued to provide opportunities for networking and education through their TSHA Medical SLPs Facebook page in collaboration with the TSHA Social Media Task Force, developed and posted guidance documents for practicing SLPs on the Medical Community page on the TSHA website, and contributed articles to the *Communicologist* to inform and encourage TSHA members who work in medical settings to utilize the available resources.

## UNIVERSITY ISSUES COMMITTEE

### Chair: Melissa Bruce

In 2017, the University Issues Committee presented to 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. The committee collaborated with the TSHA State Office to establish a community page on the TSHA website at which Texas universities may share and access clinical competency e-learning modules addressing low-incidence disorders (e.g. voice, aural rehabilitation, and fluency) and a module addressing CLD issues. This project is ongoing.

Committee members reviewed survey data 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. In addition, the committee collaborated with the Business Management Committee regarding a webinar on Medicare reimbursement in the clinic or university setting.

## BUSINESS MANAGEMENT COMMITTEE

### Chair: Lisa Milliken

The Business Management Committee hosted a forum at the TSHA 2017 Convention and developed a webinar to assist universities and clinics with obtaining Medicare reimbursement. In addition, the committee updated information under the private practice section on the TSHA website, prepared a forum presentation for the TSHA 2018 Convention, and is developing several other modules for possible webinars and presentations.

## LEIGH ANN REEL ★ VICE PRESIDENT FOR AUDIOLOGY

The Vice President for Audiology and members of the Audiology Advisory Committee worked to increase the number and variety of audiology-related presentations offered at the TSHA Convention by recruiting more audiologists to submit proposals for the TSHA 2018 Convention. This VP also increased audiology student involvement in TSHA by recruiting more student members to join the Audiology

Advisory Committee and other TSHA committees and task forces, offering free TSHA membership and Convention registration to two audiology doctorate students from each audiology doctorate program in Texas, and by continuing to organize student-focused Convention presentations. The VP also continued efforts to foster a positive relationship with the Texas Academy of Audiology and continued reviewing audiology-related information for TSHA Talk.



## NORMALINDA REYES ★ VICE PRESIDENT FOR PUBLIC INFORMATION AND MARKETING

The office of the Vice President for Public Information and Marketing promoted awareness of the needs of individuals with communication disabilities and influenced public opinion concerning the professions of speech-language pathology and audiology.

### VP-ELECT FOR PUBLIC INFORMATION AND MARKETING

#### **Corrie Cavada**

The VP-Elect collaborated with the Vice President to create a collaborative vision and goals to guide the future of Public Information and Marketing and will begin shadowing at the beginning of 2018.

### COUNCILOR FOR MEMBERSHIP AND PUBLIC AWARENESS

#### **Michelle Mendieta**

The councilor assisted in development of membership and career awareness campaigns.

### MEMBERSHIP COMMITTEE

#### **Co-Chairs: Melissa Liska and Victoria Parker**

The chair and co-chair collaborated to create a membership campaign. There were 5,388 TSHA members in 2017.

### PUBLIC INFORMATION/CAREER AWARENESS DISTRIBUTION COMMITTEE

#### **Chair: Jennifer Winchester**

The Public Information/Career Awareness Distribution Committee created a career awareness campaign to facilitate conversation about our professions and related topics.

### TEXAS REGIONAL ASSOCIATION COALITION (TRAC)

#### **Chair: Aracely Perez-Filsinger**

TRAC facilitated communication and networking opportunities among Texas regional associations. TRAC also coordinated the annual TRAC meeting during the TSHA 2017 Convention and provided regional associations with information throughout the year.

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

#### **Chair: Alisa Woods**

The MBHSM Committee continued the photo contest for TSHA members to enter during the month of May, and three Amazon gift cards were awarded to the winning entries.



## UNIVERSITY VISITS COMMITTEE

**Chair: Tiffany Cruz**

The University Visits Committee assisted in coordinating visits throughout the state to promote student membership and involvement.

## REGIONAL SEMINAR GRANTS COMMITTEE

**Chair: Mary Martinez**

The Regional Seminar Grants Committee reviewed grant applications for regional seminars and awarded four \$500 grants to be presented during the TSHA 2018 Convention.

## SOCIAL MEDIA COMMITTEE

**Chair: Max Pell**

The Social Media Committee served as a liaison between the TSHA Executive Board, Executive Council, and State Office to the membership of TSHA on social media platforms. Committee members monitored TSHA social media activities and collaborated with committee chairs and State Office representatives regarding social media posts.

## REBECCA LINKE ★ VICE PRESIDENT FOR RESEARCH AND DEVELOPMENT

The office of the Vice President for Research and Development developed new topics of interest and ideas leading to the advancement of speech-language pathology and audiology and promoted selected areas of interest including technology, administration, clinical techniques, research, and education in the professions of speech-language pathology and audiology.

## CONTINUATION OF GUIDELINES COMMITTEE (COG)

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

The COG Committee was established in 2017 to review the current TSHA Eligibility Guidelines. The committee included TSHA Leadership Academy participants and the original authors of the Eligibility Guidelines. Work was initiated on the Articulation and Language Guidelines.

## ASHA CONTINUING EDUCATION COMMITTEE

**Chair/Reviewer: Tori Gustafson (outgoing), Tonya Stanback (incoming)**

The ASHA CE Reviewer was transitioned after a year-long training.

## TSHA CONTINUING EDUCATION COMMITTEE

**Co-Chairs/Reviewers: Margaret McAughan and Laura Neal (SLP); Erin Schafer (audiology)**

The TSHA CE Reviewers reviewed CE applications, communicated with persons completing applications as needed, and approved applications in a timely manner.

## ASSISTIVE TECHNOLOGY (AT) TASK FORCE

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

The Assistive Technology Task Force created and distributed an assistive technology survey to the TSHA membership to determine current skill levels and potential training needs. The task force also

compiled a list of Assistive Technology (AT)/Augmentative and Alternative Communication (AAC) resources and websites useful for TSHA members.

## E-LEARNING TASK FORCE (NOW THE PROFESSIONAL DEVELOPMENT COMMITTEE)

**Chair: Kellie Cullen**

The E-Learning Task Force was transitioned to a committee and renamed the Professional Development Committee. The task force was created to develop compensation guidelines for online and in-person presentations that were in line with the guidelines used for Convention. Duties and goals for this committee are currently under review.

## EVIDENCE-BASED PRACTICE (EBP) TASK FORCE

**Chair: Dalan Gore**

The Evidence-Based Practice Task Force re-evaluated their duties and goals and established future goals that directly impact the TSHA strategic plan.

## LEADERSHIP DEVELOPMENT TASK FORCE

**Chair: Lauren Mathews (outgoing), Robyn Martin (incoming)**

The Leadership Development Academy (TLA) graduated its first cohort in 2017. Participants were placed on TSHA committees and task forces to facilitate further development of leadership skills. The committee conducted a survey of the TLA participants and mentors, the results of which helped to establish goals for the next TLA.



## 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, Vice President for Social and Governmental Policy Shannon Butkus, and Vice President-Elect for Social and Governmental Policy Sheryl Berg. Together, they worked with TSHA volunteers on the following projects.

More than 6,000 bills were filed during the 85th Legislative Session, and the TSHA Legislative Team monitored them for impact on the professions and our consumers. TSHA led the efforts to stabilize funding for Medicaid and lobbied for a change in the billing methodology such that it aligned with national coding standards, a difficult task to accomplish with a very conservative contingent of legislators. The Medicaid issue has turned into a 12-month endeavor to forge positive policies and rate decisions. Members of TSHA's Legislative Team were regular visitors to the Texas Health and Human Services Commission (HHSC) offices and also provided testimony at open hearings related to our services. TSHA promoted equality of payment for services regardless of the site of services provided and actually presented HHSC and legislative committees with a proposal changing several policies that would have achieved annual savings within Medicaid without the legislature implementing additional cuts for speech therapy assistants.

Senator Judith Zaffirini filed a bill on TSHA's behalf to provide loan repayment for professionals contracting to work in the public schools or teach in one of our university programs. The bill came within two votes of being heard on the Senate floor and moving a step closer to passage. This was an example of how more contact from our members to their senators would have made a major difference. The bill ultimately died.

Representative Garnet Coleman filed a bill for our licensing agency to become an independent board with ultimate rule-making ability versus being an advisory board under the Texas Department of Licensing and Regulation (TDLR). A bill was passed on behalf of Behavior Analysts that TSHA and the Texas Council of Special Education Administrators (TCASE) attempted to modify unsuccessfully. We believed the bill left their scope of practice too broadly defined and allowed them to encroach on the practice of speech-language pathology. We will attempt to address the issue through regulatory mechanisms.

TSHA representatives were able to collaborate with TCASE and other education associations relative to school issues, including those related to vouchers and the bathroom bills. We worked with the Texas Retired Teachers Association (TRTA) regarding their efforts to improve and protect health care benefits for retirees and to keep costs manageable.

## POLITICAL ACTION COMMITTEE (PAC)

### Chair: Suzanne Crow

Members of the PAC held two in-person meetings in 2017. At the TSHA 2017 Convention, PAC hosted a successful booth and the annual \$200 Club happy hour. Members of the PAC raised funds to support candidates that have been supportive of TSHA's legislative efforts.

## REIMBURSEMENT TASK FORCE

### Co-Chairs: Melissa Sweeney and Julie Stover

Members of the Reimbursement Task Force participated in meetings with the Texas Health and Human Services Commission to discuss Medicaid concerns.

## CAPITOL VISIT DAY

### Co-Chairs: Rolando Vasquez and Sheryl Berg

The Social and Governmental Policy team held a very successful Capitol Visit Day that coincided with the TSHA 2017 Convention. More than 300 TSHA members participated in the event.



## 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 Medicaid concerns.

## SLP REGIONAL ASSOCIATIONS

### Chair: Vacant

A regional association presentation was provided in Lubbock in June by Shannon Butkus, and another regional association presentation was provided in San Antonio by Larry Higdon.

## STUDENT LEGISLATIVE ACTION COMMITTEE (SLAC)

### Co-Chairs: Stephanie Lopez and Saiqa Hasan

Members of the SLAC hosted their annual meeting at Convention to discuss the TSHA 2017 legislative platform and to outline how students can get involved in advocacy efforts.

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

In 2017, upon the recommendation of Past President Sherry Sancibrian, the Texas Speech-Language-Hearing Foundation (TSHF) Board welcomed two new board members, Candace Hicks and Robyn Martin. Also this year, Gina Glover was selected to serve as TSHF President-Elect in 2018 and 2019 before assuming the role as TSHF President in 2020. The Foundation's 2017-18 strategic plan focuses on enhancing communications, fund development and giving opportunities; recognizing excellence in researchers, clinicians, and students; professional development; and improving foundation operations.

### COMMUNICATIONS

Communications Chair Gina Glover spearheaded revisions to the TSHF website, which included adding a banner, increasing the ease to donate to specific funds, and granting access to online award applications. In addition, Gina is working to improve communications through increased use of social media. Board members highlighted Foundation activities by preparing an article for each issue of the *Communicologist*.



### FUND DEVELOPMENT AND GIVING OPPORTUNITIES

Through its "A Million Ways to Make a Difference" campaign, the Foundation reached its goal of \$1,000,000 in total Foundation funds/investments. Co-Chairs of the 2017 auction/raffle Dee Kirby and Melissa Sweeney were instrumental in obtaining more than \$5,500 in donations. Thanks to the leadership of Fund Development Chair Donise Pearson, donations resulted in the establishment of three new funds in 2017.

- *Cherry Wright Educational Loan Support Trust*: Endowed at more than \$20,000, this award supports the payment of educational loans for speech-language pathologists and audiologists employed in a school setting in the state of Texas. Funds are to be used to pay for student educational loans accrued while completing a graduate degree in speech-language pathology or audiology at a graduate program accredited by the American Speech-Language-Hearing Association. A qualified recipient of this award will be recognized at the 2018 Foundation annual event. This event, organized by Lynn Flahive, will be a breakfast on March 2 at the TSHA 2018 Convention in Houston.
- *Texas Christian University Communication Sciences and Disorders Scholarship Fund*: This award recognizes an undergraduate or graduate student enrolled in and in good standing in the Davies School of Communication Sciences and Disorders at Texas Christian University. It will be awarded after funds reach an endowed level of support.
- *Julie Beth Noel Leadership Development Fund*: This fund supports a leadership development activity for designated members of the Texas Speech-Language-Hearing Association Board of Directors. It will be awarded after funds reach an endowed level of support.

Foundation gifts this year reflected the generous giving of many first-time donors and new Fellow Pledges (individuals who pledged to give \$1,000 over 10 years). Recent gifts also have led to new levels of recognition for many donors. TSHF is a recognized organization registered with AmazonSmile.

### 2017 AWARDS AND SCHOLARSHIPS

The Foundation awarded more than \$28,000 to outstanding students, researchers, and clinicians at its 2017 awards event. Foundation award and scholarship committee chairs Jan Lewin (Research), Katsura Aoyama (Scholarships), and Judy Erwin (Service) recognized 25 individuals for their achieve-

ments and contributions. Included in this recognition was the first-time recipient of the Larry Higdon Scholarship, which supported a student who presented in the area of hearing or auditory processing at the TSHA 2017 Convention. The 2017 Foundation Annual Event, planned by Lynn Flahive, was a breakfast and included stations where attendees met and congratulated these excellent award winners.

## PROFESSIONAL DEVELOPMENT

Education Committee Chairs Lori Colletti and Ann Higdon partnered with TSHA Leadership Academy Chair Robyn Martin to host the upcoming Oscar Mauzy Leadership Conference on March 3 at the TSHA 2018 Convention in Houston. The objectives of this collaboration include the following:

- To increase the number of individuals willing to serve in a leadership role in TSHA and/or TSHF
- To increase awareness among cohort members of TSHA and the importance of leaders in TSHA and TSHF
- To provide multiple opportunities for cohort members to acquire and apply information on leadership in TSHA and TSHF
- To provide opportunities for cohort members to serve in a volunteer capacity in TSHA and TSHF

## FOUNDATION OPERATIONS

As part of ongoing efforts to improve the efficiency and effectiveness of TSHF operations, an ad hoc committee was established to explore the purchase of donation software. Committee members Jennifer Watson, Melinda Corwin, Debbie Sears, and Donise Pearson will develop a proposal for TSHF board review in 2018. ★

