Welcome Aboard the ASHA Windjammer Cruise!

Shari Robertson
ASHA VP for Academic Affairs in Speech Language Pathology

TODAYS AGENDA

Come Aboard!

Joining The Crew – What’s YOUR role?

Improving the Experience for Everyone (and Vanquishing Sea Monsters)

Perks of the Cruise

The Buzz on Board

Keeping the Ship on Course

Thanks for Sailing!
COME ABOARD (AND GET TO KNOW YOUR CRUISE SPONSOR)

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

ASHA Mission Statement
Empowering and supporting speech-language pathologists, audiologists, and speech, language, and hearing scientists through:
• advancing science,
• setting standards,
• fostering excellence in professional practice, and
• advocating for our members and those they serve.

JOINING THE CREW — WHAT’S YOUR ROLE?

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<th>Join ASHA Committees or Boards</th>
<th>Volunteer as an Author/Writer</th>
<th>Become a Mentor</th>
<th>Participate on a Review Pane</th>
<th>ASHA Foundation</th>
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<td>Ad Hoc Committees</td>
<td>Access Audiology</td>
<td>S.T.E.P.</td>
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<td>Provide financial support</td>
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<td>Advisory Boards and Councils</td>
<td>The Leader</td>
<td>Minority Student Leadership Program</td>
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<td>Coordinating Committees</td>
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<td>Joint Committees</td>
<td>Patient Education Handouts</td>
<td>Mentoring Academic Research Careers (MARC)</td>
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<td>Standing Committees</td>
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<td>ASHA Convention Program Committee</td>
<td><a href="http://www.ashafoundation.org">www.ashafoundation.org</a></td>
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<td>SIGs</td>
<td>Submit a proposal to the Annual Convention</td>
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TAKE THE FIRST STEP - CIRCLE ACTIVITIES THAT INTEREST YOU!

www.asha/org/about/governance/volunteering
IMPROVING THE EXPERIENCE FOR EVERYONE (AND VANQUISHING SEA MONSTERS)

www.asha.org/advocacy

The ASHA Advocacy Website: Taking Action

- Find out how you can take action on federal issues
- Locate information about elected officials and upcoming elections, legislation and media guides relevant to your community
- Find out more about pertinent legislation
- Track ASHA’s position on Congressional Bills

The ASHA Website: Advocacy Priorities & Resources

ASHA’s Public Policy Agenda for 2014
Issue Briefs about ASHA’s advocacy priorities
Resources for ASHA members who advocate on many levels
Talking points to support advocacy efforts
Information on the ASHA Political Action Committee (ASHA-PAC)

Public Policy Agenda (PPA)

Created by Government Relations and Public Policy Board through input from ASHA members
Over 4000 comments were received and reviewed and top priorities were identified
Federal Issue Briefs available with important talking points and key information for each priority

The ASHA Website: Information by State

Information about issues being addressed within/across state legislative systems.
Bills that affect the professions of speech-language pathology and audiology at local and state levels
A variety of resources and links designed specifically to meet the needs of state association leaders
Resource for volunteer opportunities and how to get involved with several ASHA State Networks
ASHA’s State-by-State trends and reports
Find information on your state related to licensure, regulations, and important contacts.

Additional Advocacy Resources

Billing & Reimbursement: Your representative in federal and state government
State and Local Advocacy: Key Legislation
School Funding Advocacy: Today’s House Schedule
Legislative Process: Today’s Senate Schedule

JOIN THE ASHA PAC
JOIN ACTION E-LIST
BECOME A GRASSROOTS CAPTAIN
IDENTIFY THE SIGNS  www.identifythesigns.com

• Newly launched campaign to raise awareness of the early signs of a possible speech, language, or hearing problem.
• Developed in response to member concerns.
• Includes PSAs, TV Spots, Print Advertisements, Blogs, Press Releases, Podcasts, Social Media Sharing, a consumer website, and a Member Toolkit.

PRACTICE PORTAL  http://asha.org/practice-portal

• Central clearinghouse for all information related to specific areas of practice.
• Gathers all information regarding a specific practice area in one area.
• Includes Client and Patient Handouts, Evidence Maps, Templates and Tools and more.
• Current Available Topics:
  ◊ Aphasia
  ◊ Pediatric Dysphagia
  ◊ Permanent Childhood Hearing Loss
  ◊ Social Communication Disorders
  ◊ Superior Canal Dehiscence
  ◊ Coming Soon:
  ◊ Amplification—Adults
  ◊ Auditory Processing Disorders
  ◊ Autism Spectrum Disorder
  ◊ Childhood Apraxia of Speech
  ◊ Fluency Disorders in Children
  ◊ And more!

DIRECTORY OF ASSESSMENTS  www.asha.org/assessments.apx

• A comprehensive reference of assessment tools used to evaluate speech, language, cognitive-communication, and swallowing abilities of individuals across the life span.
• Provides an alphabetized list of available assessment materials by category.
• Also includes general information regarding the assessment process.

CLARC  www.asha.org/academic/CLARC

• On-line tool designed to enable clinicians and researchers to identify one another for the purpose of forming research collaborations.
• Includes discussion forums and assistance searching for resources to support CLARC collaborations.
MORE PERKS OF THE CRUISE

SPECIAL INTEREST GROUPS (SIGs) http://www.asha.org/SIG/

- All new benefits began in 2012
- Benefits include:
  - Access to content of all Perspectives
  - Ability to earn CEUs for $5 per issue*
  - Access to online community
  - Save money on selected courses and events

ASHA SOCIAL NETWORKS www.asha.org/members/social networks

- Facebook
- Pinterest
- Twitter
- YouTube
- LinkedIn

ASHA STAFF AND ACTION CENTER E-mail: actioncenter@asha.org
http://www.asha.org/About/contacts/

- Staff serve as your first line of contact
- 250 ASHA staff members are ready to help
- Contact the ASHA Action Center
- Available 8:30 a.m. – 5:00 p.m. EST Monday–Friday
- Members: 800-498-2071
- Nonmembers: 800-638-8255
- Fax: 301-296-8580
- TTY (Text Telephone Communication Device): 301-296-5650
Welcome Aboard the ASHA Windjammer Cruise!  

S. Robertson, WSHA, 2015

The ASHA Community  
http://community.asha.org/home

New, state-of-the-art online community offering:
•  Member directory
•  Enhanced discussion
•  Resource sharing
•  Join, fill out your profile, post a photo!

ASHAsphere  
blog.asha.org

•  The official blog ASHA
•  Intended to inspire discussion about issues related to the field from a variety of authors

The ASHA Website Homepage  
www.asha.org

•  Consider making this your homepage!
•  Read the latest news related to the professions

Sign up to receive ASHA headlines:  
http://www.asha.org/publications/enews/headlines.htm

Conferences and Events  
http://www.asha.org/events/

•  Many opportunities to engage with your colleagues
•  Massive & Comprehensive (Annual Convention) to Intimate & Focused (Business and Health Institute)
•  Face to Face (School Conference) Online - Webinars, Conferences, Recorded Sessions
•  Live Chats with Recognized Experts in the Field
•  All with opportunities to earn CEUs at the member rate
**KEEPING THE SHIP ON COURSE**

**ENVISION THE FUTURE**  (See next page)

Our roadmap for who we want to be in 2025.  
Recently approved by ASHA BOD  
Work on these critical areas will be started in 2014.

**SHARE YOUR IDEAS WITH THE ASHA BOD!**

http://www.asha.org/about/governance/MembersInTouch

We want to hear from you!

**VOTE! RAISE YOUR VOICE!**

• Participate in the elections for leadership in ASHA  
• Vote during the open period from April 17 to May 24  
• Quick and easy online voting procedure

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Thanks for Sailing on the ASHA Windjammer
ASHA's Envisioned Future: 2025

ASHA’s Envisioned Future supports the Association’s Vision of making effective communication, a human right, accessible and achievable for all.

It is 2025, and the American Speech-Language-Hearing Association (ASHA)—the professional, scientific, and credentialing association for audiologists, speech-language pathologists, and speech, language, and hearing scientists—leads the efforts in advocating for the clients its members serve. ASHA also plays an unparalleled role in advancing, sustaining, and promoting the discipline of communication sciences and disorders, related functions, and methods of communication. The Association’s contributions to enriching the professions and commitment to diversity, resources, advocacy, and collaboration with related professional entities are well known and respected. When policy makers, payers, federal and state agency personnel, media, other professionals, and consumers need guidance, knowledge, and advice on standards, credentials, scope of practice, research, legislation, regulations, and clinical information related to communication sciences and related disorders, including swallowing, balance, and vestibular disorders, they communicate with ASHA.

ASHA is the association of choice for professionals in human communication sciences and disorders. The relationship among the professions within the discipline is apparent in the programs, products, and services developed to serve member needs. The Association’s long-standing commitment to the integral relationship between the professions of audiology and speech-language pathology is the cornerstone of organizational efforts.

ASHA supports the preparation of highly qualified service providers in speech-language pathology and audiology. ASHA’s standards for certification and accreditation are reflected in all state licensure/registration and credentialing programs and in all communication sciences and disorders academic programs. ASHA respects and supports the preparation and credentialing of speech-language pathology and audiology service providers in the global marketplace. The Association has expanded recognition of credentials worldwide and has negotiated and established new, formalized, multilateral recognition agreements. The continuum of service providers, including certified speech-language pathologists and audiologists, certified clinical specialists in speech-language pathology and audiology, and assistants/associates supervised by ASHA-certified speech-language pathologists and audiologists, is consistently and fully utilized in service delivery.

ASHA and other speech-language pathology, audiology, and speech, language, and hearing science organizations worldwide, along with organizations that are focused on aspects of human health, functioning, and education, have developed relationships and systems to enhance the interchange of professional knowledge, research, and education. The goal of such interchange is to promote recognition of the professions through national and international collaboration on issues related to communication sciences and disorders.

Professional practice informs and is informed by research, clinical expertise, and the values and preferences of the individuals served as well as their families. Speech-language pathologists and audiologists have timely and
ready access to, and advance the use of, current research, technological advances, expert opinion, and client/student-centered information. Strong clinical and research partnerships contribute to the knowledge base in the discipline. There is sufficient capacity to drive, strengthen, and enhance the scientific base of the discipline. ASHA has a central role in data collection and knowledge compilation and transfer to members, consumers, and other disciplines.

Members and affiliates recognize the importance of evidence-based practice and actively seek evidence that serves as the basis for clinical decision making. Adhering to the principles of evidence-based practice, advances in medicine, prevention, education, habilitation, rehabilitation, and accompanying research and technology have improved functioning, participation and health, education, and vocational and recreational outcomes of persons across the life span with communication disorders.

Professional practice is more effectively aligned with reimbursement systems that reflect a more comprehensive, person- and family-centered, and collaborative practice model that increases access to such services. ASHA members play an active role in reimbursement processes, effectively demonstrating the value of their services, and empowering and educating patients and clients to understand access and reimbursement.

An Interprofessional Education (IPE) approach to training and educating new professionals has resulted in access to a broader supply of qualified faculty to meet the teaching, scholarly research, and technological needs of academic programs as they strive to enhance the scientific base of the discipline and educate qualified speech-language pathologists and audiologists to meet consumer needs. Members engage in interprofessional collaborative practice.

Inclusive policies and practices are in place within the Association and throughout the discipline, to ensure that there is a diversity of perspective that informs professional practice and decision-making. The Association continues to attract increasing numbers of professionals from under-represented populations, including males. Members and affiliates continually strive to maintain the highest level of knowledge and skills necessary to provide services effectively in their preferred area(s) of practice in communication sciences and disorders, and to seek specialization when desired. Because of the members’ expertise, services are provided in a culturally competent manner, are valued, and are in high demand.

ASHA provides recognized value to its members and affiliates. As a result of ASHA’s efforts in advocacy, the public recognizes speech-language pathologists and audiologists by their titles, and understands and respects them for the vital role they play in the prevention, evaluation, diagnosis, and treatment of disorders and the generation and dissemination of scholarship related to these services.