



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

## Empowering Members: A Windjammer Cruise

Perry Flynn,  
ASHA Board of Directors

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## NOT a Luxury Cruise



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## More like a Windjammer Cruise



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## BUT THE ASHA WINDJAMMER CRUISE COMES WITH SOME PERKS!!



www.identifythesigns.org

## IDENTIFY THE SIGNS

- 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.



## CLARC

### Clinicians and Researchers Collaborating (CLARC)

**Purpose**  
The CLARC program is an online research tool that provides research guidelines, research and resources, and ASHA member support.

**What is a CLARC Collaboration?**

- A research tool that provides research guidelines, research and resources, and ASHA member support.
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**Get Involved**

**Join**  
Join as a clinician or researcher. The CLARC network will create a CLARC profile with your professional information as well as areas of interest, experience, and expertise.

**Participate**  
Search for an ongoing research collaboration in the CLARC network. Exchange communications with researchers through your CLARC profile.

**Request**  
Request the CLARC Community. Other collaboration members in the CLARC Community may be invited and invited to participate in research. Contact through the other channels and connections in the network.

**Learn More**

- The Benefits of a CLARC Collaboration
- CLARC FAQ

For additional information, contact the Academic Affairs and Research Education team at [research@asha.org](mailto:research@asha.org).



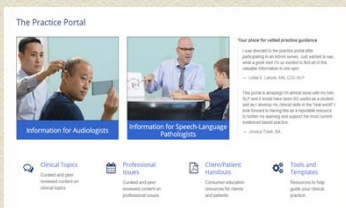
## CLINICIANS AND RESEARCHERS COLLABORATING



## 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.



## Practice Portal



## Practice Portal Topics

- Gathers all information regarding a specific practice area in one area.
- Includes Client and Patient Handouts, Evidence Maps, Templates and Tools and more.

### Currently available

Accent Modification  
Acquired Apraxia of Speech  
Adult Dysphagia  
Aphasia  
Augmentative and Alternative Communication  
Autism Spectrum Disorder  
Bilingual/Workload  
Caseload/Workload  
Childhood Apraxia of Speech  
Childhood Fluency Disorders  
Classroom Acoustics  
Cleft Lip and Palate  
Collaborating With Interpreters, Transliterators, and Translators  
Cultural Competence  
Dementia  
Documentation in Health Care  
Documentation in Schools  
Head and Neck Cancer  
Intellectual Disabilities



## SPECIAL INTEREST GROUPS

- 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
  - Learn, connect, share, get involved, have fun!



## The ASHA Community

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





## Value of the CCCs Campaign



National Office  
SLP Team

## ASHA Staff

Supporting Those  
Who Sail on the  
ASHA  
Windjammer  
Cruise!



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WOW!

That's a lot  
of  
champagne!

TIME TO END THE  
PARTY AND START  
SAILING THIS SHIP!



## Leadership Development Program

If you want to...

- **Expand** and **refine** your leadership skills to drive change in your current work setting
- **Become a leader** within your state or professional association
- **Build** a lifelong professional network
- **Give back** to your profession through volunteer service
- **Influence** policies, programs and services

**THEN the ASHA LDP program is for YOU!**



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## Components of the ASHA LDP Program

- Participate in a full-day Leadership Development Program face-to-face workshop
- Participate in scheduled webinars over the course of the next year on selected leadership topics
- Develop and complete an individual leadership project
- Actively participate on your learning team



## ASHA LDP Program

- Go to ASHA webpage ([www.asha.org](http://www.asha.org)) and search for Leadership Development Program
- Applications for the LDP for Health Care are being accepted until November 26, 2013 until 3:00 pm ET
- Applications for the LDP for Emerging Leaders will be accepted from January 15, 2014 through February 25, 2014 at 3:00 pm ET.



<http://leader.pubs.asha.org/article.aspx?articleid=2653328>



## Advocacy at ASHA

**Advocacy**

**News**  
 Back to School? Back to Advocating. Participate in ASHA's Back to School Campaign Today! (9/15/2017)  
 Hearing: FQV Passes the Semester Your Voice is Heard in the House! (8/22/2017)  
 OTC Hearing Aid Bill: An Update from ASHA (8/22/2017)

**State Information and Advocacy**  
 Find information on your state related to hearings, regulations, and important events. View models and policy resources and see the latest trends in state forums.

**Billing and Reimbursement Advocacy**  
 Find current information on audiology and speech-language pathology specific issues related to Medicare, Medicaid, private health plans, billing codes and health care reform.

**MORE NEWS**




**ASHA Member Advocacy**  
 • Take ASHA's member support for legislative efforts on behalf of the profession.  
 • See what ASHA's Capitol Hill Office is all about in this video.  
 • ASHA's grassroots program focuses on ASHA member advocacy.  
 • Learn about ways to get involved and see success stories from ASHA members just like you!

**Federal Advocacy**  
 Learn more about ASHA's legislative and regulatory advocacy efforts.  
**Additional Advocacy Resources**  
 • Advocacy Calendar of Events  
 • School Funding Advocacy

**Social Media**  
 Find more information on the ASHA Advocacy social media pages.

**Public Policy Agenda**  
 • 2017 Public Policy Agenda

**ASHA PAC**  
 ASHA PAC provides financial support to candidate members in the U.S. House and Senate that recognize the importance of speech-language pathology and audiology services.



## TAKE ACTION!!!



## Legislative Priorities

What are our key legislative priorities?

### Education Issues

- Autism Therapy Alternatives
- Graduate Student Loans
- IDEA: Caseload/Workload
- IDEA: Funding
- IDEA: Service Delivery Models
- Paperwork for Special Education
- School-Based Medicaid

### Health Care Issues

- Congressional Hearing Health Caucus
- Early Hearing Detection and Intervention
- Habilitation and Rehabilitation Services
- Hearing Aid Tax Credit
- Medicaid Block Grants
- Medicare Coverage of Audiology
- Medicare Therapy Cap
- Over-the-Counter Hearing Aids
- Telehealth



## Invitational Model

- Become an Inviting Person
  - ◆ With yourself and others PERSONALLY
  - ◆ With yourself and others PROFESSIONALLY



- In other words perform random acts of kindness for **yourself** and **others**
  - ◆ Personally
  - ◆ Professionally





## HOW can we help “sail the ship”?



## The Invitational Model of Learning

- William Purkey



## Some Ideas

- Personally inviting with yourself:
  - ◆ Go to the gym, yoga, swim,
  - ◆ Go to a movie with yourself or friends
  - ◆ Eat chocolate, ice cream....
  - ◆ Plan a cruise, walk in the woods...
  - ◆ Sit alone in peace and quiet....

## Some Ideas

- Personally inviting with others:
  - ◆ Open a door for someone, help pick up something someone has dropped
  - ◆ Send flowers, deliver a dish of food
  - ◆ Take a friend to the movies, dinner, a walk in the woods
  - ◆ Plan a weekend get away
  - ◆ Take a friend's kids to the movies

## On many levels

- Large and small: work facility
- Large and small: locally
- Large and small: state
- Large and small: national

## Some Ideas

- Professionally inviting with others
  - ◆ ?
  - ◆ ?
  - ◆ ?

## Some Ideas

- Professionally inviting with yourself
  - ◆ ?
  - ◆ ?
  - ◆ ?



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## Action Plan

What can you realistically do to help “sail” our Windjammer Cruise?



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## Get Involved

**Get Involved!**  
Looking to become more involved with your professional association? Check out a list of volunteer opportunities available to you!

<p><b>Join a Committee, Board or Council</b></p> <ul style="list-style-type: none"> <li>• Advisory Committee</li> <li>• Advisory Board and Council</li> <li>• Joint Committees</li> <li>• Joint Interest Groups</li> <li>• Standing Committees</li> <li>• Task Association</li> <li>• Committees, Boards or Councils</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>	<p><b>Volunteer as an Author/Writer</b></p> <ul style="list-style-type: none"> <li>• Access Academic &amp; Research</li> <li>• Access Audiology</li> <li>• The Leader</li> <li>• Perspectives</li> <li>• Practice Information</li> <li>• Leadership</li> <li>• Other ASHA Publications</li> </ul> <p>Contact: <a href="mailto:pubinfo@asha.org">pubinfo@asha.org</a></p>	<p><b>Become a Mentor</b></p> <ul style="list-style-type: none"> <li>• S.T.P.</li> <li>• Emerging Student Leadership Program</li> <li>• Leadership Development Program</li> <li>• Mentoring Academic Research Careers (MARC) Program</li> <li>• PRESDIP</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>
<p><b>Become an ASHA Member Representative</b></p> <ul style="list-style-type: none"> <li>• Subject Matter Expert</li> <li>• Media spokesperson</li> <li>• Represent ASHA at publications and at speaking engagements</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>	<p><b>Get involved in Classroom Activities</b></p> <ul style="list-style-type: none"> <li>• Speak Out, Be Heard!</li> <li>• Write to Congress</li> <li>• Participate in Webinars</li> <li>• Get involved with PRC</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>	<p><b>Participate on a Review Panel</b></p> <ul style="list-style-type: none"> <li>• Leadership Development Program</li> <li>• Grant Reviewer</li> <li>• Peer Reviewer</li> <li>• Award Application Reviewer</li> <li>• Self-Directed Continuing Education Program Reviewer</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>
<p><b>Assist with Technology and User Testing</b></p> <ul style="list-style-type: none"> <li>• Test for Practice Portal</li> <li>• Test new ASHA website pages</li> <li>• Test new web functionality</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>	<p><b>Participate in a Focus Group</b></p> <ul style="list-style-type: none"> <li>• Share experiences, opinions and ideas</li> <li>• Assist in our efforts to complete our new ASHA letter</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>	<p><b>Become an Accreditation Volunteer</b></p> <ul style="list-style-type: none"> <li>• Conduct accreditation interviews and prepare</li> <li>• Review CAA accreditation reports</li> <li>• Conduct site visits to graduate programs</li> </ul> <p>Contact: <a href="mailto:govserv@asha.org">govserv@asha.org</a></p>

<http://www.asha.org/About/governance/Volunteering>



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## The Many Faces of Leadership

## The Beginning

- Do people in your school know what you do?
- Let them know with the in-service on Perry's web site



## Nikki Nelsons “Be-Attitudes”



- Be open to learning from others (not the king or queen of SLP)
- Be willing to give up current roles in order to take on new ones
- Be vigilant for ways to do the “right” thing in simpler more efficient ways
- Be willing to give up “our domain” /Speech/closet and let the general school population see what we do in classrooms



## “Be-Attitudes” continued

- Be student centered, acting always on what is in the best interest of kids (not us as individuals)
- Be willing to take risks (stick your neck out) on behalf of students
- Be skilled at turning independent goals into shared ones with collaborative partners
- Be ready to let go when things you or others do turn out “wrong” or don’t work out (learn from the process of making mistakes , grow and move on)



## additions

- Have a sense of humor
- Project a positive attitude
- If you have a problem or complaint, come forward with a possible solution or two
- Complaineey, winey, gossipy.... Gives a negative perception
- Collateral (weighing the scales)



## Barbara Ehren: Survival to Thrival

- Beware the Statue of Liberty syndrome (Bring your tired , hungry, poor....)
- REFUSE to be overwhelmed (work smarter to be able to enjoy your professional and personal life)
- Anonymity is not advantageous
- Speech Teachers... we no longer are (language, literacy....) SLP
- Articulate unique contributions



## Survival to Thrival continued

- Let the Lone Ranger RIP
- Ride in on a “low horse” (humility)
- Do what it take to make students thrive
  - ◆ Start with a clear end in mind/ student academic success in regular education.....
  - ◆ Enlist help of /collaborate with teachers
  - ◆ Engage students as partners, data collection, IEPs, self determination



## Wayne Secord

“If SLPs want to broaden their impact and become instructional leaders in schools they must take risks and be open to change.”

(If you do what you have always done you will get what you have always gotten)



## Tommie Robinson

- Marshall Leob and Stephen Kindel define leadership as “the set of qualities that causes people to follow...” these qualities might include inspiring and motivating others LISTENING and acting in a CONSISTANT way and being RESPONSIBLE and ACCOUNTABLE.





## A great way to lead

- Empower others in pursuit of a greater good



## Qualities of Leaders

James Kouzes & Barry Posner

Honest	Forward looking
Competent	Inspiring
Intelligent	Fair-minded
Broad-minded	Supportive
Straightforward	Dependable
Cooperative	Determined
Imaginative	Ambitious
Courageous	Caring
Mature	Loyal
Self-controlled	Independent



## 10 Mistakes

James Kouzes & Barry Posner

- Failure to learn from mistakes
- Failure to be flexible
- Failure to acknowledge your past
- Commanding instead of leading
- Seeing things only in black and white



## 10 Mistakes continued

- Failure to listen
- Thinking of your own needs first
- Thinking leadership is forever
- Failure to teach
- Failure to have a sense of humor



## True Leadership Traits

Eager	Cooperative
Cheerful	Altruistic
Honest	Courageous
Resourceful	Supportive
Persuasive	Assertive



## True Leadership Traits

Committed	Principled
Loyal something	Passionate for greater
Self-disciplined	Trustworthy
Strong work ethic	Honest
Learn from mistakes	Tenacious
Responsible	Patient
Courageous	Confident
Open	





## Brainstorming



- Leadership possibilities in your job?
- Leadership possibilities at your school?
- Leadership possibilities in your district
- Leadership possibilities in our state?
- Leadership possibilities in the profession?
- Leadership possibilities at the national level?



## Who are Inspiring Leaders for You?



## How Can You Be Like Them?



## Why do we do this?



## Margaret Meade

“Never doubt that a small group of committed citizens can change the world. In fact it is the only thing that ever has.”



## References



- Ehren, Barbara, “SLPs in Secondary Schools: Going Beyond Survival to “Thrival””, May 2007, ASHA Leader
- Nelson, Nicola, ““Be-attitudes” for Managing Change in School-Based Practice”, June 2007, ASHA Leader
- Secord, Wayne, “Epilogue: Leading from the Heart”, June 2007, ASHA Leader
- Robinson, Tommie, Leadership: A Tool for Success” presentation at NCSHLA 2010, Convention, Greensboro, NC



## Volunteering and Leadership

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“Volunteering is a fundamental building block of a civil society. It brings life to the noblest aspirations of humankind – the pursuit of peace, freedom, opportunity, safety, and justice for all people. At the dawn of the millennium, volunteering is an essential element of all societies.”

- *International Association for Volunteers*



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Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Meade



Thanks for Sailing  
on the

**ASHA**  
*Windjammer*

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