

**ArkSHA Board Meeting Minutes
January 10, 2020
Best Association Management; Zoom**

Call to Order by President, Rachel Glade at 2:30 pm.

Attendance:

Present (zoom): Rachel Glade-President	Present (zoom): Donna Smiley-VP Aud. Services
Present: Aleecia Starkey-President-Elect	Present: Marilyn Porterfield-Best Management
Present (zoom): LeeAnn Griffith -Past President	Present (zoom): Lauren Rogers- ASHA SEAL
Present: Kelli Watts-Treasurer	Absent: Cheri Stevenson- ASHA SMAC
Present: Shayla McCullough-Secretary	Present (zoom): Portia Carr- ASHA StAMP
Present (zoom): Aletha Cook -VP-Elect Continuing Ed	Present: Randy Thurman- Lobbyist
Present (zoom): Miriam Stafford-VP Cont. Ed	Present (zoom): Kami Rowland - guest
Present (zoom): Shelly Keller-VP SLP Services	

Agenda:

- **A motion was made and carried by all** to approve the agenda as presented

Minutes:

- Minutes from the previous board meeting were reviewed by the board prior to the start of this meeting.
- **A motion was made and carried by all** to approve the minutes as amended prior to the meeting.

Lobbyist Report (Randy Thurman):

- Public Education Committee is currently meeting daily to determine what adequacy in education--legal council nixed hiring an outside consulting firm to help re-evaluate
 - It was asked if ArkSHA could provide any information, and Randy stated that they are currently looking at statistics and financials that are easily available
- Children with hearing loss are often under-reported to the Department of Education, as are children with head injuries (D. Smiley and A. Starkey)
- The ISP committee is still shooting to present in late spring
 - Randy and Courtney will continue to help communicate with J. Della Rosa
- The Autism Task Force has not been very active lately
- Randy will email link to watch legislative committee meetings online

ASHA STAR Report: (Cheri Stevenson): No report

ASHA SEAL Report (Lauren Rogers):

- Ideas on membership recruitment and retention (i.e., discounted rate for lifetime membership, student board member, CEUs, SIG membership, discounted member rate for students after graduating)
 - Lauren will get with Aleecia on using some for ArkSHA

ASHA StAMP Report (Portia Carr):

- Still working on developing PowerPoint resources for members

Board Reports

Treasurer (Kelli Watts):

- The financials and budget were briefly discussed and reviewed by the board
 - Convention expense slightly varied for 2020 due to venue change

- Increase sponsorships (including corporate) and number of exhibitors to increase income
- Only 1 board member going to CSAP in Fall and Spring instead of 2 each time
- Increase website costs to bring up to speed
- **A motion was made and carried by all** to accept the financials and approve the budget as presented

Past President (LeeAnn Griffith):

- **A motion was made and carried by all** to accept Melanie Meeker and Ashlen Thomason as members of the Honors & Awards Committee.
- **A motion was made and carried by all** to disband the Nominations Committee pending member approval of the bylaws change to make it an official duty of the Past President

President-Elect (Aleecia Starkey):

- The Marketing Committee will look at expanding the ArkSHA logo use on flyers, etc.
- Seek corporate sponsors and grants outside of our industry that sponsor professional development, etc. (i.e., Kellogg Foundation)
- Encourage members to reach out to providers of ancillary services (i.e., orthodontists) in communities

Secretary: (Shayla McCullough):

- 2020 deadlines for the quarterly newsletters are February 28, June 12, September 11, and December 11
 - Information needed for each newsletter will be emailed to the board
- Social media push for dues renewal
- Include Audiology resources, articles, etc in newsletter
- Highlight past Member/Student of Moment on social media
- Highlight companies offering ArkSHA discounts on social media and in the newsletter

Vice-President for Speech Pathology Services (Shelly Keller): No Report

Vice-President for Audiology and Hearing Services (Donna Smiley): No Report

Vice-President for Continuing Education (Aletha Cook):

- **A motion was made and carried by all** to accept Lindsay Laubach, Wendy, Roark, Michelle Donnell, Shelly Keller, Jennifer Fisher, Melanie Meeker, Donna Smiley, and Miriam Stafford as members of the Convention Committee.
 - Committee members will serve in various roles, such as vendor liaison and hospitality
- Reviewing surveys from 2019 convention
 - Feedback received that 3-hour sessions were too long, want to bring back social, lunch too short and boxed lunch not enjoyable
 - Will look into optional boxed lunch in order to have the social; Email feedback to Aletha

Vice-President Elect for Continuing Education (Miriam Stafford): No Report

Committee Reports

Communications & Technology Ad Hoc Committee (Aletha Cook):

- Quotes received from 2 companies that specialize in recording conventions to provide CEUs (\$5300 or \$9300)

Old Business

ArkSHA Charitable Fund:

- Forms are submitted; waiting on link to post on website and begin sharing

ArkSHA Website:

- Can move forward with updates now that budget has been approved

New Business**2020 Board Meeting Dates:**

- Board meetings for 2020 (via Zoom unless noted): Feb 14; March 13; April 10 (Good Friday); May 8th; June 12; July 10; Aug 14; Sept 11th; October (At Convention); Nov 13; Dec 11

CSAP:

- Aleecia Starkey will plan to attend May 15-16, 2020 in Cleveland; Rachel Glade will plan to attend November 18, 2020 in San Diego.

ASHA State Association Grant Review:

- Due on February 7th
- Cannot be used for speaker honorariums, etc.—has to be for a specific project (i.e., videographer at convention to film a promotional video)
- Email ideas to Rachel

Bylaws Review:

- Has to be approved by full membership at a Board meeting before voting on changes
- It was recommended to do track changes on the bylaws so that it is easy to see what is being changed/added
- Rachel asked board members to provide comments/input via the link on the board portal before Friday, January 17th so that she can update the current bylaws with track changes for review

Ad-Hoc Committee's proposed:

- **A motion was made and carried by all** to approve the following ad hoc committees and chairs as requested by Rachel Glade for 1 year appointments
 - Northwest Arkansas Outreach Committee, Chair: Amy Faith
 - Purpose is to encourage interaction in NWA among ArkSHA members
 - ISP Advocacy Committee, Chair: LeeAnn Griffith
 - Purpose is to continue the work of the ISP with Rep Della Rosa and lobbyist
 - Membership Dues Schedule, Chair Kelli Watts
 - Purpose is to evaluate dues options and its effects on financials during different years.
 - Hearing Loss LiveBinder Committee, Chair: Tracy Pate (not confirmed)
 - Literacy LiveBinder Committee, Chair: Andrea Hanson (not confirmed)

Adjourn – at 3:37 pm by President, Rachel Glade

Action Items

Task	Board Member Responsible
Social media push for dues renewal; Member/Student of Moment highlights on social media; Highlight ArkSHA discounts on social media	Shayla McCullough
Review bylaws and submit changes to Rachel	All
Track changes to bylaws for review by board; Confirm unconfirmed LiveBinder ad hoc committee chairs	Rachel Glade
Reach out to ancillary services providers; Student and Professional Members of the Moment nominations	Aleecia Starkey
Website changes (i.e., search capabilities, design updates, content pages, job listings)	Marilyn Porterfield