

ArkSHA Board Meeting Minutes
March 11, 2020
Zoom

Call to Order by President-Elect, Aleecia Starkey at 2:34 p.m.

Attendance:

Present: Rachel Glade-President

Present: Aleecia Starkey-President-Elect

Present: LeeAnn Griffith -Past President

Absent: Kelli Watts-Treasurer

Present: Shayla McCullough-Secretary

Present: Aletha Cook -VP-Elect Continuing Ed

Present: Miriam Stafford-VP Cont. Ed

Present: Shelly Keller-VP SLP Services

Absent: Donna Smiley-VP Aud. Services

Present: Marilyn Porterfield-Best Management

Present: Lauren Rogers- ASHA SEAL

Absent: Cheri Stevenson- ASHA STAR

Present: Portia Carr- ASHA StAMP

Absent: Randy Thurman- Lobbyist

Minutes:

Minutes from the previous board meeting were reviewed by the board. No changes were noted.

A motion was made and carried by all to approve the minutes.

Lobbyist Report (Randy Thurman): No Report

ASHA STAR Report: (Cheri Stevenson): No report

ASHA SEAL Report (Lauren Rogers): Report submitted--Updates were provided regarding advocacy efforts in other states (i.e., Nevada, Oklahoma). The SEAL is working on the Interim Study Proposal (ISP) committee to provide data on workloads, etc. State Associations are encouraged to apply for \$1000 Student Advocacy Grants from ASHA in the Fall to encourage Student Advocacy Day.

ASHA StAMP Report (Portia Carr): Report submitted--A lot of denials have been received across the country for cognitive therapy due to a software glitch. An 8% cut may occur to allow for some primary care in 2021 which would affect Occupational and Physical therapies as well. It was suggested to discuss this with the therapy council.

Board Reports

Treasurer (Kelli Watts): 3 convention sponsors have committed to date. Decreases were noted in the areas of contract labor and national expenses. To date there are approximately 224 paid ArkSHA members. Rachel recently did a presentation for students at Harding University regarding the benefits of ArkSHA membership.

A motion was made and carried by all to accept the financials as presented.

Past President (LeeAnn Griffith): No new information to report for Honors and Awards.

President-Elect (Aleecia Starkey): Difficulty recruiting members for the Marketing Committee. Questions have been posed regarding the Foundation, if Foundation marketing would be the same as general ArkSHA marketing, and what exactly would ArkSHA be marketing. In order to encourage membership from past ArkSHA members, the board discussed asking those proposed questions in the 2nd quarter newsletter, having booths at other conferences (i.e., AEA), and encouraging people to follow the ArkSHA social media pages.

Secretary: (Shayla McCullough): No report; Thanks to all for sending articles and information for the 1st Quarter newsletter.

Vice-President for Speech Pathology Services (Shelly Keller): No new information to report.

Vice-President for Audiology and Hearing Services (Donna Smiley): No new information to report.

Vice-President for Continuing Education (Aletha Cook): Report Provided--Wednesday and Thursday speakers have been confirmed and are working to collect contracts and other items. Will begin promotion of speakers and topics in the newsletter and on social media. Sponsors/vendors will also be recognized in social media posts as they sign up. Speakers will cover a variety of topics across the lifespan including Autism, adult swallowing and language disorders, aural rehabilitation, AAC, supervision, and ethics and telepractice. It was discussed to have signage highlighting sponsorships (i.e., _____ was sponsored by _____). 3 vendors have been confirmed, with 2 providing \$500 sponsorships.

Vice-President Elect for Continuing Education (Miriam Stafford): No new information to report; Has been working hand-in-hand with the Convention Committee and Aletha to determine which sessions to get online.

Committee Reports

Communications & Technology Ad Hoc Committee (Aletha Cook): No updates to report. Website changes are currently in progress.

Northwest Arkansas Outreach Committee (Rachel Glade on behalf of Amy Faith): No Report submitted; Information from their last meeting is posted on the board portal. A conference in Spring 2021 is in the works.

ISP Advocacy Committee (LeeAnn Griffith): Report submitted—ISP hearing is set for Monday, June 8 as requested by Representative Bruce Cozart. Janet Deppi from ASHA State Affairs is planning to attend and testify at the hearing. Workload calculations from across the state are being compiled. May need some money to help really promote this to the legislators and support the committee members (i.e., packets for the legislators, hotel expenses for those traveling).

A motion was made and carried by all to accept Amy Faith and Shelly Weir as members of the ISP Advocacy Committee.

Membership Dues Schedule (Kelli Watts): No report submitted.

Hearing Loss LiveBinder Committee (Rachel Glade on behalf of Tracy Pate & Krista Scruggs): No report submitted.

Literacy LiveBinder Committee (Rachel Glade on behalf of Andrea Hanson): No report submitted.

Old Business

Bylaws Review and State of Affairs Webinar (Rachel Glade): The board went through the bylaws, reviewing the comments and suggestions that were made. The majority of the changes noted were grammatical in nature. An ArkSHA State of Affairs webinar will be held on Thursday April 23, 2020 from 6:30-7:30pm. This 1 hour webinar will include a quick intro to ArkSHA, leadership, convention, advocacy priorities, bylaws review. Rachel will get with Melanie on working to set it up and try to get approved for CE with ASHA. Consider sending out in advance and ask people to register so we can have a headcount. Rachel will create a shared presentation on the portal for all board members to provide input and include information.

A motion was made and carried by all to approve the bylaws and move to membership for approval following the State of Affairs webinar tentatively scheduled for April 23rd.

The goal is to get the updated bylaws approved by the membership in order to advance to the policies and procedures. Hope to be able to announce board members at the convention in October and get them onboarded faster instead of having to wait until January 2021.

ArkSHA Charitable Fund (Marilyn Porterfield): Information going in newsletter on details, as well as a link to donate and a link to see more information on the ArkSHA website.

ABESPA Update: Rachel met with Elizabeth and shared ArkSHA’s concerned. She would like to collaborate with ArkSHA. Information will be provided to go onto the ArkSHA website. ABESPA board meeting for March 13 was canceled. Once we receive the dates of future meetings, Marilyn will send those to the board to see who would be available to attend their meetings.

Spring CSAP 2020: In an effort to save money and the concern with cancellation of the event, no one with ArkSHA will be attending the Spring CSAP. Marilyn will reach out to Kami to see if she would provide an update to the board if she plans to attend.

New Business

2020 Board Meeting Dates:

- Board meetings for 2020 (via Zoom unless noted): No April meeting; May 8th; June 12; July 10; Aug 14; Sept 11th; October (At Convention); Nov 13; Dec 11
- CSAP: May 15-16, 2020 Cleveland, OH; November 18, 2020- San Diego, CA (Rachel attending)
- ArkSHA Convention: October 14-16, 2020 at the Embassy Suites Little Rock

Adjourn – at 4:16 pm by President, Rachel Glade

Action Items

Task	Board Member Responsible
Create table highlighting what ArkSHA does/needs to market	Rachel Glade
Add table from Rachel’s story in the newsletter to social media	Shayla McCullough
Encourage others to follow social media pages	All
Highlight confirmed vendors for convention on social media	Shayla McCullough
Link to charitable fund in newsletter	Marilyn Porterfield
Information page for ABESPA for ArkSHA website	Rachel Glade
Reach out to ABESPA for meeting dates, times, and location	Rachel Glade
Social media post for ArkSHA State of Affairs webinar with link to register	Rachel Glade and Shayla McCullough
Page 12, Item 3.1 on bylaws will be researched and sent to board members for review	Rachel Glade
Create shared presentation and provide information for State of Affairs webinar	Rachel Glade and All as applicable