ArkSHA Board Meeting Minutes
November 13, 2020
Zoom

Call to Order by President-Rachel Glade at 3:01 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-Continuing Ed
Present: Miriam Stafford-VP Elect Cont. Ed
Present: Shelly Keller-VP SLP Services
Present: Donna Smiley-VP Aud. Services
Present: Marilyn Porterfield-Best Management
Present: Lauren Rogers-ASHA SEAL
Absent: Cheri Stevenson-ASHA STAR
Absent: Portia Carr-ASHA StAMP
Absent: Randy Thurman-Lobbyist
Absent: Courtney Sheppard-Lobbyist
Present: Danni Welch and Amy Faith

Minutes:
- Minutes from the previous board meeting were reviewed by the board with no corrections noted.
- A motion was made and carried by all to approve the minutes as presented.

Lobbyist Report (Marilyn Porterfield for Randy Thurman/Courtney Sheppard): No report

ASHA STAR Report: (Rachel Glade for Cheri Stevenson): No report

ASHA SEAL Report (Rachel Glade for Lauren Rogers): No report; Focus continues on COVID-19 and Schools

ASHA StAMP Report (Rachel Glade for Portia Carr): No report; Upcoming meeting November 17th

Board Reports

Treasurer (Marilyn Porterfield for Kelli Watts): Report submitted
- Approximately $45,000 income from virtual annual convention
- Convention expenses approximately $32,000
- Approximately $5,000 donated to ArkSHA Charitable Fund
- Membership numbers down compared to previous years. Discussed how to place value in being a member outside of the convention discount.
- A motion was made and carried by all to accept the financials as presented

Past President (LeeAnn Griffith): No report
- Working to get award plaques to recipients.

President-Elect (Aleecia Starkey): No report

Secretary: (Shayla McCullough): No report
- Deadline is December 11 for next newsletter.

Vice-President for Speech Pathology Services (Shelly Keller): No report
- Owner of services provider interested in finding out more information about ArkSHA and what we are doing. Owner is considering paying ArkSHA dues for their employees and has some input on involvement with the State.
Rachel and Shelly will be meeting with Melissa Stone from DDS to build connections and to see if we can get a seat at the table early on with items. Consider having ArkSHA board member attend Medicaid meetings.

**Vice-President for Audiology and Hearing Services** (Donna Smiley): No report
- Consider having VP Audiology attend ARAA Board Meetings and invite ARAA member to attend ArkSHA meetings. Will reach out to gauge interest in connecting.

**Vice-President for Continuing Education** (Aletha Cook): Report provided
- Exhibitor Total: 8 (2 were sponsors)
- Attendance Numbers: (the # showing on eP is deceiving because that includes speakers, exhibitors, and staff that helped)
  - Total: 284
    - 143 Members
    - 52 Nonmembers
    - 89 Students (55 member/34 nonmembers)
- Great presentations!
- Discussed specific financial obligations for presenters in regards to airfare reimbursement and honorariums
  - **A motion was made and carried by all** to refund Melissa Passe’s airfare of $525.22 and pay Brie and Lynsey an additional $250 each.
- Convention sessions are available until November 15th for those that registered. Discussed potential to extend session availability, as well as placing sessions on ArkSHA website to pay-to-view (particularly Patty Prelock). Discussion surrounded member vs. nonmember fee, new contracts, and ways to track.

**Vice-President Elect for Continuing Education** (Miriam Stafford): See above.
- Working hand-in-hand with the Convention Committee. Starting plans for 2021 annual convention.

**Committee Reports**

**Northwest Arkansas Outreach Committee** (Rachel Glade for Amy Faith)- No report

**ISP Advocacy Committee** (LeeAnn Griffith) - No report

**Membership Dues Schedule** (Rachel Glade for Kelli Watts) - No report

**Hearing Loss LiveBinder Committee** (Rachel Glade for Tracy Pate & Krista Scruggs) - No report

**Literacy LiveBinder Committee** (Rachel Glade for Andrea Hanson) - No report

**NOTE:** Rachel will get with Aleecia to discuss whether to continue with Ad Hoc Committees or to disband.

**Old Business**

**ABESPA Update:** (Rachel Glade and Aleecia Starkey)
- Will continue to attend meetings to show representation and advocate for our members.
- Have reached out to Tim Boyd, ASHA Regional Rep, to discuss. This is a prevalent issue for states with licensing laws and maybe a coalition of professionals is needed to improve collaboration between parties.

**ArkSHA Foundation:** (LeeAnn Griffith)
- 2 donations made anonymously
- Donors may be interested in serving on ArkSHA committees but not as Board members

**Policies & Procedures Plan of Action** (Rachel Glade):
• Board discussed and edited. Would like to have completed for Board vote at December meeting.
• Goal is to have a searchable PDF version
• Highlights:
  o Newsletter naming changing from Sound Expressions to Communication Connection
  o Possibly have VP Aud and VP SLP co-chair newly established Fundraising Committee
  o VP Cont Ed and VP-Elect Cont Ed attend December budget meeting to discuss convention budget for upcoming year
  o Tag other associations and organizations on social media; Follow and share posts from others.
  o Possibly have ads and banners on ArkSHA website and in newsletter
  o Honors and Awards nominations by the Immediate Past President in August
• Consider submitting for ASHFoundation Awards and revising award nomination packet to align.

New Business

None

2020 Upcoming Dates:
• Board meetings for 2020 (via Zoom): Dec 11th at 3pm
• CSAP: virtual day of sessions on November 21st Shayla attending

Adjourn – 4:40pm by President, Rachel Glade

Action Items

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<thead>
<tr>
<th>Task</th>
<th>Board Member Responsible</th>
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<tbody>
<tr>
<td>Social Media end of the year blast with ArkSHA accomplishments, newsletter name change, donations for ArkSHA Charitable Fund, etc.</td>
<td>Shayla M.</td>
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<td>Reach out to ARAA to collaborate</td>
<td>Donna S.</td>
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<td>Research potential to extend convention session ability to view</td>
<td>Aletha C. and Marilyn P.</td>
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<tr>
<td>Determine whether to continue ad hoc committees</td>
<td>Rachel G. and Aleecia S.</td>
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<td>Research advertisement rates for website and newsletter</td>
<td>Shayla M. and Marilyn P.</td>
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<tr>
<td>Policies and Procedures edits and review</td>
<td>All board members</td>
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