

CAPCSD
Board of Directors Meeting Minutes Approved
November 13, 2018
Westin Boston Waterfront

Board of Directors Present: Lisa Lucks Mendel (*President*); Ann Eddins (*President-Elect*); Katie Strong (*Treasurer*); Lisa Scott (*Secretary*); Mike Bamdad (*VP for Program Resource Development*); Vikram Dayalu (*VP for Academic Affairs & Research Education*) Elaine Mormer (*VP for Clinical Education Resource Development*); Jennifer Simpson (*VP for Strategic Initiatives*); Jennifer Taylor (*VP for Organizational Advancement*)

Participating via Skype: Mark DeRuiter (*Past-President*)

CAPCSD Staff Present: Deborah Ortiz (*Executive Director*); Ned Campbell (*Director of Meetings & Continuing Education*)

- I. **Mendel called the meeting to order at 8:30 a.m.**

- II. **President's Report (Mendel)**
 - a. Review of Agenda/Other meetings during the week.

 - b. Communication with JMS update: The plan for better communications is going very well.

 - c. AAA Clinical Education Forum (Mendel, Eddins, Mormer, Simpson)
 - i. Conference call scheduled for Monday 11/19/18 to discuss the plans for the forum. Topic is likely to be Evidence-Based Practice.

- III. **Secretary's Report (Scott)**
 - a. MOTION for approval of October 18, 2018 minutes. **MOTION CARRIES.**

 - b. Salary Survey
 - i. Results so far: Approximately 31% response rate to date. Keeping the survey open until 11/30.
 - ii. Brief discussion about whether to continue conducting the salary survey, but no firm decision reached.

- IV. **Staff Report (Ortiz/Campbell)**
 - a. Membership update: 304 members, 4 are affiliates rather than full members.

 - b. Process for affiliate member application
 - i. When someone applies for membership, the application is sent to the Past President for review/approval.
 - ii. What are the guidelines for affiliates? Is there ever a time that we would not accept an application?
 1. What about university documentation that a degree is going to be offered?
 2. When you look at membership application, most criteria come straight from the by-laws. A requirement for verification from the

sponsoring institution could be provided when the program does not yet have a website presence.

3. The length of time a program can be under affiliate status is addressed in the bylaws but no minimum requirements.
4. Ortiz will modify the application and send a draft for DeRuiter's approval, and move forward.

c. Board Travel Reimbursement Considerations

- i. Ortiz discussed possible room for exceptions – upgrading seat on an airplane, plane internet access, upgraded internet in hotel
- ii. ASHA travel policy – maybe CAPCSD should look at that and consider following a similar policy
- iii. Mendel and Eddins will work on verbiage for modifications for the P&P.

d. 2022 Conference Site City Recommendation

- i. Phoenix is not an option for 2022.
- ii. Campbell recommended the Board consider Portland and/or Denver. Portland would be in a convention center across the street from the conference hotel; it would be a different feel than other CAPCSD conferences in the past. Other western cities aren't real options due to space limitations, travel difficulty, social justice issues.
- iii. Bamdad recommended the Board consider going back to multi-year contracts with specific facilities.

- e. Campbell provided a Medicare webinar recap. There has been 75% attendance of those registered; comments and evaluations have been good. Interestingly, even though the presenters drill down on specific aspects of compliance content, they get same questions centered around "how do we avoid having to take Medicare?"

V. Treasurer's Report (Strong)

a. Financial status as of October 31, 2018:

- i. Fidelity (investments) = \$620,613.13
- ii. FirstBank (checking) = \$62,844.54
- iii. FirstBank (savings) = \$190,972.28
- iv. **Total Assets: \$874,429.95**

- b. Late summer, CAPCSD tends to have a cash flow issue due to paying conference expenses and summer board meeting, and larger CSDCAS checks have already come in. Therefore, there is a tendency to transfer substantial amounts of money from savings, but those amounts are not re-deposited. As a result, Board needs to look at a reserve policy, Strong will reach out to Financial Advisory committee for its input and put it on the January agenda for the face-to-face meeting.

VI. President-Elect Report (Eddins)

- a. Call for resolutions went out in September, no responses.
- b. Policies & Procedures Manual changes

- i. New section on oversight and annual review of the AMC, which is a revision under President's responsibilities (under D, page 4; "CAPCSD P/P revised" file name) – CAPCSD management firm oversight including an annual review process. Added evaluation form used in the Appendixes. Align timing with contract ending; annual review will be conducted in May of each year.
 - ii. MOTION to accept revisions to P& P regarding annual review of AMC and the title change from CSDCAS Manager to Director of Centralized Admissions. **MOTION CARRIES.**
- c. Update from Critical Thinking Task Force
 - i. White Paper I, I includes the basic foundation (What is critical thinking, Why it is important, and How to teach it in the classroom and clinic). Deadline for final draft is December 2018. Will be circulated for final review to the Task Force in January 2019, forward to Board for review in February 2019.
 - ii. Detailed outline of White Paper II (Assessment, Faculty Development, and Critical thinking and the curriculum) has been developed, Shelley Brundage will serve as co-chair of the subcommittee working on this paper and oversee its development. Tentative deadline for completion is April 2019.
- d. Modifications to the PhD Scholarship Award Process
 - i. Concern raised from a program about \$ being given directly to student, what if they have other funding? Discussion about financial need. Current process is for the program to recommend students and the scholarships are not a grant. Therefore, the Board agreed that providing a scholarship to a student who has other funding is not prohibited.

VII. VP Academic Affairs and Research Education (Dayalu)

- a. Scholarships:
 - i. Discussion and decision on the probable number of PhD scholarships for 2019 based on budget.
 - ii. Discussed the charge for a Scholarship committee and potential members. The charge for a Scholarship committee would be to conduct first round of reviews, helping VP invite additional reviewers, work with VP to look at rubrics/feedback, assess feedback for final awardees.
 - iii. Review Process for reviews for the three scholarships (Laven, Plural, and PhD)
 - 1. Numbers for this year
 - a. Large number of applications for the Laven scholarship – 92 active
 - b. Similar numbers for Plural – 55-60
 - c. 31 applications opened for PhDs
 - 2. Review process
 - a. Dayalu and Eddins vet the Laven and Plural before applications are sent to 2 reviewers for each application.
 - b. PhD scholarships all go out for review with 3 reviewers for each application.
 - c. It is mandatory for reviewers to write comments

- iv. Ortiz has provided Dayalu a list of PhD scholarship awardees and where they are now. Received a letter from one of the awardees re: where he's working, that his project has been submitted for publication. Board needs to include in award letter standard verbiage for CAPCSD acknowledgement in any publications/grants. Board emphasized the need to follow-up with awardees on where they are working, how money was used, progress of their scholarship.
- b. IPE/IPP Committee Update: Committee has been active to try to develop resources, connect with one another. Looking for an online venue to communicate their work with other CAPCSD members, esp. blog or blog-type platform. Scott Hall has turned on a blog on our current website to see how that works. Issue may be trying to port it over to new database/webpage platform.
- c. CAA and AAB Update: No updates after the October call; Dayalu will attempt to attend their meetings on Wednesday 11/14/18 and report during Board's December call.

VIII. VP Strategic Initiatives (Simpson)

- a. Database update:
 - i. The committee and staff participated in 3 demos of different products and have narrowed the selection down to 2. Ortiz, Woods, and Campbell went back to the 2 vendors with more specific questions because both could serve CAPCSD needs. Have sought references for both and gotten 3 for one of the vendors and waiting for the others until after the conference. Once Ortiz has spoken to all references, she will get a solid estimate from each vendor and send to Board along with staff recommendation for a specific product.
 - ii. Will it be used for conference registration and tracking? One of the databases has a 60-day launch period with penalty if it goes beyond that. Both are offering discount incentives, one expiring this week, the other expires at the end of the month.
 - iii. Current database: Scott Hall has developed a merge tool to help CAPCSD clean up our data. JMS staff are working on it as much as they can; should be done by next week.
 - iv. Logistical standpoint/process going forward: Board needs to approve purchase and the system, with rationale. Board will move as quickly as possible to approve as soon as proposal is submitted.
- b. Social Media Committee: Has been quite active on FB page. Simpson and Grubler occasionally remove posts that are deemed to be irrelevant. Simpson recommends development of a communication plan to help determine what should be posted, etc.

IX. VP Program Resource Development (Bamdad)

- a. 2019 Conference (San Diego)
 - i. Call for Papers yielded 99 submissions. The Conference Planning Committee (CPC) has picked the 12-14 that will be taken from the Call. There are 27 invited sessions.
 - 1. Invitations for invited sessions are going out very soon; CFP notifications will go out week of 11/19/18.

2. Our acceptance rate is very low. Discussion about how more submissions could be taken, whether taking more papers should be the goal, etc.
 - ii. Leadership Academy: 76 applicants, Leadership Academy Committee will be meeting week of 11/19 to pick final 20 + 3 alternates.
- b. Future Conferences
- i. 2019 – San Diego (Westin), 2020- New Orleans (Marriott), 2021 – Atlanta (Marriott Marquis), 2022 will be West Coast, 2023 will probably be Orlando, 2024 will probably be DC.
 - ii. CAPCSD is working with Kathy Abney for future site selections. There was discussion about accounting for site selection fees, Conference Direct, and the conference in Charlotte.

X. VP Clinical Education Resource Development (Mormer)

- a. eLearning
- i. Yesterday (11/12/18), Mormer and Campbell met with EDC.
 1. Part of the contract was for EDC to do research on usage, user feedback, etc.
 2. Stats from the 2 courses that are currently offered;
 - a. 3,517 ASHA/AAA registrations across both courses;
 - i. 1,057 total users have completed all 5 modules in one or both courses
 - b. 96% of participants rated their experience with the modules as Met Expectations/Exceeded Expectations
 - c. Only 41 individuals reported login or access issues
 - d. Plans for revision included clarifying required vs. optional materials; SLP vs. AuD content via a show/hide feature; offering more opportunities for connection via tools in the new database/website; and adding more explicit information on CEU and Certificate obtainment
- b. Clinic Director Basic Training
- i. 60 applicants for 30 slots
 - ii. Reviews are occurring now, deadline is Nov. 15. Participants notified by November 30. At January meeting, Board should talk about future re: timing of offerings.
- c. Simulation Task Force eBook. In progress with production. Mormer sought Board feedback for several questions related to inclusion of internal/external links, hosting, and accessibility. Board supported offering a printable version in addition to the e-version.
- d. CFCC standards change implementation
- i. Professional development requirements for supervision. How will programs know whether their supervisors have completed supervision training?
 1. For people who participate in ASHA CE registry, they will have something recorded, e.g., a checkmark next to their name in the certification lookup page.
 2. For those who don't, they'll need to complete training and submit a documentation to ASHA to show that the requirement was met.

3. Programs need to get this info out to supervisors; information will be included in the President's January email blast.
 - ii. Ethics requirement – possible development of courses for our members?
- e. Distribution of eLearning Access Codes
- i. State Education Association on Communication Disabilities Council has asked whether they could have access to codes to distribute to their members. This organization is for individuals who serve as speech and hearing consultants to different state education systems. They have direct contact with SLPs in schools but are not direct providers.
 1. They want to be able to share access to their members for the elearning courses. Could be distributed out to up to 1000 SLPs who supervise students and assistants. They are meeting at ASHA and want someone to come talk to them about access and the courses etc. Mormer is going to the meeting on 11/14/18.
 2. Should access to the courses be controlled in the same way as it is now? Some of these people already would have access but may not know that they have access.
 3. The Clinical Educator Resource committee recommended that the Board go ahead and give this group the access codes.
 4. Discussion about financial ramifications of allowing greater access – because CAPCSD has to pay for hosting a particular number of seats. May need to re-examine the scope of the project re: tax implications, expenses of adding people.

XI. Past President (DeRuiter)

- a. Honors and Awards Committee
 - i. Submissions for Honors and Awards are in process. The committee is sending focused emails to CAPCSD committees encouraging them to consider possible nominations. Mendel will announce at Business Meeting on 11/14/18.
- b. Nominations
 - i. The Nominations Committee (H. Verticchio, J. Mashie, & M. Harrison) has discussed the issue of not having much of a slate. DeRuiter and Scott passed on a list of possible nominees to the committee, and how to encourage greater member engagement to nominate people. The Nominations committee is developing a short survey to recruit nominations from membership at large.
 - ii. Discussed idea of a “consent slate,” and whether President-Elect candidates should have previous Board experience as a requirement for running for this position. Right now, there are 2 different ways to get on Board – elected positions and appointed positions. If CAPCSD went to a consent slate, it would require a by-laws change. If Board is interested in discussing further, DeRuiter will solicit input from the committee and Board will discuss in January. Discussed different alternatives to consider. Simpson shared work being done at ASHA on similar issues related to governance.
 - iii. There should be a slate of nominees presented in January.
 - iv. Mendel will present this at Business meeting on 11/14/18, plus info on SLPD Summit.

XII. Strategic Plan (Scott)

- a. The Board reviewed the next-to-final draft for the Strategic Plan (2018-2021) and selected final items for the Plan. Scott will distribute a draft to the Board and ask people to comment on the areas they believe each officer should monitor as well as whether timelines listed in this draft are appropriate. Will finalize monitoring and timelines at January 2019 meeting.

XIII. VP Organizational Advancement (Taylor)

- a. M. Woods job description and title have changed and P&P will updated to reflect changes. Title has changed from CSDCAS Manager to Director of Centralized Admissions to be more in line with other CAS'. Changes were completed with Woods' input. Board asked Ortiz take the recommend the change in title to JMS. Also working on updating her job description and responsibilities.
- b. Review of CSDCAS committee activities
 - i. Preparing to issue a Call for 3 new members of CSDCAS committee. McCarthy has chosen not to do a 2nd term. Tsiamtsouris and Vander Werff are rolling off. Mandulak wants to stay as CSDCAS chair for a 2nd term. Board will vote on chair at the same time the Board votes on 3 new committee members.
 - ii. CSDCAS Team To-Do list was developed
 1. Charges were outlined for Director of Centralized Admissions, VPOA, Chair, Committee responsibilities so that everyone is aware of what their roles will be going forward and how VPOA is different from chair and staff.
 2. CSDCAS Confidentiality Agreement. Since VPOA and Chair have access to sensitive program and applicant information, a confidentiality agreement was developed.
 3. Goals for 2019 were established.
- c. CSD Education Survey
 - i. Thanked Board for making calls; resulted in 90% response rate.
 - ii. Hard close date is one week after advertised closing date. Is this something CAPCSD could try to ask ASHA to shift?
- d. Data Mining and CSDCAS: Possible only if programs complete matriculation data and currently only 30% do so. In the participation agreement they sign, they're supposed to do it. Right now, Woods would have to make at least 150 phone calls to ask programs to complete matriculation data; is this a wise use of time? What are the ramifications of a program not doing it? CAPCSD doesn't have a good communication strategy to address issues like this. Part of the issue is also giving Woods strategic direction. What about giving aggregate data to those who participate? Right now, only people who have access to data are Woods and Karen Jacobs from Liaison.

XIV. EMP Goals (Taylor)

- a. CAPCSD is paying \$13,000 to use EMP for 2019. Taylor has been trained and has bi-weekly meetings. Primary use of EMP is for CSDCAS programs to communicate with applicants; CAPCSD could do the same. If CAPCSD doesn't use EMP after 2019, there will be no way to communicate with applicants.
- b. EMP will be merging into WebADMIT after 2019. Cost of EMP/WebADMIT should be viewed as an operating cost.
- c. Would help Woods focus her work, a lot of what she would create would be usable again in subsequent years

XV. Need for a Strategic Communication Plan (Taylor)

- a. Taylor discussed the need for a master timeline of emails that go out, social media guidelines/oversight. Does each committee need a strategic communication plan? Often, Ortiz and Campbell get messages that “We need this to go out” without advance warning/planning. Taylor, Simpson, and Ortiz will discuss what needs are and bring it to the Board meeting in January for full discussion by the Board.
- b. Taylor asked each VP to work with committees to (1) identify purpose of communication, (2) the targeted audience, (3) the message to be communicated, (4) resources needed, and (5) whether it will create an obstacle or emergency that needs to be prepared for. Provide Taylor your information by December 15, 2018.

XVI. Medicare Messaging (Morner, Scott, Deruiter)

- a. After the last Medicare webinar, the webinars have engaged 707 people who registered, with 528 actual attendees. Participants are still focused on how to get around implementing Medicare. Does CAPCSD need to respond to this, somehow? Morner took the question to the Clinical Educator Resources committee. Board decided CAPCSD has provided directed information via website, conference, and webinars. It is not for CAPCSD to provide advice beyond what’s been offered.

XVII. Preparation for ASHA – CAPCSD Joint Board Meeting

- a. The joint meeting will be held in the Westin Faneuil Room at 11:00 a.m. on 11/14/18. Mendel reviewed the agenda. One item Board wants to be sure to address is the time conflict with Researcher-Academic Town Meeting.

XVIII. Preparing for 11/14/18 Business Meeting

- a. The Board reviewed the format for who was going to discuss what aspects during the meeting.

XIX. Meeting adjourned at 4:15 p.m.