

MSHA Executive Board and Advisory Assembly Meeting
Lansing, MI
May 8, 2015

Members Present: Kathy Rigley-Rowell; Laura Lenkey; Julie Pratt; Carolyn Doty; Gordon Krainen; Kelli Pierce; Melissa Witsil; Beth Economou; Erica Barker; Karen O'Leary

Members Absent: Emmylou Garza-Prisby; Lori Tavtigian; Sherry Riedel; Julie Kiefer Eaman; Grey Spray; Angelique Boerst; Michelle Bailey; Rosalyn Davis; Terry Lange-Winkel; Kirsten Haverberg; Ashley Gutowski; Rachel Denis

Staff Present: Kim Wesoloski; Dawn Kutney

Called to Order: Kathy called the meeting to order at 9:13 am.

Minutes and Agenda: Kathy moved that we accept the minutes, second by Kelli. Minutes approved.

Treasurer's Report: Documentation forwarded by Sherry prior to the meeting included the April balance and P&L statement. It was indicated that our P&L statement indicates that we are financially ahead this year, below budget for our expenses.

Office Report: Dawn reported that she is working on pictures from the conference for the May *et cetera* to be distributed soon via email. She indicated that summer hours are going into effect which will decrease hours to 2-3 days per week. Email is continually checked throughout the summer.

Committee Reports

- A. **Conference:** Conference report was submitted prior to meeting including evaluations and comments by attendees. It was suggested that select comments be added to the website with responses from MSHA to show that we are responding to the feedback provided. Other issues discussed included that most people registered online versus paper; discussion with University representatives would help to increase student engagement with MSHA.
- B. **Advocacy:** Discussed the success of the legislative breakfast and thank you to Kelli for her hard work on the Advocacy committee. New rules are being proposed by the SLP Licensing committee which was also summarized and submitted electronically prior to meeting. Kelli will be sending proposed changes to ASHA for feedback and to start the conversation. Some concerns/questions were brought up by Julie that Stephanie was not aware of the changes or discussions on the SLP licensing committee.
- C. **Audiology:** A report was submitted electronically prior to the meeting summarizing the restructure update. Further discussion will need to take place with Janet Deppe/ASHA to guide discussion and response to proposed changes. There are bylaw requirements with ASHA that will impact MSHA's recognition of an ASHA affiliate that need to be addressed/implemented to maintain status.
- D. **Health Care:** Carolyn discussed an Ad Hoc Committee for supervision issues with Universities. She also indicated that they are planning the 2016 Health Care Conference. The video project was also discussed. There will be 2 videos: 1 – 2 minute 15 second video to be used for PR; 1 – 10 minute video TBD how to use. There has been positive feedback regarding the video and its impact. Questions included whether to give Short's Brewery any mention in the credits on the video. There has been decision/communication by Short's whether they will "host" the video.
- E. **Membership:** Gordon reported that membership #'s are up. A scheduled Meet and Greet will raffle off a membership to MSHA. Discussed advertising including sending postcards to ASHA members that are non-MSHA members by zip code for Meet and Greets that are scheduled. Kathy suggested that the office be informed of any planned Meet and Greets so all know and can support/attend. Laura indicated that she was going to try a virtual meet and greet.
- F. **Public Relations:** Continued to discuss the promotion of the Short's video. Other ideas were also discussed to bring in new members including advertising Meet and Greets. Laura suggested a membership drive with rewards for those that bring in the most members. Conference PR Table was also reviewed. May as BSHM was discussed and Melissa shared resources from ASHA's website. Melissa also shared that since the conference Facebook engagement is up 20%. Posts from conference reached 1000+, being followed by 6 countries and Twitter was up 11% with 250 direct profile views. Ideas for future conference included moderators sending

Erica information on sessions and to increase the number of people to help with posting. Erica was thanked for her hard work on the social media posts and reports for the conference. Additional social media ideas discussed included "Student of the Week/Month"; "Member of the Month" to continue with increased social media engagement. Erica also discussed the re-naming of the Short's beer and if MSHA should be involved in that.

- G. **Public Schools:** Lori submitted a report electronically. She indicated that she has recruited 4 members to help with committee work. She also summarized feedback from the conference for an increase in speakers at the conference with regards to school SLP issues.

Advisory Assembly Reports

- A. **Ethics Report:** The goals of the committee were discussed with suggestion of writing a guidance paper for areas of concern.
- B. **Student Affairs:** There are 5 members on the committee now, with bi-monthly scheduled meetings.
- C. **Members at Large:** No reports were submitted

New Business

- A. **BCBS Meeting:** Julie reported that BCBS will be moving from a 60 day re-certification period to a 90 day re-certification period.
- B. **ABA Update:** Julie reported that licensure is on hold for BCBA. Julie is in discussion with AAOM and discussed a work group meeting to discuss the issues with BCBA in our state and impact on scope of practice. There is nothing formal being discussed however there are concerns over the strong voice of the BCBA community and a need for SLP and other disciplines to be heard in the conversations regarding ABA therapy services. Julie also discussed having conversations with OT/PT Alliances over scope of practice.
- C. **No Fault Insurance:** Kelli suggested writing representatives and CPAN (Coalition for the Protection of Auto No-Fault).

Old Business

- A. **Webinar/Online CEU Ad Hoc Committee:** Kathy indicated that she has ideas to move forward including using residual money from the Short's donation for CEU events. Carolyn asked about CEU's for being on the Executive Board. Kim will ask Rosalyn about that and get details.
- B. **Membership Drive:** This was discussed in detail during the membership report – refer to notes for details on discussion.
- C. **Update on Short's Brewery Donation** – This was discussed in detail during HealthCare report – refer to notes for details on discussion.
- D. **MSHA Foundation** – Dawn indicated that the website is up and running at msha-foundation.org. They also have a Facebook page. Dawn indicated they raised a significant amount of money through the silent auction.

Kathy adjourned the meeting at 12:15pm.

Next Executive Board meeting is June 12th in Lansing.

Respectfully submitted by Beth Economou

The Minutes are amended to show one electronic vote:

-On May 20, 2015 Kathy Rigley-Rowell moved ***the board to allocate \$150 additional dollars from Short's Brewery for further editing and the inclusion of photos that were recommended by the Video production team.*** This motion was seconded by Angelique Boerst. Passed on May 29, 2015.