

**CAPCSD Board Meeting**  
**Approved Minutes**  
**Tuesday, April 8, 2019 and Wednesday, April 9, 2019**  
**San Diego, CA**

**Board of Directors Present:** Lisa Lucks Mendel (*President*); Ann Eddins (*President-Elect*); Mark DeRuijter (*Past President*); 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*); Katie Strong (*Treasurer*); Jennifer Taylor (*VP for Organizational Advancement*)

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

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- I. **Mendel called the meeting to order at 8:30**
  - a. Reviewed the agenda and Board conference activities.
  - b. Laven award plaque expenses: Frances Laven used to pay for the plaque; CAPCSD will now cover the expenses for the plaque or other commemorative item.
  - c. Vice Presidents for 2019-2021
    - i. The terms for the VP for Academic Affairs and Research Education (Dayalu) and Clinical Educator Resource Development (Mormer) both expire on June 30, 2019.
    - ii. Dayalu and Mormer have indicated that they wish to continue in these roles for another 2 years (July 1, 2019-June 30, 2021).
      1. MOTION to approve Dayalu for a continued 2-year appointment as VP for Academic Affairs and Research from July 1, 2019-June 30, 2021. **MOTION CARRIES.**
      2. MOTION to approve Mormer for a continued 2-year appointment as VP for Clinical Education Resource Development from July 1, 2019-June 30, 2021. **MOTION CARRIES.**
  - d. AuD Education Task Force/VA Survey
    - i. Report finalization and distribution has been stalled while some of the language is re-drafted because some constituents felt the language for recommendations wasn't strong enough. The original draft has been sent back for edits.
    - ii. Christine Ulinski, President of the Association of VA Audiologists, has a survey she wants CAPCSD to send out about the 4<sup>th</sup> year and having a consistent process for identifying potential 4<sup>th</sup> years for VA positions, including application process and timelines.
      - a. Mendel has shared with Neil DiSarno and Janet Koehnke from ASHA, who suggested several changes. Mormer shared the changes with Ulinski and has worked with her on suggested edits.
      - b. Finalized survey will be distributed to academic programs
  - e. Education Forum at annual AudiologyNOW meeting was held 3/29/19. CAPCSD representatives who participated felt that the session was successful, and a good discussion was held.
    - i. For 2020, the goal will be to engage more preceptors. One suggestion for increasing preceptor numbers was to have every academic person attending bring a preceptor along.

- ii. Perhaps advertise sooner and more directly to preceptors.
  - iii. Eddins and Mendel both agreed that the session doesn't have to be 4 hours long in the future.
- f. Update on the SLP-D Resolution that was brought to CAPCSD in 2017 regarding possible accreditation of SLP-D programs.
  - i. During the most recent CAA meeting, Dayalu was asked where CAPCSD was with the resolution
    - 1. The resolution was written to begin examining the feasibility of accreditation standards for SLP-D programs.
    - 2. CAPCSD's response is that ASHA has created a task force to examine graduate education in speech-language pathology, which includes what entry-level degree is most appropriate.
    - 3. CAA suggested CAPCSD poll member programs on what they think about a possible change in the entry level of the degree
      - a. This may not be a CAPCSD issue; ASHA is the one who determines certification standards and degrees needed for practice.
      - b. ASHA is holding a focus group at this CAPCSD meeting, so programs have an opportunity to give input.
- g. AAA Agenda for 4/9/19 joint meeting.
  - i. Catherine Palmer will be here as the AAA President-Elect representing AAA. She previously contacted Mendel asking her to consult the CAPCSD Board for input on ways that AAA can help CAPCSD accomplish its mission.
  - ii. CAuDP
    - 1. CAPCSD has been approached by CAuDP regarding ways the 2 organizations may work more closely together. CAuDP expressed a number of needs that would be helpful to them to have CAPCSD's assistance. Lisa Mendel will interact with CAuDP leadership to determine possible few directions.

**II. Secretary – Scott**

- a. MOTION to approve March 18, 2019 Board meeting minutes. **MOTION CARRIES.**
- b. Distance Education committee needs suggestions for members.
- c. Discussion on General Education committee tabled until later in today's meeting.

**III. Treasurer's report – Strong**

- a. March financials haven't been received yet, so figures are same as those reported on 3/18/19:
  - i. Fidelity Investments     \$ 647,652.21
  - ii. First Bank Checking     \$ 142,831.02
  - iii. First Bank Savings     \$ 458,536.26
  - iv. Total Assets             \$ 1,249,019.49
- b. Reviewed first draft of Financial Reserve Policy, posted in Dropbox
  - i. Summary:
    - 1. Instead of having 1 large checking and 1 large savings account, reducing the number of times ED asks for funds transfers, proposed 4 different funds.
      - a. Things to consider: Where should scholarship balance go? What is long term goal for scholarships, special projects?
      - b. Board decided that Scholarships should be its own separate fund as should Special Projects.

- c. Oversight Monitoring language – should be the Board, not Financial Advisory Committee.
  - 2. Is there a way to make more apparent the connection between Campbell and Associates and the Financial Advisory Committee/Board to make sure we are more aware of what’s happening with long term investments.
    - a. Perhaps invite a representative to attend one F2F Board meeting per year.
  - 3. Reviewed and provided input on draft language
  - 4. ED will have authorization to spend up to \$5,000 without multiple emails for prior approval
- c. Financial Advisory Committee
  - i. How much do we want to keep financial decisions at Board level? What should input be from Financial Advisory Committee, paid financial advisors, allow ED to make decisions about some amount/percentage of funds without having to ask permission for every expenditure?
    - a. Board holds fiduciary responsibility for the organization.
    - b. Does the Financial Advisory Committee still serve a purpose?
      - i. Should we dissolve it and create something ad Hoc in the future should it be needed?
      - ii. Trend in association management for more ad Hoc or general Advisory committees due to decreases in volunteerism
      - iii. MOTION to engage FAC to review the updated draft of the Financial Reserve Policy as its final responsibility by July 1, 2019.

**MOTION CARRIES.**

**IV. Staff Updates – Ortiz, Campbell**

- a. Busy with the conference
- b. Honor and Awardee tables for the reception Thursday evening.
- c. Growth Zone is ready to go to get the database transition going. Campbell, Woods, and Scott Hall will all participate in that first meeting. First target date for transition is May 13, so that it can be finished by July 1, 2019.
- d. New deadlines/reviews for scholarships really helped for getting information out.
- e. Campbell provided an overview of the 2019 conference
  - i. 510 registrants right now
  - ii. Sold out all rooms at Westin, with 58 room nights at overflow hotel (Bristol). Total of 1456 rooms.
  - iii. Sold the entire exhibit hall (40 tables), increase of 4 from last year, could have sold another 5 if space had been available.
  - iv. Registrations, sponsorships, and exhibitor fees have increased, and Campbell hasn’t gotten negative feedback.
  - v. Discussed ideas about how we might get more exhibitors that haven’t been a part of CAPCSD previously and who might work on contacting potential new exhibitors

**V. VP for Program Resource Development - Bamdad**

- a. Shared new Leadership Academy logo

- i. Leadership Academy lunch – 11:30, spread out at tables, will be a slideshow introduction
- b. Getting videos for social media and our website
  - i. Consent forms are with CPC members to collect short videos and share with attendees, filming on phones
- c. Cadmium
  - i. Upgrades for 2020
    - 1. Beginning next year, continue with an At-A-Glance. We could pay Cadmium to auto-update through the app. It will cost around \$500. Will be in next year's budget
    - 2. Ask the Instructor app
      - a. During presentations, will collect questions and post them to the Instructor screens. Would be available for each session.
      - b. Is there a learning curve for presenters? Would make sure they use app.
      - c. Cost is \$500.
      - d. We could track how many people use it
    - 3. Audience Response system option through Cadmium
      - a. \$1500 + for the first year, they would want to send a staff member and we'd have to pay for their expenses.
      - b. Cadmium suggests we put on webinars to teach speakers how to use it.
      - c. Many audience response systems are free, but get into affecting bandwidth
        - i. Maybe ask presenters if they had an audience response system option, would they use it. Do they use other systems, and if so, what are they using?
- d. Atlanta is 2021
- e. Portland possibly for 2022.
  - i. Campbell, Bamdad, and K. Abney are going in May to investigate, even though the Board will be in there in July because Portland is filling quickly.
  - ii. Two hotels, across the street from one another, both owned by Hilton.
- f. New Orleans 2020 pre-con. Want to be an UG topic because of funding for NAPP.
  - i. May come up during ASHA/CAPCSD meeting tomorrow re: UG. ASHA Academic Affairs Board will be holding a small conference on teaching sciences to UG.
  - ii. Discussed different ideas for an UG oriented session
- g. Trends in feedback
  - i. Would we ever offer a job fair option/job board?
  - ii. Tried it as a bulletin board, didn't work
  - iii. Probably not going to do it
- h. Please come to Newcomer's Orientation, luncheon (Garden Terrace) if possible

**VI. VP for Organizational Advancement - Taylor**

- a. CSDCAS Chair position

- i. Conversation with Ortiz and Woods after January F2F meeting, was productive. Have continued to meet every 2 weeks since.
  - ii. Does CSDCAS Committee need a chair?
    - 1. MOTION to eliminate Chair position from the CSDCAS Committee. 1 abstention.  
**MOTION CARRIES.**
- b. CSDCAS Applicant Data Report (by M. Woods)
  - i. First data report, includes 36 AuD programs, 145 SLP for 2017-2018
  - ii. Reviewed data from report for the Board in addition to presenting each member with a hard copy.
  - iii. Who do we send the report to? All programs, or CSDCAS participants on
- c. Next year: 167 SLP programs, 47 audiology programs for next application cycle. 8 agreements out for signature.
- d. How to use EMP (in the future)
  - i. Student recruitment – focus on students we already know exist in the applicant pools for marketing emails, webinars. Using a PURL page within EMP on how to present yourself as a good applicant, etc. Committee will be working on PURL page info.
    - 1. Liaison thinks we should focus more on recruiting undergrads into the professions. Is this something CAPCSD should do? Is ASHA doing this?
  - ii. Program recruitment
    - 1. Sharing the annual report
    - 2. Targeted webinars a couple of times a year.
  - iii. Program development
    - 1. Giving programs already using CSDCAS information on what’s happening re: marketing, behind-the-scenes activities that will help them market their programs, support applicants.
    - 2. Offering more timely trainings e.g., pair with Liaison webinars plus offer CSD-focused webinars.
- e. Will address fee waivers in the budget next year and whether we should add. We are only supporting about 10% of the applicants who would qualify, although we are supporting many of the applicants who do apply for fee waivers.
- f. Woods is sitting on a committee with the Liaison CEG regarding categorizing undergraduate requirements, not just for AuD/SLP but across all CASs.
- g. Mendel asked that the committee work on a model for a structured letter of recommendation.
  - i. Most letter writers rate applicants as good or excellent (98% across all recommenders)
  - ii. Most programs think they are “unique” and so going to a standardized letter may be difficult
- h. Liaison – may need to involve the Presidents in having a discussion about the line of communication re: CAPCSD staff/VP, with programs
- i. CSD Education Survey: Look at list of programs who are chronic non-responders, if we know someone in that program, Board members please reach out and ask them to complete

- j. Communication Plan
  - i. Go into Dropbox (Board of Directors folder), look at plan, submit a list in Word or Excel
  - ii. Email list to Taylor and her GA will enter it into master document by May 1
  - iii. Final plan will live with Ortiz or Campbell

**VII. VP for Strategic Initiatives - Simpson**

- a. Media Strategy Committee
  - i. P. Terrell doesn't want to continue; E. Wagner from Columbia Teacher's College was recommended as a replacement. If she says yes, she will be appointed for 3 years, Grubler for 2 more, Stead for 1 more.
- b. Stead is the only member of Social Media who will be here at the conference, besides Simpson. Bamdad, Simpson, and Stead will work together to identify what to do/pictures to take etc.
- c. Can anyone upload pictures? There's an Activities section within the app. Hashtag - #CAPCSD19

**VIII. VP for Academic Affairs and Research Education – Dayalu**

- a. AAB update: 2020 UG pedagogy teaching conference – will be updated on this tomorrow. Will attend AAB annual meeting at the mothership in May
- b. CAA: No update
- c. IPE/IPP Committee
  - i. Continue to have conversations with Higdon to determine where things are at, waiting for transition to new website.
  - ii. Dayalu will attend their committee meeting on Friday 4/11/19.
  - iii. Presentation on Thursday 4/10 at conference.
- d. Scholarships
  - i. Thanked Ortiz and Campbell for their support in scholarship competition.
  - ii. Moving timeline was good for enhancing process.
  - iii. Plural scholarship process: Need to formalize the process and get an agreement for what Plural's involvement in and what CAPCSD's is
  - iv. Also get formalization of process for PhD and Laven competitions.
  - v. Review committee structure
    - 1. Right now it's a 3-member team + chair.
      - a. Chair is redundant; probably best to have a 4-person committee.
    - 2. Encouraging Board to submit names for committee.
      - a. Look at people who were turned down for other committees, they may be good to recruit.
    - 3. Function of committee is to pre-screen applications before they get sent to reviewers for ratings.
- e. Survey to PhD Scholarship recipients
  - i. What kinds of data do we want to collect?
    - 1. Don't want it to be anonymous
    - 2. How did the \$ impact your final year? Where you are now?
    - 3. When did you receive the scholarship, when did you graduate?
  - ii. Platform – SurveyMonkey
  - iii. Draft version will be shared with Board.

- iv. Timeline is to send the survey out before July 2019 Board meeting.
- v. Ask for photo, 1 min video "Impact of the scholarship was..." Ask their permission/willingness to do this for new website.

**IX. VP for Clinical Education Resource Development – Mormer**

- a. Clinic Director Basic Training kicked off this morning.
- b. eLearning update
  - i. Course 3 update
    - 1. We had planned to launch Course 3 here. We have run into snags and the course will not be launched here.
    - 2. We may need time studies for each module.
  - ii. User data
    - 1. Total modules: 10,361
    - 2. Individuals = 2,035
    - 3. Average # of modules = 5.09 modules per person
    - 4. Who's taking it?
      - a. 65% SLP
      - b. 18% no data
      - c. 12% audiology
      - d. 5% students
  - iii. Repository
    - 1. Live today
    - 2. This is for people who may still want access to materials, but we don't want them taking up a live seat in the course (they're not still trying to take the course)
    - 3. The way people will get to the link for the repository: after people have finished the course and printed certificate, they will get the link to the repository. No way for them to earn CEUs for accessing via this method.
  - iv. Promotion activities
    - 1. At committee presentation, the committee will be sharing promotion activities, such as use of MailChimp, customizable newsletter created by EDC
- c. CFCC update
  - i. Late this week, people will be able to go online and see verification of whether people have done professional development in clinical supervision
  - ii. Log into the ASHA Certification Directory and find the green check mark next to the name of the person that shows that the person has completed training
- d. Committee update and plans
  - i. Chair: Kevin McNamara
  - ii. Members: Lee Robinson, Andy Clare, Carol Cokely, Tammy Frederickson
  - iii. Mormer has talked with committee about possible expansion of activities beyond eLearning courses, AFTER courses 3 & 4 CEU counts are completed
  - iv. New contract with EDC will need to be developed for maintenance of current courses. Contract expires in August. Will not meet goals of launching courses 3 & 4 for this fiscal year but may get it done before contract expires in August.

**X. Past President – DeRuiter**

- a. Update on Elections
  - i. Ready to open on Saturday
- b. Modification to P&P re: elections
  - i. Says the elections open after the Winter meeting, should be Spring
- c. Increase dues for 2019-2020
  - i. Rate that we charge for Council Membership
    - 1. \$350 for regular program, \$250 for affiliate annually
  - ii. Do we need to raise our rates?
  - iii. Propose \$500, which is a \$150 increase.
    - 1. Important to highlight benefits of membership.
    - 2. Going up on July 1. Ortiz will contact programs who've already paid.
  - iv. MOTION to increase program full membership annual fee to \$500.00 beginning July 1, 2019. Discussion: When was the last increase? At least 10 years. **MOTION CARRIES.**

**XI. General Education Ad Hoc Committee – Scott**

- a. Committee overseeing webinars has been developed
  - i. Committee structure
    - 1. Chair: Mark DeRuiter, University of Arizona – 2 years (July 1, 2019-June 30, 2021)
    - 2. Member: Kenn Apel, University of South Carolina – 2 years (July 1, 2019-June 30, 2021)
    - 3. Member: Erin Lundblom, University of Pittsburgh – 3 years (July 1, 2019 – June 30, 2022)
    - 4. Member: Jana Waller, Ithaca College – 2 years (July 1, 2019-June 30, 2021)
  - ii. Committee will meet late June, early July to establish webinar topics/speakers for fall
- b. Distance Education committee chair will be Crystal Murphree-Holden from University of South Carolina. She is in the process of collecting names and inviting committee members. Will update at the July Board meeting.

**XII. President-Elect – Eddins**

- a. P & P Modifications
  - i. Committee description just for CSDCAS Committee. Taylor reviewed language changes, will further update
  - ii. Added 2 appendices
    - 1. M – Committee operating guidelines – Approved at March meeting'
    - 2. N - Annual review of Committee Chairs & Committee Members
  - iii. Elections
- b. Summer Board meeting location & dates

**XIII. Preparation for Pearson Meeting –DeRuiter & Mendel**

- a. Pearson used to sponsor EBP Briefs, there were 2 issues
- b. Tina Eichstadt is a product director, called DeRuiter this spring because Pearson wants to have a stronger relationship with CAPCSD
  - i. They have a relationship with psychology version of CAPCSD, and want to build their relationship with us as a result



- ii. Want to do something “meatier” than just conference sponsorship. Asked whether we have an identified project?
  - 1. Conference sponsorship; webinar sponsorship; scholarships sponsorship?

XIV. Executive Session re: JMS fees

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**Wednesday April 9, 2019**

**I. Meeting with Adam Scheller (Director of Professional Development and Alliances) and Tina (Product Manager) from for Pearson Clinical Assessment**

- a. Introductions
- b. Pearson’s goal is to facilitate relationships with CAPCSD and member programs
  - i. Discussed history of Pearson’s interactions with speech-language programs, e.g., discounting products for university clinics
  - ii. Had questions for us about clinical training with assessments – access and barriers
- c. Shared packets, discussed Training Partnership Program
- d. Discussed professional development, webinars, how these might be useful to faculty and students
- e. Option for starting with webinars with us to share information about the Training Partnership, Speech & Language Class packs
- f. Emphasized the importance of having Pearson at CAPCSD as an exhibitor
- g. Would offering a student certification in particular assessments be something of interest to programs?
- h. Important to continue to involve Tina in all conversations with SLPs

**II. P & P Changes – Eddins**

- a. Reviewed changes in
  - i. Timing of elections ballots changing from winter to spring meetings
  - ii. Solicitation of RFPs for association management companies once every 5 years in month of January
  - iii. Added section on general committee roles and responsibilities
  - iv. CSDCAS committee
  - v. Scholarship committee
  - vi. Additions of Appendixes M and N
- b. MOTION to accept changes reviewed by President-Elect. **MOTION CARRIES.**
- c. DeRuiter suggested that we don’t have to make changes to the P&P every time we meet but instead do it annually.

**III. Miscellaneous Topics**

- a. Work on slides for the Business meeting
  - i. Appropriate to announce new committee members
  - ii. Email the slides to Mendel by Friday at 5
- b. Camp CAPCSD in Orlando

- i. Renting 1-2 houses for ASHA instead of staying in convention hotels
    - ii. No progress yet
    - iii. Ned has 16-18 options to review
    - iv. Try to decide by July
  - c. Governance models re: nomination slates: no progress yet. Scott will work on it
  - d. Website ideas
    - i. Discussion forum – current model doesn't work well, low usage
      - 1. Consider different models in the new website, e.g., clinic director forum, leadership academy forum
        - a. Key is getting a "leader" in each of the forums, e.g., Cara Boester for the clinic director forum
    - ii. Be thinking about what we want to see on the new website
      - 1. Send ideas to Jennifer Simpson
      - 2. Vision statement isn't really a vision statement – maybe reviewing vision/mission statement
  - e. Thanked DeRuiter for his service to the Board