

ASHA /2017 CSAP Spring Conference

Growing Your Leaders

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Let's Talk About ASHA's Resources to Help Grow Your Leaders!

- Minority Student Leadership Program (MSLP)
- Student to Empowered Professional Mentoring Program (STEP)
- Leadership Development Program (LDP)
- Leadership Academy
 - Leadership Mentoring Program

Let's Talk

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Minority Student Leadership Program (MSLP)



MSLP
Minority Student Leadership Program
Class of 2017

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Introduction to MSLP

- Established for undergraduate seniors, master's, AuD and PhD students
- Up to 40 students selected every year
- Takes place during Convention
 - 5 days of Activities
 - Leadership Seminars, Lessons and Simulations, Committee/Board Observations, Awards Ceremony




Denver 2015

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Purpose of MSLP

- Recruit and retain under represented minorities into the professions
- Build and enhance leadership skills
- Provide a deeper understanding of ASHA
- Provide opportunity to network with leaders in professions.
- 2017 MSLP application period is March 13 – May 9



Philadelphia 2016

<http://www.asha.org/Students/MSLP-Award/>

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Results of MSLP

- Increase diversity in the professions
- Provide a culturally competent workforce to respond to the growing and changing population base with communication disorders; and
- Reap the benefits of the innovative and diverse thinking that yields products and services that are in high demand by an increasingly diverse population



Orlando 2014

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Student to Empowered Professional Mentoring Program (STEP)



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About S.T.E.P.

- What is S.T.E.P.?
- Mission and Vision



S.T.E.P. Mentoring Program Coaches: Charlet Beale, Melanie Johnson and Deedee Moxley

<http://www.asha.org/students/gatheringplace/step/>

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Components of S.T.E.P.

- Connect
- Learn
- Empower



S.T.E.P. session

Program Dates:
Enrollment: Jan 9 – Feb 12
Program: March 1 – November 15

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What is Mentoring?

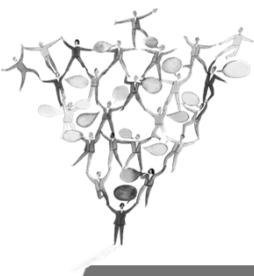
Results



S.T.E.P. session

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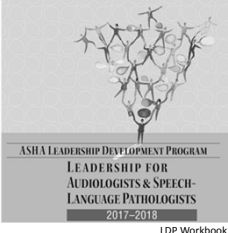
Leadership Development Program (LDP)



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Leadership Development Program

- Year long program to develop leadership skills
- Skills can be used for leadership in the workplace or as a volunteer



ASHA LEADERSHIP DEVELOPMENT PROGRAM
LEADERSHIP FOR
AUDIOLOGISTS & SPEECH-
LANGUAGE PATHOLOGISTS
2017-2018
LDP Workbook

Leadership Development Program

- Graduate approximately 60 members per year.
- Two cohorts each year.
- Competitive Application Process
- Individual Leadership Project
- Eligible members



Elements of the Leadership Development Program

- Full Day Kick-off In-Person Workshop
- 8 webinars on leadership topics
- Develop and make progress or complete leadership project
- Participate on a learning team



Who can participate?



Coming Soon! Leadership Academy



ASHA's Leadership Academy

- Strong pipeline of future leaders for professions and volunteer leadership
- All levels of learning – entry, emerging, experienced
- Ability to earn CEUs



Leadership Academy

Phase 1 (Late 3rd Qtr)

- On Demand Webinars
- Leadership Mentoring Pilot Program
- Leadership Online Community
- Leadership Webpage – "One Stop Shop"



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Leadership Academy

Phase 2 (2018)

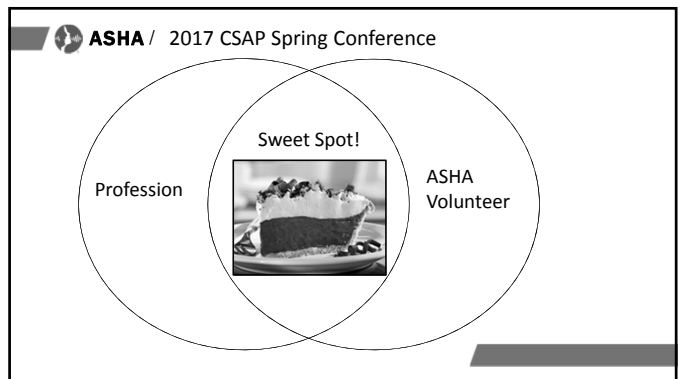
- 10 more On Demand Webinars
- Online Tool to Assess Leadership Skills
- Member Scholarship Program

Phase 3 (tentative 2019-20)

- State Affiliates – Leadership Program

Phase 4 (tentative 2019-20)

- Leadership Institute (Conference)



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Why People Do/Don't Volunteer

Uncontrollable reasons:

- Time constraints
- Family or professional responsibilities

Controllable reasons (in rank order):

- Lack of information about volunteer opportunities
- Volunteer elsewhere
- Never asked to volunteer
- Ad Hoc/Micro-volunteering

NSSLHA Hill Day 2011

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Types of Volunteer Leaders at ASHA

- Entry Leader
- Emerging Leader
- Experienced Leader

NSSLHA Council 2013

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Types of Volunteering at ASHA

- Appointed Positions
- Elected Positions
- Ad Hoc Volunteering (aka Micro Volunteering)

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Ad Hoc (Micro) Volunteering

- Task oriented
- Short term assignment
- Often virtual
- Based on interest
- Available time commitment
- Great for members with time constraints

 **ASHA / Any Questions?**




THANK YOU

HOW CALIFORNIA MENTORS ITS LEADERS

Presented by:

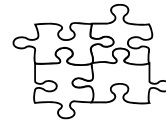
Deb Swain, Ed.D., CCC-SLP
President
California Speech-Language-Hearing Association

CSAP
Spring Conference
May 19-20, 2017
Louisville, KY



CALIFORNIA STRUCTURE

- 10 districts
- District Director and Director-elect
- 6 commissioners and 6 liaisons per district
- District Advisory Committees



DISTRICT DIRECTORS

- Schedules Advisory meetings
- Plans and schedules district events
- Coordinates NSSHLA events with chapter leadership
- Assigns district members to projects
- Appoints Advisory Committee members and liaisons
- Establishes district budget for CSHA
- Consults with district level awards with director-elect

DISTRICT DIRECTOR-ELECT

- Shadows the District Director
- Participates in recruitment for Advisory Committee
- Shares in setting the agenda for the Advisory Committee meetings
- Coordinates and oversees the District-level awards



MENTORING IN CALIFORNIA

- Intentional
- Inclusive
- Collaborative
- Encourage shadowing and sharing responsibilities



MOVING FORWARD



- Vision driven: CSHA will be the foremost leader in advancing the professions of speech-language pathology and audiology and in supporting the interests of the people we serve through advocacy, collaboration and education
- Former Presidents Breakfast
- Break-out session to address mentorship questions
- BOD approval of a task force to establish a formal mentoring program
- Identified current volunteers, future volunteers, new members, advisories and student leaders as beneficiaries
- Identified former presidents, district directors, commissioners, and board members as potential mentors
- Developing a Leadership Academy to be launched Spring 2018
- Appointed a NSSHLA state coordinator

SUGGESTIONS FOR MENTORING PROGRAM



- YouTube videos to welcome new members and leaders
- Establish a mentoring track at convention; mentor booth
- Resources and volunteer opportunities on website
- Involve former leaders for a “Think Tank” panel at convention
- Survey membership for mentoring needs; build a mentor data base
- On-going articles in quarterly magazine about mentoring, volunteering, what CSHA is about
- Build a “Student First” mentoring program



CSAP 2017

How We Grow Leaders

- Still under construction
- Three-Pronged Approach
 - Members – Leadership Academy
 - Executive Council – Ongoing Leadership Topics
 - Executive Board – Advanced Training

- TSHA is
 - Growing
 - Strong
 - Financially Solid
 - Dynamic
 - Recognized

What are Our Next Steps?

- Keep Doing What We Do Well
- Keep Growing
- Look Towards New Horizons
 - Build Leaders!
 - At Every Level!
 - Leader Development – Our Biggest Challenge

Targeting Transformation

Envision the Future



Back to Our Biggest Challenge

Attracting Volunteer Leaders & Leadership Development



Targeting Transformation Through Leadership

- **TSHA Needs Leaders ~**
 - now and in the future
- **We Need**
 - A Leadership Development Framework
 - A Proven Model of Leadership
 - Ongoing Learning for TSHA Leaders



Developing Leaders

Members

TLA: TSHA Leadership Academy



Leadership Development Committee

- Formed in 2014 – 2015
- 14 member committee to design a leadership development action plan
 - 3 Past Presidents
 - 6 Past Vice Presidents
 - 1 TSHFoundation Liaison
 - 4 Members (Committee or TF chairs)



Chronology Leadership Development Committee

Late 2014 – Early 2015

- Committee formed under President – later moved to VP for Research and Development
- Conducted a survey
- Investigated TSHA leadership-related topics
 - E.g. some VPs have a standardized leadership ladder ~ others don't
- Contacted ASHA
 - Web site resources (e.g. Committee Leadership Cultivation)
 - Janet Deppe
 - Leadership Development Program



Chronology Leadership Development Committee

- 2015 - 2016
 - Developed Timeline & Implemented Activities
 - September 2015 – Executive Council
 - Provided initial training module and got feedback
 - December 2015 – Planned Oscar Mauzy (TSHF) Leadership Conference (short course at convention)
 - March 2016 – Leadership Academy kick-off at Oscar Mauzy Conference at Convention
 - April 2016 – Applications due



Chronology

Leadership Development Committee

- May 2016
 - 1st Leadership Cohort selected (25 of 58 applicants)
- June 2016 – Commitment to participate
- July 2016 – October 2016
 - Book Study - Multipliers
 - Mentors identified for each Cohort member
 - Face to face meeting at Exec. Council mtg
 - Saturday afternoon – Sunday morning
 - Topics: motivating others, delegation, forming groups, conflict management



Chronology

Leadership Development Committee

- Nov 2016 – Feb 2017
 - Crucial Conversations or Difficult Conversations Book Study
- Late Feb – Early March 2017
 - Face to Face Meeting at Convention
 - Group Project
 - Fits into TSHA Strategic Plan
 - Each Cohort Member assigned to TF or Committee
- April – December 2017
 - Complete project
 - Continue on Task Force or Committee



Chronology

Leadership Development Committee

- Future Leadership Academy Cohorts
 - Two Year Cycle
 - Recruit/Invite Applications October – December
 - Invite Members – January/February
 - First In-Person/Launch Meeting – March (Convention)
 - First Book Study – May – July
 - In-Person Leadership Training – October
 - Express interest in Task Force/Committee membership – November/December
 - Decide on Project – March
 - Complete Project – May – October
 - Continue on Committee/TF January - December



Developing Leaders

Executive Council

Under Construction

- Ongoing Leadership Development Topics at Annual Executive Council Meeting in October
- Examples
 - Legislative Advocacy
 - Diversity Issues
 - Volunteer Leadership



Developing Leaders

Executive Board

Under Construction

- TSHF Fund
- Orientation Materials (access on community site, e.g. budget training)
- Leadership Topics
 - Diversity
 - Strategic Planning
 - Social Media



Targeting Transformation through Leadership





Targeting Transformation Through Leadership

- Leadership Development Framework
 - Leadership Academy
- Proven Model of Leadership
 - Transformational Leadership
- Ongoing Learning for TSHA Leaders
 - Overlapping committee/TF membership



Envision
the
Future



KSHA: FOSTERING LEADERSHIP

Christie LaCharite, President
Janice Carter-Smith, President-Elect

KSHA Conventions: Students

- Students from all universities are invited to attend the convention
- Students encouraged to use Sign Up Genius to volunteer to work registration – earning free registration to convention
- Many students typically sign up to volunteer their time throughout the convention

2016 KSHA Convention:

Boot Camp for the Soon to be Professional – Student Presentation

- In 2016, KSHA's President, Linda Gregory, and Past-President, Tammy Cranfill, created a Boot Camp session for students
- No CEUs are offered for this session
- 3 hour introductory session offered
- Information to help students navigate their job search
- Various topics discussed by professionals from a variety of settings
- Presentations on resume' writing, successful interviewing, financial basics, benefits, job forecasts, salaries, and networking
- Information on KSHA, ASHA and the licensure board

2017 KSHA Convention:

Boot Camp for the Soon to be Professional – Student Session

- Past-President, Linda Gregory, and VP of Healthcare, Tammy Cranfill, held another Boot Camp session at the 2017 Convention
- CEUs not offered this session
- 3 hour beginner level course
- Session included information on:
 - Helping students navigate their job search
 - Providing pros and cons of various work settings
 - Presentations on resume' writing, successful interviewing, financial basics, benefits, job forecasts, salaries, and networking

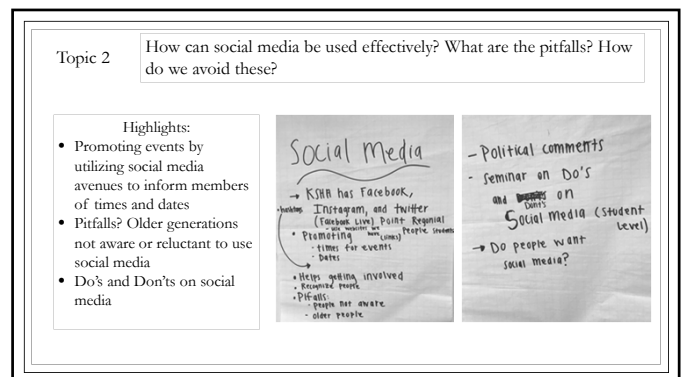
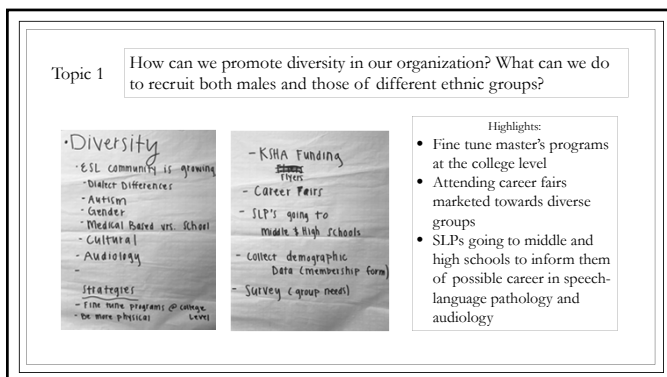
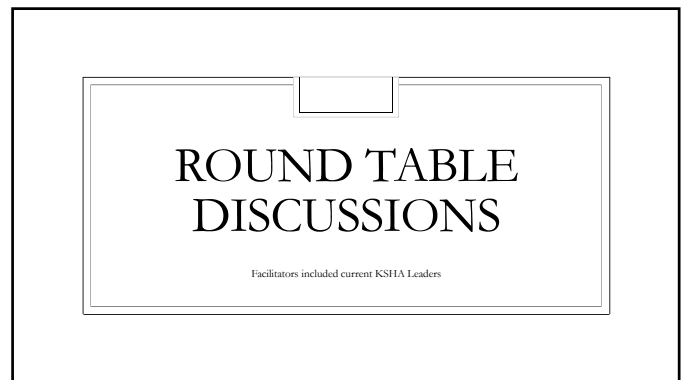
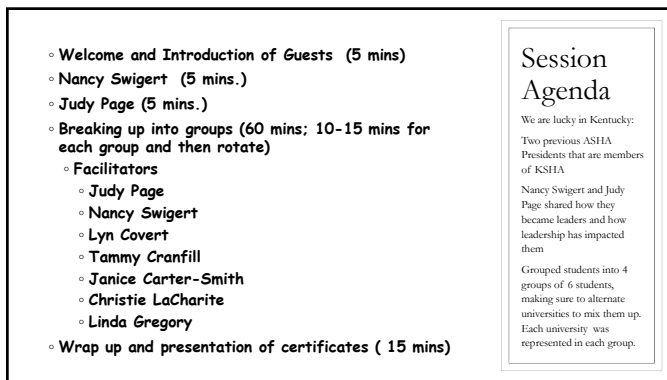
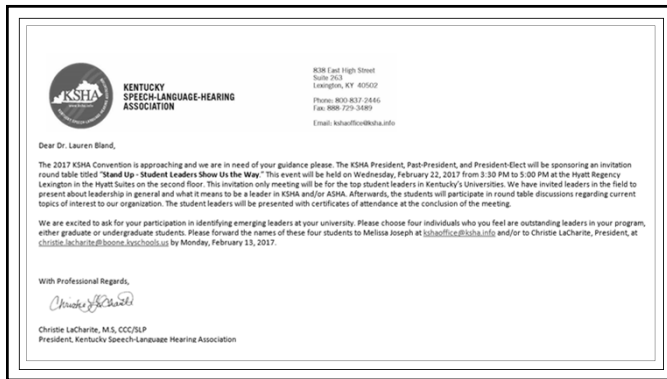
2018 KSHA Convention

- Planning our upcoming convention
- Changes will be made to presentations
- Panel participants will be stationed at tables
- Participants will move around room
- Participants to pick 3 topics they are interested in and 1 that they are not
- Discussing changes to session currently

2017 KSHA Convention: Emerging Leaders “Stand Up – Student Leaders Show Us The Way”

- | | |
|---|---|
| ◦ Letters emailed to university professors | ◦ Universities were asked to identify four individuals to participate |
| ◦ Shared information about session | ◦ Undergraduate or graduate |
| ◦ Three Presidents collaborated together to provide session | ◦ Names forwarded to KSHA account manager and current president |
| ◦ Invitation only session | ◦ Names requested in time for formal invites to be sent |





Topic 3

How can we be advocates for our constituents? In the world of information overload, how can we ensure they have the right information?

Relevant? Yes-identity can be an issue
 • Students' Role? Consider potential "lunch and learns" and other educational opportunities for patients/families
 • Dialogue? Integration into pop culture, existing or potential, branding (PR) vs. "PRC", social media connection
 • KSHA Responsive Techniques? Marketing techniques, regulating the lingo (SLP, speech therapist, etc.)
 • Heston Consumers? can be confusing, especially for children in service to their caregivers



Highlights:

- Consider educational opportunities for patients and families
- Regulating the lingo of SLP, speech therapist, etc.
- Meet in the middle, learn from our past to improve our future

Topic 3

In today's world of online training, how can the annual convention stay viable?

personal connections!
 • Internet - distraction → please mention pop into
 • High interactivity at convention presentation
 • Testimonials to demo benefits past experience
 • Written testimonials → word of mouth
 • Unique speakers - knowledge in certain topic
 • Quizzes throughout presentation
 • Real accountability
 • Use social media (video, testimonials, interviews)
 • Long term use/feedback
 • Don't give up (with registration)
 • Sponsorship/brand awards
 • Sustainability



Highlights:

- In person connections
- Internet provides distractions and less retention of information
- Unique speakers providing information you can't get elsewhere
- Provides for open discussion



One student from each table served as the spokesperson for their group and shared their highlights from their round table discussions.

Student leadership gift

- Each student was given a journal with KSHA on the front to remind them of their leadership potential and experience



Participation certificates



Group pictures were taken and shared via social media to commemorate this experience

Future KSHA Leadership Sessions

- Three presidents will coordinate future leadership sessions
- Boot Camp session will be repeated with changes
- Three presidents to determine best way to address students
- Discussion topics will likely have to change depending on issues related to our field
- Our first KSHA Leadership session was a success and we felt it went very well
- Questions and Comments