

Educational Audiology Association

Strategic Plan 2013-2016

I. Introduction

The Educational Audiology Association is an international organization of audiologists and related professionals who deliver a full spectrum of hearing services to all children, particularly those in educational settings. This Strategic Plan is intended to guide the association's activities insuring that resources are allocated in a purposeful manner. Activities associated with this plan are also aligned with the EAA mission and values.

EAA Mission Statement

The mission of the Educational Audiology Association is to act as the primary resource and as an active advocate for its members through its publications and products, continuing educational activities, networking opportunities, and other professional endeavors.

Values Statement

EAA members are our most valued assets, essential participants with a shared responsibility in fulfilling our mission. We recognize that the quality, motivation and performance of EAA members are the key factors in achieving our success. Accordingly, our practices and policies are built on stewardship, integrity, and respect.

STEWARDSHIP - ensuring fiscal responsibility, responding to our members' needs, empowering volunteers, providing quality benefits and services

INTEGRITY - embodying honesty and dependability, valuing dedication and commitment

RESPECT - promoting collaboration and good will, committing to fair treatment

II. Organizational History

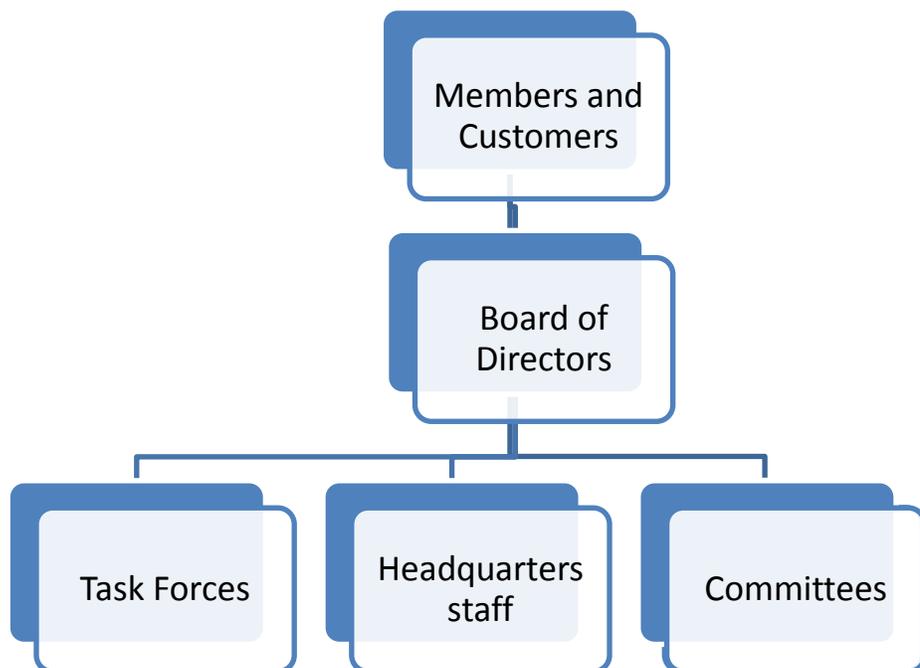
The EAA was formed on November 18, 1983, during the annual ASHA convention, with eight members: Fred Berg, Jim Blair, Dorinne Davis, Bill Johnson, Alice Kreisle, Marvin Pekny, Sherry Press Redler, and Debra Smith. Fred Berg was elected the first president serving from November 1984 through December of 1985. The Association's constitution and bylaws were approved in 1985 and the Association was formally incorporated in March of 1985.

The Association met annually during or before the ASHA Convention each year until 1998 and later periodically during Audiology Now. Meetings were also often held in conjunction with the Alexander Graham Bell Association Convention in even-numbered years.

In June, 1991, EAA joined the Academy of Rehabilitative Audiology at their Summer Institute at Beaver Run Resort in Breckenridge, Colorado for its first major conference. A large portion of the program was devoted to issues of concern to educational audiologists. Since then, EAA has hosted its own summer

conferences every other year in varying sites around the country offering professional development and networking opportunities.

The Educational Audiology Association Board of Directors affirms that its major responsibility for service and support is to its members, primarily audiologists in educational and intervention settings, as well as related professionals and audiologists in other settings who deliver services to children and students. The Board of Directors is charged with servicing the depth of its membership. The Board of Directors will conduct business in a manner that reflects the best interest of the membership. In order to represent the values of the membership in decision-making, the Board of Directors will strive to solicit broad membership input from sources outside of itself and its active volunteer base.



III. Critical Issues

Issues that impact EAA's current services and growth were discussed. As compared to three to five years ago, EAA has fewer members resulting in less operating revenue. Despite this, EAA, through its committee structure, has developed an online presence with media, the newsletter and the journal, and is felt to be responsive in addressing member needs. The listserv, networking opportunities, and resources and materials continue to garner recognition and approval from members. Expectations for the next three to five years include addressing a more diverse membership, expanding virtual and online opportunities, and considering additional meeting options. In order to operate effectively, the Board will continue to articulate board and committee responsibilities and functions as well as review the cost effectiveness of current management services. Detailed comments regarding the Board's critical issues discussion are contained in Appendix A.

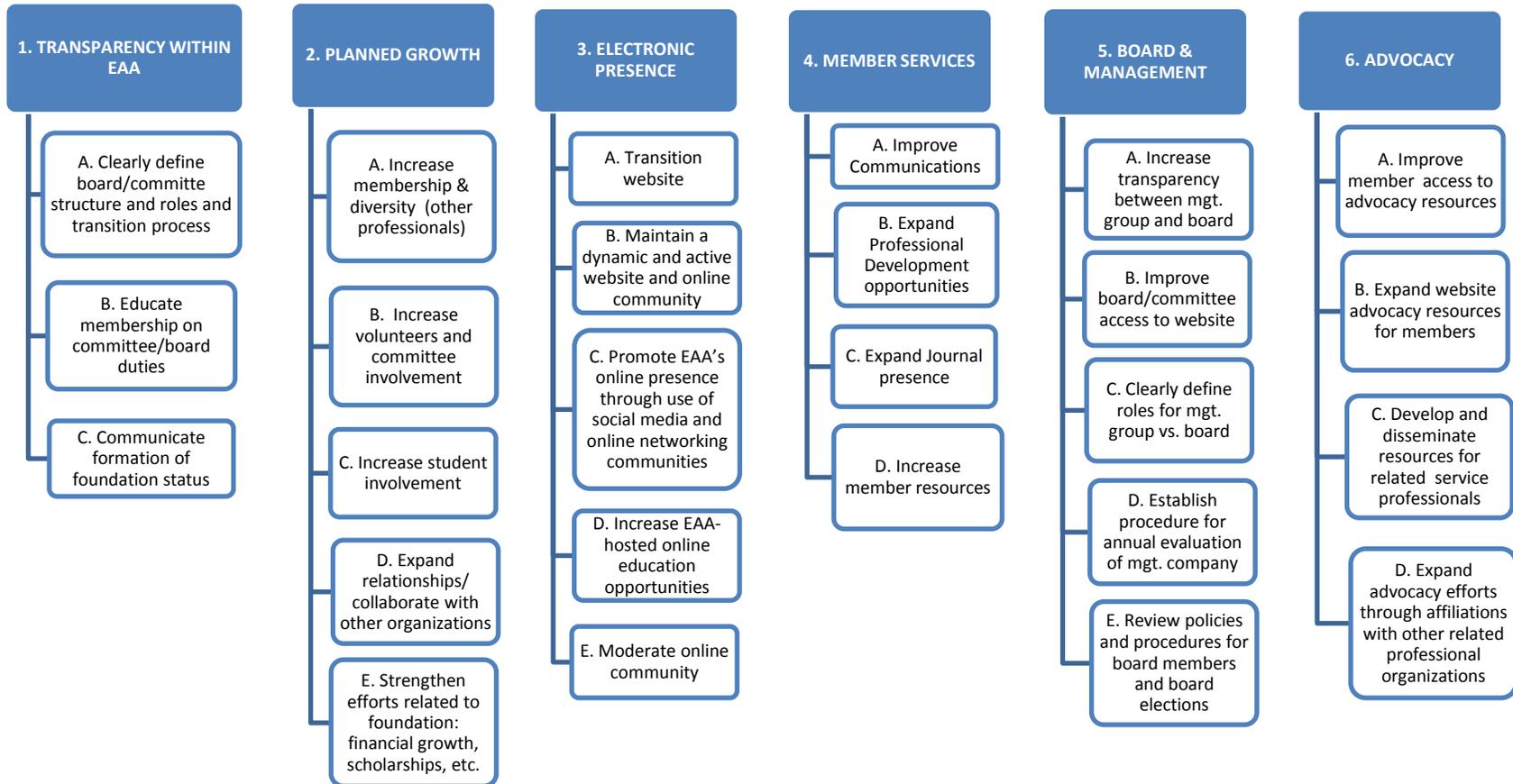
IV. Organization Strategies and Goals

The following key strategy areas were identified:

- Transparency within EAA
- Planned growth
- Electronic presence
- Member services
- Board and management
- Advocacy

The Strategic Plan Overview (Strategic Plan At-A-Glance) and full plan with goals, objectives, and timelines follows. This plan is designed for implementation over three years with annual reviews occurring each June. Appendix A contains a summary of critical issues facing EAA and Appendix B contains input from various focus groups that were conducted to provide input to the Board for the development of the strategic plan.

Strategic Plan At-A-Glance: Strategies and Goals



2013-2016 Strategic Plan

| Strategy 1: Transparency within EAA | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| <p>A. Clearly Define board/committee structure and roles and transition processes</p> | <p>A.1. Create and update board and committee job descriptions. <i>Timeline: By September 1, 2013 and ongoing</i> <i>Who: Each Board Member and Committee chair</i></p> <p>A.2. Create organizational flow chart <i>Timeline: By September 1, 2013</i> <i>Who: President with review of board</i></p> <p>A.3. Create Protocol and Resources for transition to new board and chairs <i>Timeline: January 1, 2014</i> <i>Who: Each Board Member and Committee chair/IMI</i></p> | <p>Review info in bylaws/collaborate past officers for job descriptions</p> <p>When is new board elected?</p> <p>Electronic storage of materials – create folders/how to organize this for access? Who emails info? What do we need to collect/keep? Quarterly Committee Reporting vs. having liaison – eliminating middle man –efficiency of time</p> <p>Face to face meetings – once a year? Continue Strategic Planning – annual fiscal meeting - yet only have conference every other year</p> <p>Student representative role? Has this been established – need to recruit one</p> | |
| <p>B. Educate Membership on committee /board duties</p> | <p>B.1. Disseminate information to membership <i>Timeline: First Newsletter/ Highlight Board Members and Chairs in Newsletter</i></p> | <p>How to contact a board member – email link next to your name? Define this?</p> | |

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| | <p><i>Who: Mike Webb/Naomi Smith</i></p> <p>B.2. List job descriptions on website under committee – who we are and what we do <i>Timeline: Fall 2014</i> <i>Who: IMI and Directors-At-Large</i></p> <p>B.3. Create Stop Light report for membership on board/committee activity (Red, Yellow, Green) - E <i>Timeline: Summer 2014</i> <i>Who: IMI and Directors-At-Large</i></p> <p>B.4. Annual report <i>Timeline: Immediately following the January Board meeting</i> <i>Who: Past President and Board member</i></p> | <p>Putting face to a name with newsletter</p> | |
| <p>C. Communicate formation of foundation status</p> | <p>C.1. Define details of Foundation and what this means financially for the membership <i>Timeline: Fall 2013</i> <i>Who: IMI and Board</i></p> <p>C.2. Disseminate info to membership on change in status to a Foundation and what this means <i>Timeline: Fall 2013</i> <i>Who: IMI, Board and Newsletter Committee</i></p> <p>C.3. Define Protocol for making donation to Foundation <i>Timeline: Fall 2013</i> <i>Who: IMI, Board and Newsletter Committee</i></p> <p>C.4. Donor listing in Annual Report or in Conference Brochure <i>Timeline: January 2014 and conference</i> <i>Who: IMI, Board and Newsletter Committee</i></p> | <p>Can you make online donation, membership form, who makes receipt for charitable donation and mails it to donor etc? Things to include in IMI contract.</p> <p>Who maintains list of donors and amounts/levels – anonymous donor vs. names</p> | |

| Strategy 2: Planned Growth | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| A. Increase membership and diversity (other professionals) | <p>A.1. Non-members attending webinar and/or conference will receive personal invitation to join EAA <i>Timeline: Within two weeks of the event</i> <i>Who: Member of membership committee or state rep</i> <i>What's needed: List of non-members attending event. Develop a "script" for person making the contact.</i></p> <p>A.2. Obtain mailing lists of potential members and launch yearly membership campaign. Offer 30 day trial memberships <i>Timeline: 3-4 months before our annual renewal month</i> <i>Who: Membership committee</i> <i>What's needed: Mailing lists of potential members</i></p> | | |
| B. Increase volunteers and committee involvement | <p>B.1. Identify, recruit and maintain volunteers from our membership to serve on various committees through word of mouth, listserv, social media <i>Timeline: On-going</i> <i>Who: BOD, Committee chairs</i></p> | | |
| C. Increase student involvement | <p>C.1. Invite Au.D. student members to participate in all committees <i>Timeline: By first committee meeting of year</i> <i>Who: Committee chairs</i> <i>What is needed: List of student members</i></p> <p>C.2. Continue to offer 3 month trial membership to students with follow-up to encourage continued membership <i>Timeline: Letters to Au.D. programs in Sept and Jan</i> <i>Who: Membership committee</i> <i>What is needed: Determine WHO is the appropriate contact person</i></p> | | |
| D. Expand relationships/ collaborate with other | <p>D.1. Maintain and establish relationships with organizations with related professionals (i.e. ASHA, AG Bell, AAA) by</p> | | |

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| organizations | <p>attending/exhibiting at their conferences to inform and encourage pediatric audiologists and/or related professionals of the value of membership in EAA. <i>Timeline: Ongoing</i> <i>Who: BOD, committee chairs or committee members attending a conference</i> <i>What is needed: A packet of EAA materials that includes membership application, sample documents, upcoming events, webinars, newsletter etc. that highlight our organization and value for any professional working with children.</i></p> <p>D.2. Invite professionals of related organizations to present at EAA conferences/webinar <i>Timeline: Ongoing</i> <i>Who: Conference chair or webinar organizer</i> <i>What is needed: Funds if needed</i></p> | | |
| E. Strengthen efforts related to foundation: financial growth, scholarships, etc. | A.1. Design and implement publicity campaign to educate members and other potential contributors about the EAA foundation. | | |

| Strategy 3: Electronic Presence | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| A. Transition website | <p>A.1. Choose website theme, review design and navigation structure <i>Timeline: September 1</i> <i>Who: SEM Committee and IMI</i></p> <p>A.2. Refresh current content and add new where needed <i>Timeline: September1</i> <i>Who: SEM, Board, and committee chairs</i></p> <p>A.3. Ensure usability/functionality of new website: ability to</p> | | |

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| | <p>modify, maintain, store video, feed news and SoMe sites. <i>Timeline: September 1, and ongoing</i> <i>Who: SEM and IMI</i></p> <p>A.4. Facilitate members' transition from the listserv to the new online community <i>Timeline: September 1, and ongoing</i> <i>Who: SEM and IMI</i></p> | | |
| B. Maintain a dynamic and active website and online community | <p>B.1. Create and implement a sustainable process to ensure website content is updated regularly with relevant and timely information for members <i>Timeline: June 2014</i> <i>Who: SEM, IMI, Board and Committee Chairs</i></p> <p>B.2. Monitor online community closely and promote active and responsible participation by members <i>Timeline: June 2014</i> <i>Who: SEM and IMI</i></p> | | |
| C. Promote EAA's online presence through use of social media and online networking communities | <p>C.1. Keep current on trends and opportunities for online networking and encourage membership participation in social media. <i>Timeline: June 2014</i> <i>Who: SEM Committee</i></p> <p>C.2. Continue regular posts on current SoMe sites (Facebook, LinkedIn, Twitter and YouTube) and explore expansion to other popular channels (Pinterest, etc.) <i>Timeline: June 2014</i> <i>Who: SEM Committee</i></p> | | |
| D. Increase EAA-hosted online education opportunities | <p>D.1. Create an annual webinar schedule (2014) <i>Timeline: November 30, 2013</i> <i>Who: SEM, Board & PD Committee</i></p> <p>D.2. Create a webinar process delineating responsibilities and technology protocol <i>Timeline: November 30, 2013</i></p> | | |

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| | <i>Who: IMI, SEM, Board & PD Committee</i> | | |
| E. Moderate online community | A.1. Online community moderator to be named, preferably a member of the SEM committee, to monitor and moderate the online community section of the website. Timeline: Prior to formal initiation of the online community | | |

| Strategy 4: Member Services | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| A. Improve Communications | A.1. To transition the quarterly EAR newsletter to a monthly, more immediate electronic format. <i>Timeline: January 1, 2014</i> <i>Who: Newsletter Committee, IMI Staff</i> A.2. Online Community: Educating Users <i>Timeline: June 1, 2014</i> <i>Who: SEM Committee, IMI Staff</i> | Will require locating members willing to contribute content regularly. SEM Committee will need to take the lead on this | |
| B. Expand Professional Development opportunities | B.1. Conference, webinars <i>Timeline: January 1, 2015</i> <i>Who: Professional Development, Summer Conference Committees</i> B.2. Mentoring New Educational Audiologists <i>Timeline: December 1, 2015</i> <i>Who: Advocacy Committee</i> B.3. Investigate the possibility of offering online courses for continuing education credit, resources necessary to host the courses and potential market for such courses <i>Timeline: January 1, 2015</i> <i>Who: Professional Development, SEM Committees</i> B.4. Journal of Educational Audiology fully indexed and searchable on line. Continue CEU offering for the | Develop a comprehensive series of webinars to complement the summer conference Develop and implement a program to identify and mentor new educational auds. | |

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| | <p>journal. <i>Timeline: January 1, 2016</i> <i>Who: Journal Committee, Professional Development</i></p> | | |
| C. Expand Journal presence | <p>C.1. Increase visibility of journal</p> <p>(a) Initially, make journal open access, including previous years <i>Timeline: September 2013</i> <i>Who: Jesse & Journal chair</i></p> <p>(b). Make all article abstracts accessible and searchable on website <i>Timeline: January 2014</i> <i>Who: Jesse & Journal chair</i></p> <p>(c). Make each article available for purchase from EAA <i>Timeline: April 2014</i> <i>Who: Jesse & Journal chair</i></p> <p>C.2. Obtain more article submissions to journal</p> <p>(a) Contact pediatric and educational audiology researchers <i>Timeline: By August 2013</i> <i>Who: Journal committee</i></p> <p>(b) Discuss 2 invited articles and contact potential authors <i>Timeline: August 2013</i> <i>Who: Journal committee</i></p> <p>(c) Use social media and emails to invite members to submit articles <i>Timeline: August 2013</i> <i>Who: Journal committee</i></p> <p>C.3. Research requirements for having JEA on more search engines</p> | | |

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| | <p><i>Timeline: May 2014</i> <i>Who: Journal chair</i></p> | | |
| D. Increase Member Resources | <p>D.1. Grants, position statements, etc. <i>Timeline: January 1, 2015</i> <i>Who: Research & Grants, IMI staff, Advocacy Comm.</i></p> <p>D.2. AuD student: preceptor training, mentorship, posting of positions D.2.a. Offer training for supervision of AuD students either at EAA summer conference or through online Webinar <i>Timeline: Spring of 2014 and ongoing</i> <i>Who: Professors from AuD programs, Conference and Professional Development Chairs</i></p> <p>D.2.b. Develop a list of sites that are equipped and are willing to provide supervision to AuD students; post site list on the EAA Web for faculty to contact. <i>Timeline: Spring of 2014 with plan to continually update</i> <i>Who: Professional Development Committee</i></p> | <p>Continuing development and updating grant opportunities and advocacy statements</p> <p>Need contact list of University faculty who are responsible for student Externship Sites</p> | |

| Strategy 5: Board and Management | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| A. Increase transparency between management group and board | <p>A.1. Having contract available at all times under board section of website. <i>Timeline: Immediately</i> <i>Who: IMI</i></p> <p>A.2. Who should be involved in communications between IMI and board/committee members</p> | Should management contract always be visible to committees and membership? | |

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| | <i>Timeline: Immediately</i> <i>Who: President/Board</i> | | |
| B. Improve board/committee access to the web | B.1. Redesign of website to include easy access for board members <i>Timeline: After website redesign is finished. No later than December 31, 2013</i> <i>Who: IMI provide to SEMS committee</i> | This will be fluid, as we don't yet have full details of new website. Not sure how this will look | |
| C. Clearly define roles of management group vs. board | C.1. Using current by-law definitions, clearly write definition <i>Timeline: October 30, 2013</i> <i>Who: Current Subcommittee on evaluation with Past-President</i> | With feedback from board and committee chairs | |
| D. Establish procedure for annual evaluation of management company | D.1. Develop evaluation tool for subjective evaluation, then oral discussion for objective evaluation. <i>Timeline: October 30, 2013</i> <i>Who: Current subcommittee on evaluation of management firm</i> | We need to treat this like we would treat anything we do "Evidence based" | |
| E. Review policies and procedure for board members and board elections for election and service | E.1. Establish criteria for board candidacy (President, Secretary, Treasurer, DAL) Better definition of board positions. <i>Timeline: Before 2014 board election (By June 30th 2014)</i> <i>Who: Past-President</i> | Work needs to be completed before recruitment for next election | |

| Strategy 6: Advocacy | | | |
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| Prioritized Goals | Objectives | Commentary | Annual Progress Evaluation Date: 6.2014 |
| A. Improve member access to advocacy resources | A.1. Provide webinar recording to orient members to the Advocacy Series and other EAA advocacy materials. <i>Timeline: 2013-2014</i> <i>Who: Advocacy Committee and SEM Committee</i> | | |

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| <p>B. Expand website advocacy resources for members</p> | <p>B.1. Monitor membership needs (listserv, state contacts, conferences) to identify additional advocacy statements or strategic documents that would benefit members (e.g., workload analysis) <i>Timeline: ongoing</i> <i>Who: Advocacy Committee</i></p> <p>B.2. Develop advocacy statements and strategic documents that are needed <i>Timeline: ongoing</i> <i>Who: Advocacy committee</i></p> | <p>Work with ASHA on workload analysis document</p> | |
| <p>C. Develop and disseminate resources for related services professionals</p> | <p>C.1. Target two related professional groups (e.g., SLPs, ToDs), adapt existing advocacy materials or develop new ones for these groups; post on EAA website and disseminate links to relevant organizations. <i>Timeline: 2013-2014</i> <i>Who: Advocacy committee</i></p> | | |
| <p>D. Expand advocacy efforts through affiliations with other related professional organizations</p> | <p>D.1. Market and disseminate information to other professional organizations regarding value of educational audiology services. <i>Timeline: 2013-2016</i> <i>Who: Advocacy committee</i></p> | | |

Appendix A.

Strategy Development: Critical Issues Facing Organization

What are the three to five most important services and/or programs we provide, now and in the future?

Now:

1. Listserv (8)
2. Networking with like professionals (6)
3. Resources and materials for Ed Auds and members (6)
4. Professional development (5)
5. Advocating for the profession of Ed Aud (5)
6. Electronic presence (3)
7. Summer conference (1)
8. Journal (1)

In the future:

1. Research
2. Resources and materials for Ed Auds and members: expand resources and audience to include pediatric audiologists, SLP, ToD, contracted professionals, and like professions; spread the word about these resources; continually update resources
3. Listserv
4. Professional development: more electronic, webinar, online courses, preceptor training
5. Networking with like professionals: outreach to students, expand externship opportunities
6. Advocating for the profession of Ed Aud: more legislative presence, humanitarian efforts
7. Electronic presence: strong online community

What do we do best, now and in the future?

Now: Ability to bring Ed Auds together, collegiality | value of membership | board functionality/collaboration with membership | advocacy for the profession.

In the future: Electronic and up-to-date resource | communication among members | stay current with electronic media trends/resources | advocacy | active collaboration with other organizations, while securing our position as the organization to represent and serve school-based audiologists

How are we different from the way we were three to five years ago?

Lower membership | higher costs | online media, journal, and newsletter | accomplishing more in a fluid manner

How are we most likely to be different three to five years from now?

Larger, more diverse membership | virtual connections/meetings, one east and one west meeting location, change time of year for conference

What major service and management issues do we face and how can we measure them?

Continue to meet face-to-face in addition to virtual meetings | lack of interest in volunteering | clarification of positions: need to clearly define on website board member positions, committee chairs, and committees members with time commitments, responsibilities, etc. | cost effectiveness of management company

SPOT Analysis

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| Internal Resources & Capabilities | Strengths | Opportunities | External Factors |
| | <ul style="list-style-type: none"> • Board works well together • Common interests and goals • Good value for dues • Specialized to educational audiology • Resources • Professional development • Diversity of our services: conf., website, journal, newsletter, listserv, products | <ul style="list-style-type: none"> • Increase membership committee involvement • Be dynamic and flexible • Benefits from tax exempt status/foundation • Partner with other organizations • Greater control over website components: journal, content • Increase visibility | |
| | Problems | Threats | |
| | <ul style="list-style-type: none"> • Complexity of virtual world • Transparency between board and membership • Operating costs • Membership involvement • Transparency and communication between management firm and organization regarding financial reporting/options • Responsibilities of management firm vs. board/membership | <ul style="list-style-type: none"> • Perception of non-involvement, no transparency to membership, committee reports • Declining membership • Rising costs | |

Appendix B.

Spring 2013 Select Focus Group Q&A Summary

1. BENEFITS OF EAA

- Website and networking
- Opportunities to gain information regarding evidence based practice in education
- Continuing education opportunities, particularly webinars
- The primary benefit agreed upon by this group is the material covered in the association journal. All agreed that the articles are helpful from a clinical and management perspective. When performing annual reviews, articles are often referenced as supporting material.
- Unanimously responded that the LISTSERV was the number one benefit for camaraderie and answers
- Networking; the listserv is a HUGE benefit to me, because just when I am thinking, "Why am I dealing with this problem? Who can I ask for help? What are other people doing?", Someone reports the same thing I am going through in my county, and then someone else has ideas on how they already dealt with that problem, and then someone else is posting their protocol that they have already written out. All in a matter of hours. It is really a fabulous support network. I love hearing everything that people have to say on the listserv.
- Valuable information specifically for my job
- Inexpensive
- Most well spent dollars, because of listserv and conference

DID NOT RENEW BECAUSE:

- Too many other organizations that I need to belong to (i.e. AAA, AG Bell), Did not rejoin when fees went up
- Should re-join but just haven't done it
- Even if it's inexpensive, just one more organization I need to join.
- Listserv became overwhelming

NEVER A MEMBER BECAUSE:

- I don't know
- I know I should join....maybe I will
- As a close working group, they are satisfied that one member belongs to EAA and therefor seems to be no need for individual memberships. All individuals can access information through the member.

2. ADDITIONAL SERVICES TO CONSIDER

- Group membership for large school districts or Co-ops
- Linking hospital based pediatric and educational audiologists
- More items offered by EAA member store
- As far as additional services, the discussion turned to continuing education where all agreed that attending conferences is important for the personal contact, but conference and related travel costs are prohibitive. The EAA conference was not singled out – they have cut back on travel to all major conferences and prefer to attend the annual state association meeting because of the reduced costs and shorter travel. All were in agreement that they are looking more to on-line sources for affordable CEU's. Therefore, more on-line educational opportunities would be seen as beneficial.
- Local or regional annual conferences on a smaller scale for one day. To collect CEU's, meet people, have hearing aid/FM/CI companies support it and come to present. Also ed auds that have interesting information regarding things that are working in their county(ies) could present. This day conference/workshop could include some hands on FM connections, as well as some troubleshooting suggestions.
- Provide support to those who need an advocate for Educational Audiology; As a sub-specialty ed aud is being de-valued, can EAA provide resources to strengthen our positions?
- Encourage state representation
- EAA should fight to validate Ed Audiology
- Communicate where the membership fees are spent
- Allow dues to be made in payments
- Make dues due at a different time of year
- Provide discounts to new members...maybe first year free

- Consider doing the journal and newsletter in hard copy again
- Send out at least one actual mailer for conference/membership renewal.....
- I don't always pay attention to email....too many other things coming in e-mail....
- e-Blast membership asking for email addresses of colleagues who should be members of EAA

3. PRIORITIES FOR 5-YEAR PLAN

- Increasing collaboration between pediatric and educational audiologists
- Keeping the Summer Conference relatively inexpensive and focused on peds and ed aud
- Increasing opportunities for continuing education without the necessity to travel
- Providing more information on evidence based practice to members
- More outreach to associated groups, such as teachers of the DHH and hospital based audiologists
- Would like to see a more up-to-date newsletter. One that comes more than every 3 months. Like the format of the ASHA Leader. They also thought EAA should be a go-to organization for a database that is specifically for ed auds. Some kind of database for tracking. They thought we should be involved with someone who could design this software. As an aside, everyone loves the EAA listserv – all agreed that this was worth the \$80 in itself.
- A movement with legislature for Loan forgiveness for ed aud's. The students graduating right now are often in debt over their heads and Audiology salaries are not commensurate with the cost for an Au.D. [NOTE: Access to Frontline Health Care Act of 2013 (HR 702) introduced by Bruce Braley (D-IA) – provides loan repayment for 2 years in frontline care scarcity area]
- More opportunities for networking besides just the conference.

4. CEU OPPORTUNITIES

- Summer conference should be continued
- More webinars and web based learning, both for our members and allied professionals such as pediatric audiologists
- Series of webinars on specific topics, such as Syndromes, Psychosocial development and educational issues, specific activities DHH teachers do with certain types of kids, Hearing impairment and Autism
- Recordings of summer conference sessions should be offered on line, either as a membership benefit or at a low cost Most agreed we are doing a good job with continuing ed. They all really like the webinars and the flexibility to be able to get credit on line. All agreed it's getting increasingly more difficult for people to go to the summer conference. Not just EAA – but other conferences as well. Travel costs are becoming quite expensive and no one gets money for this. All would love to attend the conference, but felt they couldn't. Also, there was discussion about moving the conference from the summer. Maybe it would work better at a different time of the year.
- None of this group will be attending the Summer conference this year. They all agreed on the issues of cost and that there is little appeal in visiting Scottsdale in June due to the heat. The timing issue is complicated. Even across NY, schools have different schedules for ending classes and June is not an attractive time. When probed for a more appealing time and location, there was no universal agreement.
- Perhaps a collection of presentations relevant to ed auds that can be reviewed for CEU's (like Audiology Online)

5. SPECIALTY CERTIFICATION

- Might be interested if there were some recognition attached or it made a difference in salary
- Logistical issues of becoming a certifying body discussed at length. Possibly might be a good idea to partner with someone like ABA to offer such certification
- The issue of Educational Audiology certification had no appeal. All agreed that additional credentials would not further or advance their career, as they are already considered specialists in the school system.
- Educational Audiology as a sub-specialty is in trouble. In CA you can get a credential if you hold a CA state license in Audiology. What do other states do? Are there specialized qualifications to work as an ed aud? There doesn't seem to be a sense of urgency to protect this subspecialty.

6. ADD DHH TEACHERS

- YES!
- Could we make some cooperative membership arrangement with groups like A.G. Bell?
- This was an interesting conversation. Not everyone was accepting of this. Several in the group thought it would be good as it would allow them to be better informed about what ed auds do. Plus allow them access to better information to help them do their jobs. But others said this is an organization for ed auds and it should stay this way. Several spoke about how their TCHIs were already overstepping their boundaries of what they do. Doing the ed aud job. Joining EAA would just give them more perceived knowledge to do a job they are not qualified for. However, because it appears that the TCHI/Itinerant group doesn't have their own national group; EAA might work on a subcategory for them.
- Yes... they need to be better informed about who ed auds are and what makes us an integral part of a DHH student's team; Consider including pediatric audiologists, expanding our organization to include them, market to them.

7. ATTRACT AUD STUDENTS

- The group overwhelmingly agreed that EAA needs to do a better job of getting ed auds to speak to the various AuD programs. Connect local members with their nearest AuD program. Ask if you can have some time during the class on educational audiology to speak about what we actually do.
- It was also deemed important to get these students to our summer conference. It's a great opportunity for them to meet ed auds and explore what it is we do.

8. DUES

- The consensus of the group is that \$100 is too much. Most likely a \$10 increase would be fine. But going to a 3 digit dues number would be a turn off. They all felt that there are a lot of things they have to pay for (ASHA, License, AAA, AG Bell) and almost no schools are paying for any of these things now. All also mentioned that they have no idea why the dues would increase, why would they have to? Everyone felt if they did, a very good detailed explanation of why they are increasing would be in order.
- I think annual dues between \$100-150 is reasonable

9. OTHER

- It was noted that articles of the Journal are not indexed; therefore it is challenging to find information quickly.
- A criticism of the Association web site is the occasional malfunction of web links in the Association web site.
- There appeared to be no interest in any new products through the member store. All agreed they have not purchased through the store.