

## **American Academy of Audiology Board of Directors Meeting Overview**

**Friday, September 9 and Sunday, September 11, 2016**

- Dr. Ian Windmill, President, called the meeting to order.
- The Board opened with Executive Session.
- The Board reviewed financial reports and the proposed budget for 2017.
- Staff reported on the status of sponsorship support for AudiologyNOW!.
- President Windmill provided the Board with the background on the formation of a coalition to help give direction for audiology as a profession.
- The Board reviewed a draft statement on teleaudiology and recommended further revision for return to the Government Relations Committee (GRC) and resubmission to the Board for approval.
- The Academy will send a letter of support for the hearing health resolution being introduced to the World Health Assembly
- The Academy was approached by CVS about an opportunity to collaborate for a public service announcement initiative in the CVS stores with hearing centers. The Board weighed the interests of members and recommended exploration of the feasibility of a time-limited pilot of using existing Academy materials.
- The Board reviewed the proposed new charge for the PCC.
- The Board reviewed a presentation given by HearX on a proposal to bring their phone-app, hearing screening product from South Africa to the US in partnership with the Academy.
- The Academy is narrowing down the site selection for 2021 ANOW!, and staff will focus on negotiations with three cities.
- In addition to other reunion activities, the Academy will offer a 5K run/walk at ANOW!2017 with the proceeds to benefit the PAC and the Foundation.
- The Board provided recommendations to the Foundation of uses for a \$25,000 unrestricted grant.
- The Public Relations Committee (PRC) completed a review of documents on the Web site and recommended archiving 15 documents. The Board agreed to form the Strategic Document Committee for an ongoing review of existing documents and development of new strategic documents.
- The Practice Compliance Committee (PCC) will revise further a statement on transparency of fees associated with hearing aid dispensing for resubmission to the Academy Board.
- The Ethical Practices Committee (EPC) will recommend wording changes to the Policies and Procedures to clarify the advisory role of the committee.
- The Board supported issuing a joint statement with ADA and ASHA about the movement with the Fit to Serve bill.
- The Board recognized the value of increased communications between the Board and the leadership of the committees. AN!17 will include an opportunity to bring the committee chairs in to meet with the Board, The Board reviewed committee activities and identified several new tasks for completion by the end of the year:
  - The BEST Committee will identify an innovative communication to celebrate Academy accomplishments by December 31.
  - The GRC will design the framework for a grassroots network and identify the first 100 members for onboarding.
  - The Leadership Development Committee will identify all of the volunteer opportunities that are available in the Academy .
  - The Membership Committee will develop a plan for increasing membership and a plan for retention.
  - The PAC Advisory Board will identify the top targets and purpose for PAC activities and identify strategies for increasing funds.
  - The PCC will identify 4-5 action items for audiology in support of the recommendations in the NAS report.

- The PRC will form subcommittees focused on media relations, consumer outreach, physician outreach, and industry outreach. The PRC will also identify the groups to whom the Academy wants to share its message
- The following motions were approved by the Board of Directors:
  - To approve the Consent Agenda.
  - To approve the June 2016 Financials.
  - To approve the amended IPS as presented.
  - To approve the 2017 budget with potential for additions and deletions following strategic planning.
  - To accept the proposed revision to charge of the PCC.
  - To offer the fun run/walk at Audiology Now2017, to allocate up to \$10,000 for expenses, and to let members designate the fees for the event as for the PAC or Foundation.
  - To adopt the recommendation by the PR Committee to archive the 15 documents.
  - To form the Strategic Documents Committee.
  - To propose to CVS a 3-month pilot of using the existing materials without co-branding in their 11 existing hearing center outlets, and develop a message to the membership quickly.
  - To accept genetics in hearing loss as the focus of ARC 2018 with chair selection as discussed.
  - To provide a stipend for ARC grant activities.