

**BCASLPA**  
**Minutes of Provincial Council Meeting**

February 5, 2014

19:00 - 20:30

Teleconference

**P – Present    A – Absent    R – Regrets    G – Guest    V – Vacant Position**

<b>P</b>	Brent Clayson, President	<b>P</b>	Margaret Anderson, Advocacy Councillor Co-Chair	<b>A</b>	James Burden, GVRD Area Representative
<b>R</b>	Julia Hodder, Vice-President	<b>A</b>	Nathan Hoffart, Advocacy Councilor Co-Chair	<b>P</b>	Pam Waterhouse, Fraser Valley Area Representative
<b>P</b>	Melanie Houston, Past President	<b>A</b>	Liz Zischka, SLP Public Councillor	<b>A</b>	Adele Minto, Kootenay Area Representative
<b>P</b>	Daniel Allen, Treasurer	<b>P</b>	Arlene Sturn, SLP Private Councillor	<b>R</b>	Janette Grant, Thompson/Okanagan Area Representative, Area Services Councillor
<b>P</b>	Kevin Frew, Secretary		VACANT, AUD Public Councillor	<b>P</b>	Laurie Denley, Vancouver/Gulf Islands Area Representative
<b>P</b>	Janet Campbell, Executive Assistant	<b>A</b>	Ryan Kalef, AUD Private Councillor	<b>P</b>	Janine Lebeter, Northern Area Representative
<b>P</b>	Barbara Burnet, CASLPA Representative	<b>P</b>	Kate Chase, Member Services Councillor	<b>P</b>	Sarah Dowling, SLP School Affairs
<b>A</b>	Michael Witten, UBC Student Representative (SLP)	<b>R</b>	Graham Raynor, UBC Student Representative (Aud)		

AGENDA ITEM	DISCUSSION	ACTION
<b>1. CALL TO ORDER</b>		<b>Meeting called to order at 19:00.</b>
<b>2. OPENING REMARKS FROM CHAIR</b>		
<b>3. APPROVAL OF AGENDA</b>	Item 7b added by Brent re: Canadian Academy of Audiology's response to request for 2014 conference collaboration.	<b>Melanie moved to approve revised agenda. Arlene seconded. Carried.</b>
<b>4. APPROVAL OF THE CONSENT AGENDA</b>	CASLPA councillor's report was added to the consent agenda.	<b>Barb moved to approve the consent agenda. Arlene seconded. Carried.</b>

<p><b>5. ADVOCACY</b></p>	<p><b>a. Advocacy Update</b></p> <p><b>I. Website Update</b> Margaret notified group that ongoing editing of members' section being completed; copy will be brought to future council meeting for approval as available. Council members continuing to provide support re: editing of content. Given CASLPA's recent rebranding, site links will need to be changed.</p> <p><b>II. Bus Ads</b> Janet reminded council of discussion at Strategic Planning Meeting to look at placing bus ads in smaller communities. Arlene asked if we could run ads on buses that went past hospitals in order to catch population using members services in these locations. Kevin noted that ads do not currently have an adult theme. Barb noted that CASLPA will be running ads at bus stops as part of new campaign including in Vancouver and 3 other cities. BCASLPA ads have previously been run in Victoria, Vancouver, Kelowna, and Prince George. Council agreed that based on ridership numbers provided by Lamar, our best options for expansion would include Kamloops, Whistler, Nanaimo, Mission, and Abbotsford. Janet noted an estimated \$2000-3000 to add new routes. Council suggested utilising both audiology and SLP ads currently available for this year with goal of creating new adult-focused ads (and perhaps others) for next year. Melanie suggested this discussion be worked into overall communications plan via advocacy committee.</p> <p><b>III. New Exhibit Display Quotes</b> Janet discussed purchasing new exhibit display given BCASLPA's goal of increased attendance at events. She noted an average cost of approximately \$600-700 for a display with artwork as a separate cost. Displays can be double-sided in order to change messaging at different events. Current display is still functional but ageing.</p> <p><b>b. Private Practice Interest Group Update</b> Arlene noted that PPIG in its current form has come to an end. Members have expressed a desire for some form of support for private practitioners still be available under BCASLPA banner. The current email database has been updated, and an area for private practitioners will replace the PPIG page on the new website. Arlene stated she has agreed to take on some administrative roles as Private Practice SLP Councillor, such as sending out block emails, but not organizing specific continuing education sessions as done previously by PPIG. Margaret suggested a central store of materials (perhaps on BCASLPA's Pinterest page) for documents such as contract templates.</p>	<p><b>Advocacy Committee to discuss council's recommendations and report to Janet re: decision for new cities.</b></p> <p><b>Melanie moved to fund up to \$1500 for display and artwork. Kate seconded. Carried.</b></p> <p><b>Arlene to edit Private Practice SLP Councillor position description to reflect proposed changes in duties and bring to council at future meeting for discussion.</b></p>
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	<p><b>c. Word Vancouver</b> Janet and Margaret reviewed last year's participation in the Word Vancouver event and noted our table received a large number of visitors. Per discussion at Strategic Planning Meeting, council agreed to continue with participation given previous success.</p> <p><b>d. Health Sciences Association Invitation</b> Janet notified council that HSA invited a BCASLPA guest to attend meetings April 11 and 12. Arlene and Kevin indicated interest.</p>	<p><b>Brent moved to fund \$500 for registration, logo sponsorship, and promo chocolates for 2014 Word Vancouver event. Melanie seconded. Carried.</b></p>
<p><b>6. MEMBERSHIP</b></p>	<p><b>a. ehIBC Survey</b> Survey revealed majority of respondents were either unaware of this member benefit or did not know how to use it. Council discussed proposal from Deb Monkman who has previously written articles / provided support for BCASLPA and the Physiotherapy Association of BC on accessing literature. Council agreed these articles would be beneficial to members. Margaret suggested that a reminder be placed in monthly 'Did You Know' emails to members re: accessing articles related to the topic via ehIBC.</p> <p><b>b. Vibrations Deadline and Advertising</b> Janet informed group of new processes for publication of Vibrations (no longer published by Naylor). Janet proposed charging \$200 per ad - a significant lower price than Naylor used to charge - allowing BCASLPA to recoup costs for payments to writers of new articles. Council agreed that BCASLPA should provide a benefit of less expensive rate for members. Policies will require revisions in order to reflect new procedures for advertising.</p>	<p><b>Janet to confirm first article from Deb Monkman for next Vibrations. Confirmation for further articles TBD based on feedback.</b></p> <p><b>Margaret to discuss adding info re: ehIBC to Did You Know emails with advocacy committee.</b></p> <p><b>Janet to revise affected policies and bring to next council meeting for approval.</b></p>
<p><b>7. PROFESSIONAL LEARNING COMMUNITIES</b></p>	<p><b>a. Conference Update</b> Janet noted planning continues; 3 speakers already confirmed including Mark Fey and Patricia Prelock re: evidence based practice.</p> <p><b>b. Canadian Academy of Audiology 2014</b> Brent noted that CAA responded that they would not be offering discounted access to BCASLPA members for the upcoming conference. Arlene suggested that BCASLPA purchase a webinar from one of CASLPA's audiology speakers as an alternative to provide members with access to further education in lieu of an Audiology stream at the 2014 BCASLPA conference.</p>	<p><b>Brent to contact CASLPA re: possibility of purchasing and providing webinar(s) to our Audiology members.</b></p>

<p><b>8. OPERATIONAL</b></p>	<p><b>a. Draft Vision / Mission Statement Review</b>  Council discussed drafts provided by Zoe. Members expressed support for use of words 'professional support', including reference to 'communication health' and 'communication health professionals' rather than 'communications' and 'communications professionals' in order to avoid misinterpretation and to align messaging with national association.</p> <p><b>b. Policy Review</b>  Discussion of revised policies per ongoing review tabled to next meeting as Council expressed desire to compare new and old policies before voting.</p>	<p><b>Kevin to send notes re: Council's suggestions to Zoe for further reworking and presentation at next council meeting.</b></p> <p><b>Julia / Janet to provide new draft policies with revisions highlighted for review at next council meeting.</b></p> <p><b>Council to send any further policy revisions to Julia for compilation.</b></p>
<p><b>9. OTHER BUSINESS</b></p>	<p><b>a. Next Meeting - Mar 5, 2014 19:00</b></p>	
<p><b>10. ADJOURNMENT</b></p>		<p><b>Meeting adjourned at 20:20.</b></p>