

## SAC MANAGEMENT REPORT

### Aligned with the 2016-2019 Strategic and Operational Plan

This report encompasses activities from July 13 to October 11, 2017.

### Strategy 1: Promote communication as a basic human right by advocating for access to optimal communication health services and supports across the lifespan

**Tactic 1:** Influence federal and provincial government decision-makers to implement change that will serve the best interests of SAC's members and associates and the patients and clients they serve. SAC will choose specific target audiences on a year-by-year basis.

- SAC met with the following MPs and senior government officials this quarter:
  - Helen McElroy, Director General for Healthcare Programs and Policy Directorate, Health Canada; as well as Sharon Harper, Director of Policy and, Pamela Simpson, Manager of Home Care.
  - Monique Lugli (Senior Advisor) & Caroline Pitfield (Director of Policy), Health Canada
- This fall, SAC staff are working with a small group of students from Carleton University's school of Public Affairs and Policy Management (no cost). The students will be looking at one of SAC's key advocacy issues and putting together a project plan and strategy to address the issue.
- As a stakeholder, SAC sent the Alliance for an Inclusive and Accessible Canada a letter advocating for inclusion of the needs of people with communication disorders in the proposed federal accessibility law.
- SAC wrote to the Canadian Dysphagia Industry Group regarding support of the IDDSI at the request of PCA.
- Pre-Federal budget submission completed. Included were:
  - Recommendation 1:** *Take a leadership role in supporting and ensuring that all provinces and territories offer comprehensive early hearing detection and intervention (EHDI) programs to babies born in Canada.*
  - Recommendation 2:** *Incorporate community-based speech-language pathology services in Canada's Early Learning and Child Care Framework and Poverty Reduction Strategy in order to ensure the speech and language development needs of all children living in Canada are met.*
  - Recommendation 3:** *Extend the current loan forgiveness program to university graduates of speech-language pathology and audiology programs, including incentives for graduates to work in rural areas and remote and northern regions of Canada.*
  - Recommendation 4:** *Invest in research about hearing, speech and language disorders in early childhood, including: prevalence rates, issues affecting access to audiology and speech-language pathology services and evaluation of the effectiveness of audiology and speech-language pathology preventative services for disadvantaged communities.*
- Completed survey and provided written submission to National Poverty Reduction Strategy consultation.
- The first phase of data collection concerning audiology and speech-language pathology services in schools was completed in August 2017 by Canada Summer Jobs student.
- The September News bulletin from the International Communication Project can be found [here](#).
- SAC participated in the International Communication Project's World Literacy Day social media campaign

- SAC is chairing the ICP Policy Group. The Policy Group is to identify existing evidence about communication and swallowing disorders in order to construct a core narrative to support the key messages of the International Communication Project related to the United Nations' Sustainable Development Goals.
- SAC met with the Federal Healthcare Partnership October 13 to review audiology benefits and policies.
- SAC attended in-person consultations related to the accessibility legislation being drafted by the Federal government. Consultation meetings were hosted by CHHA in Ottawa in July as part of a federal grant they received.
- The CEO participated in the Health Action Lobby (HEAL) meeting and CCPH21 on September 27 and the Extended Healthcare Professions Coalition (EHPC) (formerly referred to as G8) meeting on September 28, 2017. In addition Joanne and Meredith participate in the monthly International Communication Projects teleconferences. ICP will be meeting in Los Angeles in conjunction with the ASHA meeting and SAC's chair will also be participating.

**Tactic 2:** Raise awareness in Canada about communication health and the work of communication health professionals by marketing the skill-sets and roles of S-LPs, audiologists and communication health assistants to other professionals.

- Role of Speech-Language Pathologists in Autism Spectrum Disorder Position Statement Ad Hoc Committee completed the draft of the position statement and submitted it for review at the November board meeting.
- S-LP Service Delivery Models in Schools Position Paper Ad Hoc Committee received 23 high-calibre applicants from S-LP members.
- Communication Health Assistant Ad Hoc Committee call for volunteers closed on October 12.

**Tactic 3:** Promote the month of May as Speech and Hearing Month in Canada. Each May, highlight the importance of communication health to the public as well as federal and provincial governments. Engage with members and associates and provide them with the resources they need to help enhance awareness about the professions.

- The 2018 Speech and Hearing Month Communications Plan is currently being developed and will include information on plans to rebrand Speech and Hearing Month (new logo, new website, etc.)
- SAC is partnering once again with the Pan-Canadian Alliance on the #communicateawareness social media campaign.
- 2018 Speech and Hearing Month collateral material is currently being developed with input from our content experts.

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## Strategy 2: Champion professional excellence and quality in service delivery.

**Tactic 1:** Develop resources that best serve the professional needs of members, associates and stakeholders. Identify relevant and timely topics to inform the development of position papers, official statements, guidelines, information sheets, etc.

- The Cochlear Implants in Children Position Paper Review Ad Hoc Committee has completed a draft of their position paper and submitted it for review at the November board meeting.
- The draft position statements re: the role of S-LPs and the role of audiologists in Autism Spectrum Disorders have been completed and submitted for review at the November board meeting.
- The draft position statement on the roles of S-LPs and audiologists in Dementia was completed and submitted for review at the October 16 board teleconference.
- The Executive Committee has approved the terms of reference for the Classroom Acoustics Position Paper Ad Hoc Committee. Committee work is expected to begin in January 2018.
- Following consultation with the Senior Policy Analyst, Assembly of First Nations Health Unit, the revised Terms of Reference for the Speech-Language Pathology and Audiology Services for Indigenous Peoples Position Statement Ad Hoc Committee was approved. The committee met on October 4, and the position statement is expected to be launched in March 2018.
- SAC released a joint official statement with the Canadian Association of Occupational Therapists (CAOT) and the Canadian Physiotherapy Association regarding cuts to outpatient services in Winnipeg.

**Tactic 2:** Continue to collaborate with key stakeholders as well as develop new alliances, partnerships and agreements to advance and elevate professional excellence in the health and education sectors.

- MRA revisions were completed and approved by the Board. The agreement will be ratified and signed at the ASHA conference in November.
- SAC continues to participate on the board for the Council for Accreditation of Canadian University Programs (CACUP) in Audiology and S-LP; the board met August 25.
- SAC representatives Linda Rammage and Chantal Kealey participated in a 2-day Expert Panel meeting hosted by CAASPR to continue the work on the Competencies project.
- The CEO coordinates and participates in monthly Governance & Nomination (GNC) meetings and the weekly Executive Committee meetings.

**Tactic 3:** Revise the document Assessing and Certifying Clinical Competency- Foundations of Clinical Practice for Audiology and Speech-Language Pathology. As this is a key, foundational document for the association, Canadian university programs and regulatory bodies, SAC will seek financial support by all stakeholders.

- This tactic is dependent on the completion of the competencies, the sub-competencies and the Exam Blueprint. It is not anticipated or budgeted for in 2018.

**Tactic 4:** Provide members and associates with a variety of accessible, affordable and high-quality learning opportunities that address their evolving professional needs, through the SAC Professional Development Program.

- **2018 Conference** – The invited speaker program has been finalized and all speakers have been contracted. The new conference website was launched in September <http://www.sac-oac.ca/welcome> Finalizing the pre-conference speaker and keynote speaker is still in progress.
- **2017 Workshops** – The S-LP workshop (Best Practices in Bilingual Speech...) scheduled for October 20 in Saskatoon was cancelled due to low registrations. The presenter has agreed to present a two-part webinar series on October 19 and November 14.
- **Lunch & Learns** – Lunch & Learns are free for SAC members and associates and the sessions are on general-knowledge topics for all professions. The most recent Lunch & Learn was held on September 27.
- **Webinars** – SAC webinars are purchased and the sessions are specific to each profession. A list of upcoming events in October and November, including the new two-part webinar to replace the cancelled workshop follows:

Event	Date	Registration to Date
Drill Based Program for Students with Speech Sound Disorders... (S-LP)	Oct. 18	80
Best Practices in Bilingual Speech (Part 1)... (S-LP)	Oct. 19	69
An Overview on Auditory Processing Disorder (Audiology)	Nov. 9	48
Best Practices in Bilingual Speech (Part 2)... (S-LP)	Nov. 14	57
<b>Total to Date for all 2017 Webinars</b>		<b>719</b>

- **Webcasts** – Webcasts are recordings of live events (i.e., conference, webinars or Lunch & Learns), which can be purchased and viewed at any time after the live event occurred.
  - Webcasts recorded from the 2016 conference were launched in August 2016. There were 74 purchases.
  - Since the December 4, 2014 launch of webcasts recorded from the 2014 conference, there were 54 purchases.
  - We now have 63 contributed paper webcasts available for purchase (14 were added from the 2016 conference). Since its July 2010 launch, there have been a total of 306 purchases.
  - There are six recorded Lunch & Learns from 2015 available for download with a total of 435 downloads to date. Two recorded 2016 Lunch & Learns are available for download with a total of 76 downloads to date. Five recorded 2017 Lunch & Learns are available for download with a total of 43 downloads to date.
  - Eight recorded 2015 SAC webinars are available for purchase. Total of 325 purchases to date. Two recorded 2016 SAC webinars are available for sale with 38 purchases to date. Five recorded 2017 SAC webinars are available for sale with 195 purchases to date.

**Tactic 5:** Based on an analysis of current programs, offer awards, grants and scholarships that best meet the needs of members and associates.

- The 2017 Clinical Research Grant recipients were announced on July 31. The CRG committee met on October 19, 2017 to revise the rubric and the 2018 application form and discuss other relevant topics.

#### ***SAC Scholarship Program***

- Six new scholarships valued at \$10,000 were added this year by the Beach Foundation (total of 25 scholarships worth \$33,000).
- The deadline was changed from October 15 to October 30 in order to allow time to finalize the criteria etc for the new scholarships.

#### ***SAC Awards Program***

- Nominations for the 2018 SAC Awards Program opened on August 31. Nominations closed October 31 for non-student awards. Promotion of the program in Flashes and on social media continue until the award deadlines.

**Tactic 6:** Administer and adapt SAC's Clinical Certification Program and explore other opportunities for credentialing and advanced competencies.

#### ***Clinical Certification Examinations***

- The fall exam was administered on September 9, 2017. A total of 177 candidates wrote in 23 sites.
- Conference calls are taking place between Lauren Mann, the Chairs of the Clinical Certification Examination Committees and the exam psychometrician from Yardstick to finalize the September 9 exam passing score.
- A new secure online space for exam item development has been developed and Exam Committee members trained at the end of October at their meeting in Calgary.

#### ***Clinical Certification Examination Committees (CCEC)***

- The CCECs and Subcommittees continue to work towards a goal of 1,500 questions in their item bank. The item writer meeting is Oct 27-28, 2017 in Calgary, Alberta

#### ***Clinical Certification Program***

- A total of 46 members have passed the 2017 CEE audit.

#### ***Clinical Certification Promotion***

- The certification department will be collaborating with the membership department to conduct in-person presentations at all university programs. The strategic decision was to avoid duplication and plan both the membership presentation to new students and the certification presentation to 2<sup>nd</sup> or 3<sup>rd</sup> year students concurrently on the same day by either André or Lauren.
- Postcards with membership and certification information are being developed and will be distributed to the university programs in October as well as at the student presentations.

#### ***Standards and Ethics Committee***

- The Standards and Ethics Committee will be creating more structured guidelines and reference materials over the course of the next year to help guide them in their decision making.

**Tactic 7:** Publish the academic, peer-reviewed journal, *The Canadian Journal of Speech-Language Pathology and Audiology*. Adjust the format of the journal to reflect emerging publication trends.

- The latest issue of **CJSLPA** was released on July 17.  
[http://cjslpa.ca//files/2017\\_CJSLPA\\_Vol\\_41/No\\_02/CJSLPA\\_Vol\\_41\\_No\\_2\\_2017\\_143-235.pdf](http://cjslpa.ca//files/2017_CJSLPA_Vol_41/No_02/CJSLPA_Vol_41_No_2_2017_143-235.pdf)

### Strategy 3: Establish Speech-Language and Audiology Canada as the central hub for communication health in Canada.

**Tactic 1:** Research, develop and launch Communities of Practice, which will allow members and associates to discuss professional issues and share professional resources.

- SAC will develop a project plan in 2018 with a project scope, cost and schedule to determine how to move forward with the communities of practice.

**Tactic 2:** Continue to provide timely and relevant information and resources to members, associates and the public. This includes sharing news stories, publishing salary and university surveys, responding to important issues in the news, etc.

Social Media	Total as of Oct. 6	Total as of June 28	Percentage Change
Twitter Followers	5,587	5,461	2.3% (increase)
Facebook Fans	5,633	5,479	2.8% (increase)

- PD Bulletin* was published the first week of every month.
  - SAC in Action* was published on June 26 and will also be published on Nov. 21
  - Benefit Bulletin* was published on Oct. 11
  - Student Speak* was published on Sept. 26
  - This Week in the News* is published every Friday.
- The Cochrane Network information has been updated and the webpage revised on the SAC website.

**Tactic 3:** Continue to improve the functionality and accessibility of SAC's website to best serve the needs of members, associates and the public.

- The Communications and Professional Development Departments worked with Industrial to develop a new conference website. The 2018 SAC Conference website was launched on September 9<sup>th</sup>.
- The Communications Department continues to update content (text/graphics) on the SAC website and implement menu changes to improve users' experience.

**Tactic 4:** Maintain SAC's current mentorship opportunities and develop new methods for members, associates and stakeholders to connect and support one another.

- Career Development Program (mentorship program) currently active and underway. 43 different mentor-mentee pairs have been established. Introduction emails and resources distributed. Program to continue through fall and winter before completing in March 2018. Initial feedback from mentors and mentees has been very positive and SAC was complemented for this new program.

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## Strategy 4: Ensure a resilient and sustainable Speech-Language and Audiology Canada.

**Tactic 1:** Ongoing engagement with CAASPR regarding their entry-to-practice exam plans and the opportunities it presents for SAC.

- A meeting was coordinated with the CAASPR working group members in Winnipeg, in mid-August.
- A considerable amount of staff resources have been devoted to the follow up from that meeting in preparation for the development of the master service agreement to be presented to CAASPR to be their service provider for the Entry-to-Practice Exam.

**Tactic 2:** Identify ongoing initiatives to increase member and associate recruitment and retention.

- SAC has hired a consulting firm to develop the members and associates Salary & Benefits Survey. The association has not produced this report in nearly 10 years. The project kick-off meeting is scheduled for mid-November. The survey will be distributed to members/associates in Q1 2018. Final report will be complete by late Q1 or early Q2 2018.

**Tactic 3:** Develop ongoing initiatives to increase student associate recruitment and conversion rates.

- The Communications Department has developed new posters and postcards to promote the benefits of becoming an SAC student associate.
- Student presentations currently underway. Presented to Ottawa University on September 26<sup>th</sup>. Presentations have been booked at Dalhousie, University of Alberta, UBC, and Laurentienne in the fall. The remainder of the university presentations will occur in the winter/spring 2018.

**Tactic 4:** Explore additional revenue generation opportunities.

- The Beach Family Foundation has afforded SAC the opportunity to introduce six new scholarships.

**Tactic 5:** Identify and implement best practices in association governance.

- Annual operating budget prepared and readied for Board consideration
- Regular monthly Financial Statements prepared to end of September.

**Tactic 6:** Maintain effective association management by ensuring operational efficiencies, including human and financial resources.

- We are continuing to work with Industrial Agency towards the implementation of a new membership database for SAC. We have received a number of demos, identified our issues, and tested applications. The first phase of database launched on October 25<sup>th</sup>.
- Will continue to work with Industrial Agency throughout October and November 2017 for the development and implementation of the exam management system. Exam management and certification should be fully implemented by November 8, 2017.
- Gina's unanticipated departure required an employment search. Lisa Brooks was hired as the CEO's Executive Assistant in early September.
- A significant amount of time was spent during this quarter preparing the 2018 Budget and the supporting Operational Plan.
- An RFP was issued to 10 firms and the CFO and CEO evaluated the 5 submissions by audit firms and after reference checks were completed they determined which firms would be interviewed by the Executive Committee.