



Speech and Hearing BC

Provincial Council Meeting

Date: April 12, 2022
Time: 7:00 pm – 9:00 pm
Location: Virtual

Zoom Link: [Click Link](#)

PC Members

Becca Yu, President Rep P	Amanda Locke, Director PP SLP A	Elysia Saundry, GVRD Rep P
Staci Cooper, Past-President Rep P	Chelsey Chichak, Dir. Early Int'n Rep P	Sheena Kirkland, FValley Rep P
Megan MacKay, Treasurer Rep P	Sarah Jane Garland, Dir. SLPAdult Rep P	Kristal Bodaly, Kootenays Rep P
Pat Blundon, Secretary A	Sarah Dowling, Dir. Schools Rep P	Kimberley Seabrook, North Rep P
Janet Campbell, Opns Mgr P	Candice Boden, Dir. Social Media A	Nadine Fort, Thompson/Ok Rep P
Sarah Dhooge, Dir. Public Ed Rep P	Heather Ritchie, Dir., AUD Private P	Sharon Goodman, Islands Rep P
Gina McCarty, Dir. Prof Ed P	Janine Sigurdson Dir., AUD Public Rep P	Student Reps: Ellie Fedec, Mackenzie Lee P

Preparation for Meeting

Please Read: Speech and Hearing BC Minutes February 4, 2022
PC Reports
Draft 2022 – 2023 Budget

Project Action Items from Previous Meeting

Topic	Action	Lead
Communications & Media Relations Coordinator Position	Post on Indeed and LinkedIn	Staci, Megan, and Janet

Open Meeting

- | | |
|---|---|
| 1. Call to Order | Becca Yu called meeting to order at: 7:02 pm |
| 2. Welcome/Intro from the Chair & Land Acknowledgement | PC acknowledges the land and people on whose territories we are meeting from today. |

3. Approval of Agenda: Additions to Agenda?	Additions: Rogers Mobility; Adult committee long term care campaign; Compensation for Indigenous partners; Question about hearing aid initiative; National survey with SAC. Motion to approve the agenda: Becca; Seconded: Heather; Carried
4. Approval of Minutes	Minutes of February 4, 2022. Motion to approve: Becca; Seconded: Staci; Carried
5. Approval of Consent Agenda?	Motion to approve: Becca; Seconded: Staci; Abstained: Megan Carried
	PC Reports Submitted: Read reports on PC Member Section; Becca reminded members that members must submit reports to qualify for conference fees to be waived.

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
6. Project/Action Items Review	Review outstanding project items	Becca	Info		
	a) Communications and Media Relations Coordinator	Staci	Update	There were many applicants for the position. Lots of applicants had branding experience but not as many had experience in government relations and journalism. Four were shortlisted.	Shortlisted candidates have been contacted and will be interviewed next week.
7. Operational	a) Request for SHBC to give Gift Cards to Schools forum presenters wanted \$50 - \$100 for up to 7 ppl	Janet/ Becca /Sarah	Decision	Executive Council reviewed this item and felt that SHBC couldn't oblige this request because a) many other members volunteer their time and are not compensated financially; b) presenters would have gained recognition by speaking at the forum; c) requests such as these need to be approved in advance of the event.	Recognition could occur at our AGM. If the Schools forum continues in the future, then discussion regarding the provision of an honorarium could occur prior to the event.
	b) Income Statement Year to March 31, 2022	Megan Janet	Info	Janet reviewed the budget. There should continue to be an increase in revenue from fees. There was an increase in revenue from website and Vibrations this year. Revenue from our 2021 Conference in Whistler was down because of COVID restrictions on attendance. Our meeting expenses were lower because we met virtually. We haven't yet spent all of our area funds; we don't usually do so. Question about budget for website. Janet explained that she usually overestimates in her budget in case some work needs to be done on the website. So far this year, we have only paid for the domain name.	

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
	c) 2022 – 2023 FY DRAFT Budget	Megan /Janet	Decision	<p>Janet reviewed. Fiscal year begins in June 2022. We should meet all the projected revenue items. Re. expenses, the office rent should be less than budgeted for if SHBC moves into the smaller space. If we hire a new Communications and Media Relations person, their salary/fees will come out of the combined budget for Public Education and PR Communications, and we will no longer be paying a monthly retainer to Impact. Janet put in a projected budget for our retreat to cover the cost of an in-person meeting. Janet budgeted for Vibrations; currently Impact covers it as part of their monthly retainer, but a new person, if hired, may not. The amount budgeted for the conference virtual platform may be an underestimate of the actual cost, but with the addition of Conference Registration and Scheduling Systems, Janet feels the combined budget is sufficient. Janet budgeted for an in-person post conference meeting, which may not occur. Overall, there is a prediction of a deficit, which will likely not occur.</p> <p>Motion to approve the budget: Megan; Seconded: Heather; Carried.</p>	
	d) Strategic Planning Document from Impact	Becca		<p>Becca received the document from Impact and asked for feedback from directors and EC. Staci agreed with Pat that the document didn't reflect the overarching themes of increased a) funding; b) positions; and c) branding and community engagement we had identified at our strategic planning meeting. Question about whether SHBC would be keeping our previous asks and adding these additional asks. Becca's said that Impact suggested that would depend on what was needed at any meeting, i.e., that asks would be specific if a meeting with government was related to a specific population, e.g., if meeting with a Seniors Advocate,</p>	<p>Becca will tell Impact that the document needs revision, including the provision of a road map. Approval will need to occur by email if we hope to meet with government in May.</p>

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
				<p>then a specific ask would be more FTE for adult services. If the meeting was general, we would be making general asks. Discussion from members that document is still not cohesive, and members aren't clear on next steps. Impact is supposed to summarize this document and plan for a day of meetings with government in May 2022 in Victoria. Discussion about the fact that document is not ready. Document still feels like there are four strategic plans, not one. We should start with the theme first and personalize it from there, e.g., there are not enough SLP positions: we need X positions in Early Intervention or X in Adult, and so on. Question about whether SHBC knows how many audiology positions are needed. We don't.</p>	
	e) Rogers Mobility			<p>Roger offered a discount to members. Members thought it was a good deal.</p>	<p>Janet will send out a broadcast email and information about it in when welcoming new members. Janet will ask Rogers what SHBC will gain from agreeing to offer this perk.</p>
<p>8. Public Education</p>	a) Advocacy Initiatives Update	Becca Sarah	Info	<p>Focus has been on MCFD, May month, and key initiatives.</p>	
	b) May is Speech and Hearing Month Campaign Update	Becca Sarah	Info	<p>PC reviewed a letter that will go out to SHBC members that outlines what the association plans for May. It was suggested that fb be added to the list of suggested social media platforms that members can use. Other suggestions included making the email much more concise, reducing the number of hashtags, and making it inclusive to those who are not regular users of social media, e.g., a member can just let SHBC know that they posted or emailed a poster that SHBC will provide. PC members felt that the email should be sent out just before May. Re.</p>	<p>Becca and Sarah will meet and contact Impact before the end of the week and ask for revisions: e.g., 1 hashtag and other tweaks, ask for a poster in jpeg or pdf format.</p>

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
				Prizes, to generate more interest, each post will qualify for one entry to the draw. Three prizes will be offered totaling \$1000.00. They will be: iPad, Teachers Pay Teachers gift card, Amazon gift card.	
	c) Adult committee long term care campaign	Sarah Jane		The Committee is planning to send out materials to LTC facilities. Materials have been approved and are on our website. Motion to approve their budget: Elysia; Seconded: Chelsey; Carried	
9. Professional Advocacy	a) MCFD Funding Changes Update	Becca Amanda Staci		Becca and Amanda met with MCFD. MCFD is aware that staffing, recruitment, and retention are issues. MCFD asked SHBC to determine what is needed to recruit and retain staff. They booked another meeting to be held with OT and PT. Becca will meet with OT/PT to determine mutual concerns before she and Staci meet with MCFD. Becca also met with Autism BC. RASP survey ends this week. They are looking to get a lobbyist. Some members were concerned that some questions on the RASP survey were not neutral.	
	b) Question about Hearing Aid initiative	Heather Janine		Heather and Janice reached out to Audiologists to form a working group. Subsequently, a separate group of Audiologists and an ENT reached out to Janine and Heather to ask SHBC to join their advocacy group. Janine and Heather asked SHBC if they approved of them representing SHBC on this latter group's committee. SHBC agreed that it is a good opportunity to combine forces, if their initiatives align with those of SHBC.	
	c) National survey with SAC	Janet Becca		SHBC reached out to suggest SAC create a national survey on recruitment and retention; the federal government has contacted SAC about this issue. SAC said they will help disseminate it but asked SHBC to create it. Janet shared her first draft. Suggestion to add Long Term Care. We expect SAC will have revisions. Sac would be ready by the end of April, but there is no fixed timeline. Some discussion about	PC members are asked to give their feedback, including letting SHBC know if the survey captures the information they need; link is on the PC tab on the website. Janet will email everyone the link, as well.

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
				whether SHBC should partner with a university but there is concern regarding how long it would take to get Ethics approval.	
10. Professional Ed	a) 2022 Conference Update – Virtual	Gina	Info	School-aged stream is looking good. Still working on other areas. Temple Grandin is confirmed. At the request of EC, the conference will include a section on Equity and Diversity. They will open it up to PT and OT. They are making a final decision on platform.	
		Nadine Janet			
	b) Compensation for Indigenous Partners	Staci		SHBC contacted First Voices to cocreate a document on how to use their resources in day-to-day practice. SHBC was advised that when working with Indigenous Peoples, you seek guidance and ask permission to use cultural resources and give a gift to show gratitude. The committee asked if a budget could be created to cover the cost of gifts.	Staci was asked to gather more specific information before SHBC devises a process.
11. Area Reps Update	Update	Elysia Area Reps		Nadine is working on an event. Elysia wondered if the process of advertising pro-d events be centralized and streamlined. e.g., there were problems with email domains. Also wonders is deadline for area reps to submit should be extended. Sheena feels there is enough time to submit requests. Budget has never been a concern. Question about summary articles regarding size and so on.	Janet said that she can send out emails about upcoming events on behalf of area reps. The email will say they will need to contact their area rep for follow up. If they respond to Janet, she will send on their questions to area reps. Consult Janet with questions about summary articles about area rep events.
12. PCA	Update	Heather	Info	Nothing to report since no meeting since last PC meeting.	SHBC request that Heather asks about staffing survey or

II	Agenda Item/Topic	Lead	Goal <small>Decision, Info, Discussion</small>	Discussion	Action
					whether they'd like to help with it.
14. Adjourn	Time: 9:12 pm Next Meeting: June 14 via Zoom				

Submitted by Pat Blundon, RSLP
Secretary to Speech and Hearing BC