

**Question:**

The Indiana Speech Language Hearing Association (ISHA) is restructuring our Executive Council to better meet the needs of our membership. We are interested in adding the following positions to our EC -

- VP of SLP Healthcare
- VP of SLP Schools and Early Intervention
- VP of Governmental Affairs/PAC
- VP of Member Engagement
- VP of Public Relations

We are looking for position descriptions, duties and responsibilities related to these positions. We appreciate any help you can give us!

**Answers:**

Please see our website [www.ctspeechhearing.org](http://www.ctspeechhearing.org)

President- Connecticut Speech-Language-Hearing Association (CSHA)

---

Of the list you provided, here are the ones we (Virginia) have along with their descriptions. Disclaimer: we are currently reviewing our by laws and policies and procedures manual.

**OFFICE OF VICE PRESIDENT FOR MEMBER SERVICES**

The Vice President for Member Services is responsible for the recruitment and retention of membership through annual membership drives and outreach to speech pathologists and audiologists in the state of Virginia. Duties of the Vice President for Member Services shall include the following:

- In consultation with the Association's management company, monitor and supervise activities associated with new member recruitment and current member retention, including the annual renewal drive.
- Conduct an annual member survey to determine yearly strategies to create new initiatives. Coordinate with the appropriate Board Members and Committee Chairs the implementation of such new initiatives.
- Identify and attend various events to promote memberships.
- Develop outreach programs to educate college groups regarding the benefits of becoming and/or remaining a SHAV member. This includes coordinating the recruitment and management of the Conference student volunteers.
- Communicate on a regular basis with any special interest group/committee chairs (assigned to this office) to plan activities and to obtain reports on status of activities.
- Provide mentorship and supervision to the Student Representative.
- Solicit one article/report per year from special interest groups/committees for publication in the SHAV-A-Gram.

- Develop an officer budget, including any needs from special interest group/committees when requested.
- Annually review and update, as needed, pertinent sections of the Policy and Procedure Manual.
- Maintain a notebook/electronic documentation covering the office. This documentation should be transitioned to the individuals holding the office.
- Submit once per year an article/report for publication in the SHAV-A-Gram.

#### OFFICE OF VICE PRESIDENT FOR SPEECH-LANGUAGE PATHOLOGY

The Vice President for Speech-Language Pathology shall provide leadership in the clinical areas of speech-language pathology, and maintain regular and consistent communication with the Vice President for Audiology and relevant special interest groups/committees. The duties of the Vice President for Speech-Language Pathology shall include:

- Communicate on a regular basis with any special interest group/committee chairs (assigned to this office) to plan activities and to obtain reports on status of activities.
- Serve on the Conference Program Committee representing the clinical disciplines. Shall engage potential speakers to determine availability and suggested honorariums, and forward a list of those potential speakers to the Convention Chair for honorarium negotiations.
- Represent the issues specific to the profession of speech-language pathology especially in regulatory and legislative concerns
- Conduct annual membership outreach initiatives during the annual Conference to identify special task forces that will be needed throughout the year. Shall organize and oversee those special task forces during their course of operation.
- Monitor webinars presented by SHAV.
- Solicit one article/report per year from special interest groups/committees for publication in the SHAV-A-Gram.
- Develop an officer budget, including any needs from special interest group/committees when requested.
- Annually review and update, as needed, pertinent sections of the Policy and Procedure Manual.
- Maintain a notebook/electronic documentation covering the office. This documentation should be transitioned to the individuals holding the office.
- Submit once per year an article/report for publication in the SHAV-A-Gram.

#### OFFICE OF VICE PRESIDENT FOR GOVERNMENTAL AND PROFESSIONAL AFFAIRS

The Vice President for Governmental and Professional Affairs shall provide leadership in the professional concerns of the members. This shall include monitoring governmental and third party activities that may impact on the Association and its membership, and advocating for the Association, its members and the clients served. The duties of this office shall include:

- Assist with coordinating an Advocacy Committee when necessary.
- Maintain an active list of members for the Advocacy Committee.
- Monitor/Assist the Third Party Reimbursement Interest Group.
- Serve as member of the Speech-Language Hearing Association of Virginia Political Action Committee (SHAV-PAC) representing the Association.
- Supervise the activities of the Association's lobbyists to include (a) maintaining regular communication regarding speech pathology and audiology issues, discussing political concerns of the membership with the Board and approving expenditures of lobbying services.
- Develop Grants and initiatives on a local or national level for funding future advocacy initiatives.

- Communicate on a regular basis with any special interest group/committee chairs (assigned to this office) to plan activities and to obtain reports on status of activities.
- Solicit one article/report per year from special interest groups/committees for publication in the SHAV-A-Gram.
- Develop an officer budget, including any needs from special interest group/committees when requested.
- Annually review and update, as needed, pertinent sections of the Policy and Procedure Manual.
- Maintain a notebook/electronic documentation covering the office. This documentation should be transitioned to the individuals holding the office.
- Submit once per year an article/report for publication in the SHAV-A-Gram.

#### OFFICE OF VICE PRESIDENT FOR PUBLIC RELATIONS AND COMMUNICATION

The Vice President for Public Relations and Communication shall lead the Association in the areas of marketing/public relations and communication. The duties of the Vice President for Public Relations and Communication shall include:

- Monitor the publications of the Association.
- Work with the Conference Committee to plan for the Annual Conference (e.g. advertising, working with local media, and other duties related to marketing the program).
- Co-ordinate the annual Open House at ASHA with the State Universities and private supporters, when appropriate.
- Monitor SHAV web site monthly.
- Act as the SHAV-A-Gram Editor. Collect and edits information for the SHAV-A-Gram and coordinates publication with the Association's Management Firm, on a quarterly basis.
- Arrange for promotional items/activities for the members.
- Work with the Vice President of Membership to promote membership in SHAV.
- Work with the Vice-President for Governmental and Professional Affairs to publicize the needs for legislative action, and with Board of Audiology and Speech-Language Pathology to monitor communication needs for the membership.
- Provide mentorship and supervision to the Student Representative.
- Communicate on a regular basis with any special interest group/committee chairs (assigned to this office) to plan activities and to obtain reports on status of activities.
- Solicit one article/report per year from special interest groups/committees for publication in the SHAV-A-Gram.
- Develop an officer budget, including any needs from special interest group/committees when requested.
- Annually review and update, as needed, pertinent sections of the Policy and Procedure Manual.
- Maintain a notebook/electronic documentation covering the office. This documentation should be transitioned to the individuals holding the office.
- Submit once per year an article/report for publication in the SHAV-A-Gram