Annual Report
Vice President for Public Information and Professional Communication
Pamela A. Smith
2018-2019

Activities:

1. Attended face to face and online board meetings. Prepared written discussion materials for meeting unable to attend due to scheduling conflict.

2. Participated in all electronic board discussions and voting.

3. Participated in convention planning process.

4. Attended convention and participated in Town Hall and Roundtable discussions.

5. Assisted in recruiting candidates for vacant board positions.

6. With PSHA office, requested proclamation of May as Better Hearing and Speech Month by Governor Wolf.

7. Worked with PSHA office to prepare slogan and contest materials for Better Hearing and Speech Month drawing, coloring and essay contest. Reviewed and selected winners and communicated information to PSHA office.

8. Responded to member questions regarding licensure, certification, instrumental assessment and practice patterns. Monitored social media for relevant discussion about licensure and certification and practice patterns.

9. Continued to communicate with PSHA office regarding corporate emails/potential advertisement on the PSHA web site.

10. Established technology/web site/social media advisory committee.

11. Together with advisory committee, reviewed PSHA online presence and made recommendations for new board position (Vice President of Social Media and Member Engagement)
12. Proposed board member description for Vice President of Social Media and Member Engagement.

Objectives:

1. Work with board in assisting with appointment of new board position. Work with new VP and other board members in important online/social media objectives.

2. Work with new VP and other interested board members on web site FAQs to provide as responses to questions brought up by individuals on social media, as appropriate.

3. Work with ASHA StAMP representative to assure members have access to important information about reimbursement and regulatory changes upcoming in the SNF.

4. Participate in convention planning process.

5. With PSHA office, administer the Better Hearing and Speech Month contest with input from outside committee.

Respectfully Submitted,

Pamela A. Smith

Pamela A. Smith, PhD, CCC-SLP
Vice President – Public Information and Professional Communication