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President's Message: January 2014

In January 2013, I shared with you the following quote from Jim Collins, author of Good to Great:

I don't know where we should take this company, but I do know that if I start with the right people, ask them the right questions, and engage them in vigorous debate, we will find a way to make this company great.

Little did I know what 2013 would hold for ASHA! As an organization, we now have the right people on the bus and a map to guide our journey. Over the next few months, we will engage in vigorous debate over new structures and ways of doing business. Should all go well, we will arrive at our destination (Portland) better prepared for the challenges that lay ahead. I made a promise to keep the membership informed so here is an update!

New Association Management System and Website

ASHA's member database has been migrated to a new system, AVECtra, an association management system (AMS) used to acquire, retain, and enhance ASHA's relationships with members, donors, funders, partners, volunteers, clients, sponsors, and suppliers. AVECtra will help ASHA to manage memberships, communicate more efficiently with members, manage events including online registration and participant tracking, and manage fundraising. In addition, the ASHA website has been streamlined in preparation for a new website and branding in 2014. Beginning December 20, 2013 the member login process changed. When logging into the website, you need to input your email address as the username and use "Password1" as the password. Upon logging in, you will be prompted to change your password. In the weeks ahead, you will hear more about the advantages of this new system. If you can't find something that was on the old ASHA website, simply email info@ashaweb.org and we will try to help.

By-Laws and Governance

With assistance from governance expert Colleen Eubanks, the ASHA Transition Committee will develop new by-laws and governance structures that reflect the size and scope of the organization. The goal is to create structures that improve efficiency and support the core mission of the organization. The committee will present the new by-laws to the ASHA Board of Directors for discussion at the March meeting and approval at the April meeting. Once approved by the Board, the by-laws will be presented to ASHA's members for approval, most likely in May 2014. Once approved, the new structures will take effect at the annual conference in October 2014.

Currently, ASHA has a very bureaucratic structure that often slows down getting "the work" done. A good example of this is the resolution process. It can take one year or longer to get a resolution written, presented, edited, approved and posted and then it is not revisited for another five years. However, when ASHA is asked to support legislation or take a position, we often have only a few days to decide if we should sign-on. We need to develop structures and processes to make advocacy decisions in a more efficient and effective manner. We also need to explore the need for more in-depth documents such as white papers or policy briefs. These documents would help us focus our advocacy work, which is after all, a main reason for our move from Ohio to the DC area.

The Transition Committee and the Board of Directors will share information on the proposed changes via emails, e-newsletters, and webinars. We need your input and support. Stay tuned!

2014 Annual Conference: Portland, Oregon

Behind-the-scenes preparations for the 2014 ASHA Conference in Portland are underway. This year's conference schedule will be a bit different than in the past as we have compacted the sessions into two days.

- The ASHA Board of Directors will meet on Wednesday, October 8, 2014 and ASHA standing committees will meet Thursday morning, October 9th. Thursday afternoon, ASHA will offer two pre-conference workshops (topics and speakers TBD).
- On Thursday evening, ASHA and Eta Sigma Gamma will offer a leadership development program. This event is in the early planning stages so more details will follow.
- The conference will formally begin Friday morning, October 10th at 7:30 am with a first timers' orientation followed by a series of workshops. Conference attendees will be able to choose workshops that follow one track or select sessions from all four "tracks":
 - **School Health Programs & Services:** nursing, medical and dental services; counseling and social services; school nutrition services; community partnerships; afterschool programs

- **School Health: Teaching & Learning:** PreK-12 health education and physical education; teacher preparation programs; assessment; standards and curriculum development; instructional best practices
- **School Health: Leadership, Administration & Coordination:** leadership for school health; management strategies; advocacy; fiscal management and funding, policy development and implementation; program evaluation; advisory councils
- **School Health: Research & Emerging Issues:** research studies that impact members of the school health team; emerging issues that warrant discussion and possible research
- Conference exhibits will open at noon on Friday with a networking lunch held in the exhibit area. Friday afternoon will begin with the presentation *Building Bridges from Vision in Action: The Milwaukie High Way*. Milwaukie High School, ASCD's 2013 Vision in Action award winner, ensures that high school students from all backgrounds are healthy, safe, engaged, supported, and challenged. This session will focus on what can happen when schools and communities partner and commit to a whole child approach to education.
- On Saturday morning, the conference will begin in the exhibit area with poster sessions and breakfast followed by a variety of workshops. All conference attendees are invited to attend the President's Awards Luncheon (included in your registration fee). At the luncheon, ASHA will install new Fellows and recognize the outstanding school nurse, health educator, school health coordinator, and school administrator as well as the legislator of the year. The Howe Award recipient will be honored as well.
- The conference will conclude late Saturday afternoon with a brief business meeting to install new ASHA Board members, followed by closing comments on the state of school health by Dr. Lloyd Kolbe.

The new conference schedule will minimize time away from family and work. It aligns with an Oregon statewide "in service" day on Friday, October 10th. And it will allow participants some free time to enjoy Portland and the beautiful surrounding area before, during, and after the conference!

Conference Request for Proposals

The request for proposals will be posted on the website by mid-February and all members will be notified electronically of submission criteria and important dates. Guidance for submissions will be posted as well. This year, there will be two types of sessions: workshops and posters. There will not be roundtables this year but there will be an increase in the number of poster sessions. Competition for limited workshop sessions will be very rigorous.

Awards

It is not too early to begin thinking about nominees for ASHA's awards. The Awards Committee is working on a streamlined application process. Information will be posted on the ASHA website. As an ASHA member, you can nominate a colleague for one of the following awards:

- The **William A. Howe Award**, ASHA's highest honor, recognizes individuals for outstanding contributions and distinguished service in school health. It was established to honor William A. Howe, MD a founder and first president of the Association. This award acknowledges the recipient's outstanding professional contributions paralleling ASHA's aims and objectives. Recipients do not have to be ASHA members.
- The **Superintendents' School Health Leadership Award** recognizes outstanding school district superintendents who have been champions for school health and wellness. This award was established to honor a superintendent who recognizes the connection between health and academic achievement and has demonstrated exemplary commitment to meeting the needs of the whole child.
- **Outstanding School Nurse Achievement Award** is given to a member of ASHA who demonstrates exceptional service in the area of school nursing.
- **Outstanding Health Educator Award** is given to a member of ASHA who demonstrates excellence in the area of K-12 health education.
- **Outstanding School Health Coordinator Award** recognizes an ASHA member who demonstrates exceptional service in the area of school health coordination.
- The **Legislator of the Year Award** recognizes a local, state or national legislator who has sponsored school health legislation and supported issues related to school health.
- The **Distinguished Service Award** recognizes the exemplary contributions of active or retired ASHA members to the Association. Service may include offices held, committee membership and leadership, and other service to ASHA.
- Advancement to **Fellowship Status (FASHA)** is granted to individuals who are currently active members of ASHA and who have been an active member of the American School Health Association for 10 years.

Electronic Newsletter and Social Media

Beginning in February, ASHA members will receive a bi-weekly electronic news digest that aggregates top national and international news stories in health and education along with ASHA specific news. Editors handpick key articles from hundreds of publications, write a brief summary of each, and provide links back to the original sources. All articles will be vetted by ASHA staff before we send the e-news to you! We will also add a few ASHA specific news items as appropriate. We are proud to bring you this new ASHA member benefit. In addition, we will be updating the ASHA Facebook page so be sure to "[like](#)" ASHA. ASHA will continue

to use the CHEN list serv for general communication to the field.

Health Education Advocacy Summit

Are you planning to attend the Health Education Advocacy Summit on February 22-24, 2014 in Washington, DC? If so, please let Sandy Klarenbeek, Chair of ASHA's Advocacy Committee, and I know that you plan to attend. Contact Sandy at sandyklarenbeek@bhsu.edu and me at lapd8082@gmail.com.

Final Words...

Reflecting on all the work done so far and that which is yet to come, the following quote says it all:

You did not go through everything you've gone through just to end up in the same place you were when you started. - Steve Maraboli

Stay warm, stay safe, and start planning that trip to Portland!

Sincerely,

Linda L. Morse, RN, MA, CHES, FASHA
ASHA President, 2012-2014