

Vice President for Public Information and Professional Communications

General Description of Office:

This officer is responsible for:

- Arranging the Commonwealth of PA Open House at the Annual ASHA convention as approved by the Executive Board.
- Coordinating and developing the annual Better Hearing and Speech Month Campaign.
- Reviewing the PSHA website.
- Serving as a "clearing house" for interdisciplinary concerns and to formulate guidelines for increasing liaison with allied professional groups.
- Recognition of regional groups (every three years)- NESHAP and SWPSHA

Specific Responsibilities	Time Line
Contact each chair after Board meetings to convey any questions or charges given by the President, membership or Board members.	On-going
Respond to all questions, comments and concerns addressed to this VP from the membership.	On-going
Serve as a liaison officer for information on the PSHA website.	On-going
Write reports for the <i>Keystater</i> at least twice per year	Twice per year (winter, spring, summer, fall)
Select the chairs for the task forces listed below. Meet with committee members and develop charges for the task forces.	Spring/Summer of each year
Attend Board Meeting as a guest.	June of Year Elected
Term Officially Begins	July 1 of Year Elected
Read PSHA Policies and Procedures	July
Present the names of all task force members and task force objectives to the Executive Board at the September meeting.	September
Prepare report and attend the September Board Meeting	September
Submit article announcing contests in <i>Keystater</i> and web page (BHSM coloring and essay)	November
Communicate with task force chairs for preparation of the December Board Meeting.	December
Prepare report and attend the December Board Meeting.	December
Contact Office of the Governor of PA to request designation of May as Better Hearing and Speech Month	January

Request meeting rooms for the task force meetings at the Annual Convention to the Association Management Company	January
Coordinate and develop annual Better Hearing and Speech Month Campaign (see below for detail)	January
Send renewal applications to regional associations	February (due date April 15) - 2013, 2016
Coordinate and develop annual Better Hearing and Speech Month Campaign (see below for detail)	March
Communicate with task force chairs for preparation of the April/Convention Board Meeting.	April/Convention
Prepare report and attend the April/Convention Board Meeting.	April/Convention
Present a written report at the annual business meeting of the Association to be published on the web.	April/Convention
Prepare and present annual budgetary requests.	April/May
Coordinate and develop annual Better Hearing and Speech Month Campaign (see below for detail)	May
Communicate with task force chairs for preparation of the June Board Meeting.	June
Prepare report and attend the June Board Meeting.	June
Reserve room for ASHA Open House, if approved by the Executive Board.	June
Establish contact with regional association presidents	June
Make revisions to timeline as necessary.	June

Better Hearing and Speech Month Campaign

- Announce winner of slogan contest on web site - January
- Select coloring page – For placement in Convention Attendee Packets
- Update BHSM information packets - For placement in Convention Attendee Packets
- Coordinate BHSM materials - For placement in Convention Attendee Packets
- Judge BHSM entries - May
- Announce winners in *Keystater* and web page -May
- Co-ordinate with the Association Management Company to have letters, certificates and checks prepared for the winners

ASHA Open House Responsibilities (when approved by the Executive Board)

- Develop mailing list for Open House donations
- Revise letters for Open House
- Announce Open House in *Keystater* and web page
- Send letters for Open House donations
- Plan catering arrangements with hotel for Open House
- Confirm/finalize catering with hotel for Open House
- Coordinate payment for catering for Open House with Association Management Company
- Evaluate Open House for modifications
- Send thank you notes to contributors for Open House
- Submit Open House article/photos to *Keystater* and web page

Current Task Forces Under This Office

None

Revised: 9/2011