

NEW PRODUCT/SERVICE LAUNCH

2018 Winner: American Speech-Language-Hearing Association (ASHA)

Entry Title: ASHA's Leadership Academy

Project Overview/Elevator Pitch:

ASHA's Leadership Academy is a virtual, personalized leadership learning system. It is designed for all members and non-members to develop their skills based on their interest, time availability and budget.

The goal of the Leadership Academy is to help build a strong pipeline of qualified leaders for the professions, the Association, and state affiliates. The content is applicable to audiologists and speech-language pathologists at all leadership levels. The three leadership levels, as defined by ASHA, are Entry (new to the professions or to volunteering), Emerging (previous volunteer experience or first-time managers/supervisors), and Experienced (senior staff and/or volunteer positions).

Leadership Academy participants are able to learn at their own pace, beginning with two free online assessments to identify personal strengths and skills, as well as their primary leadership style(s). Completion of these assessments helps inform a personal leadership development plan, including prioritizing webinar viewings and resource readings.

Participants can also view a series of 11 free, on-demand, one-hour webinars; each focuses on a particular leadership competency and has an accompanying low-cost assessment to earn ASHA CE credit. In the Academy's online community, participants can network with each other, share leadership challenges, advice, and resources. They can also take advantage of a Resource Center that includes articles, book titles, and videos on several leadership topics, as well as information on ASHA's other long-standing leadership programs, such as the Leadership Development Program and the Minority Student Leadership Program.

Project Goals/Objectives:

With 191,500 members, ASHA wanted to provide leadership training to all audiologists and speech-language pathologists practicing in the professions. The Academy is a vehicle to allow all ASHA members and non-members to enhance their leadership skills, further advancing themselves and the professions they serve.

The Leadership Academy's goals are:

- For audiologists and speech-language pathologists to discover, define, and develop their leadership potential to better prepare them for career advancement.
- For members to refine their respective skillsets for service as a volunteer leader with ASHA, state associations or related professional organizations (RPO).

The Academy aligns with ASHA's mission to empower and support the professions and foster excellence in professional practice. It provides the necessary leadership tools

audiologists and speech-language pathologists need to be confident and prepared for effective outcomes in a professional or volunteer role.

Other objectives and outcomes are:

Objective: To be budget-friendly, virtual, and provide content for all leadership levels. The Leadership Academy is web-based, self-directed and free to all. Participants can take low-cost assessments to earn CEUs, if desired. Each webinar is free to view if CEUs are not desired. Webinar content is available for all entry, emerging or experienced leaders; we encourage viewing all webinars regardless of leadership level.

Objective: To track individuals who use the Leadership Academy, allowing ASHA to identify and mentor future Association leaders.

Participants must create an account to view webinars and complete a survey to receive an email confirmation of webinar completion. To use the online community, individuals must click a button which identifies them to ASHA. Individuals who purchase assessments for CE Credit are tracked in ASHA's learning management system. This data assists ASHA in identifying those taking advantage of the Academy's resources. They will be contacted to encourage further engagement and assess interest in future leadership roles.

Strategy/Tactics:

An Ad Hoc Committee on Leadership Cultivation was formed in 2013, to study and make recommendations on how ASHA could enhance leadership development efforts to provide a benefit to its members while producing a qualified, diverse base of future ASHA leaders.

A survey of current and former volunteer leaders and staff leaders was conducted to inform the Association on opportunities for offerings in leadership development.

Three focus groups were convened to assess needs and understandings of current leadership development offerings, as well as programming that was noted as still needed.

Course Leadership Strategies, a leadership consultant, was retained to gather information on best practices and leadership system offerings by other associations. A visioning session consisting of staff leaders and members was held to define the goals of the Academy. Design recommendations were made based on the survey, visioning session, interviews, research and focus groups.

An internal project team was assembled, comprised of governance and leadership development staff, project management, professional development, technology, digital communications, marketing and creative services to ensure expertise and diversity of thought was represented.

A workplan was developed based on the goals of the Academy, incorporating milestones and deliverables that resulted in successfully launching the Academy on October 31, 2017.

A creative brief and marketing plan was developed and included an overall graphics campaign theme consisting of articles, advertisements, email communication, social media efforts, brochures, and a convention leadership lounge highlighting the Leadership Academy.

ASHA's Committee on Leadership Cultivation consistently encourages and engages individuals to join the online community and take advantage of the Academy's offerings by posting reminders and engaging discussions. They review Academy participants and contact them to assess interest in volunteering for ASHA.

Success Metrics:

ASHA is in the awareness-building phase of this campaign; our main benchmark is to increase member awareness and ultimately increase views of the webinars and participation in the online community.

The Leadership Academy launched on October 30, 2017. As of January 2018:

- Webinar Views: Total webinar views has reached 856. The 2018 goal was a total of 1000 views for all webinars. Views per webinar range from 32 to 261.
- Webinars Purchased for CE Credit: The Academy is considered a member service and is not expected to be self-sustaining; however, ASHA has received 84% of what was budgeted for CE credit for all of 2018. There have been 209 purchases of the assessment to earn CE credit.
- Number of members in the Leadership Academy Online Community: The number of individuals who have joined the online community is 359. The 2018 goal was 500.
- Member Feedback: ASHA has received very positive member feedback. ASHA has been fielding calls from state affiliates to use the Academy to develop their own state Leadership Development Programs. ASHA will be developing a state association toolkit in 2018 to assist state affiliates in developing their own programs. University Communication Science and Disorders Programs, as well as related professional organizations, have expressed interest in using the webinars in their curriculum or for their members, respectively.

Learn More:

<https://community.asha.org/leadershipacademy/home>

[Leadership Academy-MOODBOARD-Final](#)

[Leadership Academy Digital Ads](#)

[Leadership Academy Direct Mail Piece](#)

[Leader Magazine ad Leadership Academy](#)

[ASHA Leadership Academy Self Assessment](#)

[ASHA Leadership Academy Leadership Styles 1017](#)

Association Website:
<https://www.asha.org/>