

## **The New ASHA – What Happens Next?**

*“The best thing you can do is the right thing; the next best thing you can do is the wrong thing; the worst thing you can do is nothing.” -Theodore Roosevelt –*

One year ago, ASHA began to rebuild, retool, and rebrand. We embarked on an ambitious reorganization based on best practices in nonprofit management. Sound familiar? As school health practitioners, we advocate for the use of best practices in schools and classrooms but many of us had little understanding of best practices in business. The ASHA Board of Directors knew that the organization had to change in order to remain relevant and sustainable.

We recommended a new name for the organization. You told us, loud and clear, that you did not want to change the name of the organization. We listened. You did support new bylaws and a new cause-based mission. How will we put the new by-laws and mission into action? What happens next?

1. ASHA needs strong leadership. Elections for the 2015 ASHA Board will begin on September 2, 2014. Please VOTE! More information about the candidates will be available on the ASHA website when the ballot is distributed.
2. All ASHA policies and standard operating procedures (e.g. operating codes) are being revised and updated to reflect the new structure. The ASHA Board will review and adopt a new policy manual at its face-to-face meeting in Portland, OR.
3. A call for committee volunteers will take place in November 2014. All ASHA members are eligible to serve on a committee. We need your help.
4. As part of rebranding efforts, a focus group was convened to provide feedback on a new logo and tagline. The new logo will be revealed at the Portland conference. A new website will follow in the fall.
5. In early 2015, ASHA will introduce its new Networking Communities. These four communities will serve as informal assemblies of the general membership for networking, idea sharing, collaboration, camaraderie, and professional learning. Members of the Association may affiliate with one or more communities of their choosing. The Networking Communities will exist through online mediums such as blogs, virtual discussion groups, and social networking platforms.
6. The ASHA Advocacy Committee will survey members about their advocacy priorities. This will help focus ASHA’s advocacy efforts and lay the groundwork for a series of white papers and issue briefs on key issues that support ASHA’s new mission.
7. ASHA will continue to support the Journal of School Health (JOSH) as well as this bi-weekly e-newsletter.

ASHA must honor its past but take charge of its future. This requires creative partnerships, persistent advocacy efforts, and a new vision for both the organization and school health. The mission of the American School Health Association is to transform all schools into places where every student learns and thrives. ASHA believes that every child deserves to be healthy, safe, challenged, engaged, and supported.