

# PATHWAYS TO ASE LEADERSHIP

**Committee, Board, & Officer Service**

# ASE's Mission

*As the largest global organization for cardiovascular ultrasound imaging, the American Society of Echocardiography (ASE) is the leader and advocate, setting practice standards and guidelines. Comprised of nearly 17,000 physicians, sonographers, nurses, and scientists, ASE is a strong voice providing guidance, expertise, and education to its members.*

*The Society has a commitment to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes.*

# ASE Governance Changes

June 2015 – ASE approved a new strategic plan

- One of the goals was to create a governance structure that is representative of our membership and supports an efficient and effective organization.
- A Governance Task Force was appointed to formulate a plan to accomplish this goal.
- ASE conducted a membership survey in spring 2016 that included questions about the current board structure to assist the Task Force in making recommendations for future changes.
  - Members recommended more proactive diversity, more specialty representation, and to include a new generation of members.

# Governance Changes

The Governance Task Force made several recommendations at the June 2016 Board meeting pertaining to board restructure. These recommends were approved by the Board.

- Over the next five years, slowly decrease the size of the Board to increase effectiveness and engagement (more frequent meetings of the Board for overall decision making)
- Develop a leadership training program to foster young leaders and provide them a pathway onto the board
- Reframe the Board nominations towards open seats for any subspecialty or category of member
- Revise Board terms to rotate at 2 years (a maximum of 4 years for exceptional service) to allow for more participation and also increase the impact of board members

# Governance Changes

- The Executive Secretary position is now designated for a sonographer
- **All open positions** for election are open to sonographers, physicians, and all other member categories:
  - Vice President, Treasurer, Secretary, Council Representative, Member at Large, International Member, Leadership Academy member (once academy has been established)
- Sonographers will be invited to participate in ASE's Leadership Academy to prepare for leadership roles

# How to Get Involved

- Achieving FASE (required for Chairs and Co-Chairs)
- Volunteering to serve, examples including but not limited to:
  - Committees/Task Forces
  - Council Steering Committees
  - Missions
  - Micro-Volunteering Opportunities
  - ASE representation on other societies, credentialing organizations, legislative and regulatory committees

# Fellow of the American Society of Echocardiography (FASE)



**FASE recognizes** Echo practitioners of all specialty types who demonstrate proficiency and dedication to the field of cardiovascular ultrasound.

The advertisement features a portrait of Colin K. Grissom, MD, FASE, a smiling man with glasses and a white lab coat. To his right, a dark blue sidebar contains text and a quote from him. At the bottom, there's a call to action, a photo of a medical consultation, and logos for FASE and ASE.

Experts in the field hold the designation of **FASE**

"As a critical care physician, I look to the ASE as the leading organization for standards in echocardiography. My FASE designation is important to me because I want to be recognized as meeting a high quality standard in the application of echocardiography to my patients."

Colin K. Grissom, MD, FASE  
Critical Care Medicine, Siteman Cancer Center,  
Memorial Sloan Kettering Cancer Center

Want to see who is an FASE in your area?  
Go to [SeeMyHeart.org](#) and search  
a list by state or last name.

Search for over 1,700 FASE-eligible specialists  
in addition to cardiologists in the most recent edition  
of the [ASE Member Directory](#).

**FASE** Formerly the National Board of Echocardiography

**ASE** American Society of Echocardiography

American Society of Echocardiography - 40 years of representing the best in the field.

# FASE

## FASE Criteria for Sonographers (Allied Health Professionals)

- Active member with at least previous and current years membership in ASE
- Proof of maintenance of sonographer credential(s) for previous 5 years
- 15 hrs. of echo-related CME in past 3 years
- Copy of up-to-date CV/resume
- 3 letters of support that outline how the applicant fulfills the FASE criteria (education, research, and/or leadership volunteerism)
- Completed checklist & application fee

[ASEcho.org/FASE](http://ASEcho.org/FASE)

# Committees

- ASE depends on its members to get involved and advance our mission.
- Volunteers serve on the committees, councils, task forces, writing groups, missions, etc. that lead the Society and affect the profession.
- Our volunteers help set standards, develop products, create courses, direct subspecialty activities, advocate for echo on the federal and state levels, and more.
- ASE has over 300 volunteers who serve on committees, task forces, councils and board each year

# Committees

The vast majority of the committee positions are open to all members, including sonographers. However, some are not as they require senior members of the community.

Examples of committees not open to volunteers:

- Awards
- Nominating
- International Relations Advisory

Some positions such as the Nominating Committee Chair are not open to anyone other than the Past Past President. ASE's Treasurer also serves as the Chair of the Finance Committee.

# Current Standing & Appointed Committees

Advocacy	Guidelines & Standards
Awards	Industry Relations
Bylaws	International Relations Advisory
CME	Membership
Education	Nominating
FASE Advisory	Research
Foundation Annual Appeal	Scientific Sessions Program

- By virtue of their goals, some committees require volunteers with experience in the subject area.
- Most standing committees have 1/3 of their membership rotate off each year.

# Criteria for Committee Service

- ACTIVE member (up to date membership dues)
- Member must complete electronic committee interest application during the application cycle (November – January)
- Members who have not previously served must also submit a CV/resume, and a letter of reference
- Renewing members should also complete the online committee interest form as a show of interest in continuing to serve
- **FASE members are given first option for committee appointments**
- FASE is required for committee chairs and co-chairs

# ASE Online Committee Interest Form



American Society of Echocardiography



[Profile](#) | [Logout](#)

- [Dashboard](#)
- [My Account](#)
- [Support](#)
- [Events](#)
- [Donate Now](#)
- [Store](#)
- [Renew My Membership](#)

## Committees

### Committee Interest Form

**Instructions:** Click to review the volunteer guidelines before submitting your committee interest form

**Committee Choice #1 \***

-- Select a Committee --

**Committee Choice #2**

-- Select a Committee --

**Committee Choice #3**

-- Select a Committee --

If your first three choices are not available, you may be asked to serve on other committee(s). If there is a specific committee(s) that you DO NOT wish to serve on, please indicate below.

Advocacy Committee  
Bylaws and Ethics Committee

# Committee Appointment Process

**February:** President-Elect reviews committee applications and makes appointments for open positions  
*(This responsibility is stated in ASE's Bylaws)*

**April:** Letters of invitation are issued

**April:** Invited members accept or decline appointments. If appointed, the term on the committee will be for one year with the opportunity to be renewed up to three years

**June:** Term of service begins immediately following the Annual Scientific Sessions

# Committee Member Commitments

- The most effective committee members are those who are willing to attend the face to face meetings (usually one during the June Scientific Sessions), and engage in several conference calls a year.
- ASE volunteers are not financially supported for their travel to committee meetings (conference call participation is via toll free lines).

# Other Volunteer Opportunities



## Councils

- **Council on Cardiovascular Sonography**
- **Council on Pediatric and Congenital Heart Disease**
- **Council on Perioperative Echocardiography**
- **Council on Vascular Ultrasound**
  - To join a Council, update your member profile with ASE by selecting one or all four Council areas of interest.
  - Each Council has a Steering Committee that oversees the business and interests of their specialty area. Participation on the Council Steering Committees is a good entry point for future levels.
  - **Council Chairs also serve as voting members of ASE's Board of Directors**
  - The Council leaders are nominated and elected by the Councils. If you are interested in becoming involved in Council leadership, a call for nominations is posted each year in the fall. For more detailed information about Council nominations, contact Natalya Read, [nread@asecho.org](mailto:nread@asecho.org)

# Other Volunteer Opportunities

## Task Forces

- Task Forces are created when short-term projects arise that needs special or focused attention
  - Governance Task Force
  - Training & Certification Task Force
  - Work Flow & Lab Management Task Force
- Membership is designated by the ASE President
- Most task forces have one year terms

# Other Volunteer Opportunities

## Writing Groups

- Responsible for developing ASE guidelines and standards documents
- Guidelines & Standards Committee is responsible for guiding topics, designating the membership of the group and review of all guidelines documents in process.

### ASE GUIDELINES AND STANDARDS

#### Guidelines for the Use of Echocardiography in the Evaluation of a Cardiac Source of Embolism

Muhamed Saric, MD, PhD, FASE, Chair, Alicia C. Armour, MA, BS, RDGS, FASE, M. Samir Arnaout, MD, Farooq A. Chaudhry, MD, FASE, Richard A. Grimm, DO, FASE, Itzhak Kronzon, MD, FASE, Bruce F. Landeck, II, MD, FASE, Kameswari Maganti, MD, FASE, Hector I. Michelena, MD, FASE, and Kirsten Tolstrup, MD, FASE, New York, New York; Durham, North Carolina; Beirut, Lebanon; Cleveland, Ohio; Aurora, Colorado; Chicago, Illinois; Rochester, Minnesota; and Albuquerque, New Mexico

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Embolism from the heart or the thoracic aorta often leads to clinically significant morbidity and mortality due to transient ischemic attack, stroke or occlusion of peripheral arteries. Transthoracic and transesophageal echocardiography are the key diagnostic modalities for evaluation, diagnosis, and management of stroke, systemic and pulmonary embolism. This document provides comprehensive American Society of Echocardiography guidelines on the use of echocardiography for evaluation of cardiac sources of embolism.

It describes general mechanisms of stroke and systemic embolism; the specific role of cardiac and aortic sources in stroke, and systemic and pulmonary embolism; the role of echocardiography in evaluation, diagnosis, and management of cardiac and aortic sources of emboli including the incremental value of contrast and 3D

# Other Volunteer Opportunities

## Micro-Volunteering Opportunities

Each year there are more volunteers than open positions. The volunteers who are not appointed are placed on an Advisory Group. These members are called upon to help ASE with special projects.

- Volunteer service for specific projects outside of the committee/task force area (e.g., surveys, educational products, advocacy grassroots efforts).
- These types of volunteer service are recorded as member service and count toward fulfilling the leadership professional category for FASE.



# Other Volunteer Opportunities

## Micro-Volunteering Opportunities

Not all committee volunteers are placed as we have more volunteers each year than open positions.

	No. of Application Received	No. of Members Placed
2011	50	21
2012	53	37
2013	105	66
2014	90	46
2015	62	39
2016	47	32

# ASE Missions

- ASE Foundation accepts volunteer applications for global health initiatives and humanitarian missions. Both physicians and sonographers are needed; however, requirements may vary depending on location.
- Visit [ASEFoundation.org/volunteer](http://ASEFoundation.org/volunteer) to learn more about past and upcoming events and their specific focus, and criteria for volunteers.
- Selected volunteers are required to cover their own expenses to and from the destination country. Local expenses are covered by ASEF.
- The ASE Foundation's global health initiatives and humanitarian events are supported by donor contributions to the Annual Appeal and a grant from the Edwards Lifesciences Every Heartbeat Matters program.

# Sonographer Involvement - ASEF Missions



JASE Article

July 2014  
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## SONOGRAPHERS' COMMUNICATION

### Giving Back: Life Beyond the Echo Lab



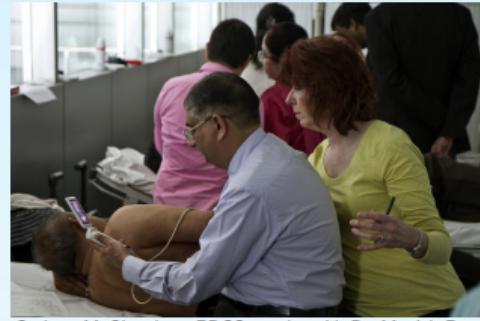
*I love being in the echo lab performing studies on my patients. To this day I find it immensely fulfilling! But there is "life" outside of my local echo lab. I am eagerly looking forward to the day that I have the opportunity to share my skills and my passion with people in underserved areas. I hope this brief glimpse into one sonographer's experience will encourage you to look for "life beyond the echo lab!"*

*—Elizabeth McIlwain, Council Chair*

Something happened to me in Rwanda that deeply changed my view of echocardiography. I was there in February with David Adams and others for Team Heart out of Boston on their seventh annual surgical mission. This beautiful country, called "The Land of a Thousand Hills," is home to over 10 million warm and gentle people, many of whom struggle daily just to obtain water and food. Health care and education, while improving, are still lacking, especially in rural areas. It is impossible to be there without falling in love with the country and connecting deeply with the people. Meeting patients who only eat one meal a day so that their children can eat twice, or walk for days from their villages in hopes of receiving life-saving surgery is both heart-wrenching and inspiring. As Dr. Chip Bolman said in an email after we came back, *"This is the best work that we do in our careers, and I am truly humbled and proud to work with each and every one of you."*



Jennifer Neary, RDCS, scans a patient in Rwanda.



Carlene McClanahan, RDCS, works with Dr. Manish Bansal during training day at Medanta-the Medicity in Gurgaon, Haryana, India.



Jayne Cleve, BS, RDCS

The October 2013 issue of ASE's *Echo* magazine featured a great article on the challenges of creating a "state-of-the-art" echocardiography center in Lagos, Nigeria.<sup>1</sup> This same center will welcome a team of ASEF volunteers led by Kofo Ogunyankin, MD, FASE in

# Sonographer Involvement - ASEF Missions



ASEF created a \$1,500 sonographer travel grant for a first-time sonographer mission volunteer.

The 1<sup>st</sup> award will be presented in 2017.



The ASE Foundation is pleased to announce the **Adams Global Service Award** in honor of David B. Adams, ACS, RCS, RDCS, FASE, Duke University Medical Center, Durham, NC. This \$1,500 travel grant award will be presented on an annual basis to one sonographer mission volunteer, beginning in 2017. Mr. Adams has contributed to the success of the ASEF humanitarian missions with his international mission experience, clinical skills, and leadership abilities. He has announced his retirement from Duke beginning in November 2016. Mr. Adams will be recognized at the ASE Awards Presentations, Announcements, and Edler Lecture session on Sunday, June 12, 8:00 – 9:00 a.m. in Ballroom 6E.

Both of these awards will be presented for the first time in June 2017.

# ASE Board Service

**Now that you have volunteered for committee service, you may be interested in running for a board position!**

# Board of Directors

- **All** active ASE members (**in any category of membership**) who meet the outlined criteria for Officers and Directors are eligible for any open position, including ladder to presidency.
- The key is nomination of qualified members who can broadly represent ASE's diverse membership and goals.



# ASE Board of Directors

## ELECTED POSITIONS

Vice President – 1 year term

Secretary – 2 year term

Treasurer – 3 year term

Council Representative – 2 year term

Members at Large – 2 year term

International Board Member – 2 year term (maximum)

Past President – 2 year term

Leadership Academy Board Member – 1 year maximum term  
(once academy is established)

# Leadership Academy

- ASE plans to establish a Leadership Academy that will foster young leaders and provide a pathway to ASE's Board of Directors. The Leadership Academy will be open to sonographers.
- ASE anticipates having Academy graduates by the year 2021.

# ASE Board of Directors

## OPEN POSITIONS FOR JUNE 2017

Vice President – 1 yr. term

Secretary – 2 yr. term (*this position is formally designated as a sonographer*)

One Member at Large – 2 yr. term

One International Board Member – 2 yr. maximum term

Past President – 2 yr. term

Deadline for submission of complete nomination packages is October 21, 2016.

# Criteria for Board Candidates

- Must be an active ASE Member and be a Fellow of the American Society of Echocardiography (FASE) at time of nomination.
- Accomplishments in the field should include, but not be limited to, service to the Society; respect/reputation in the profession.
- Previous service on an ASE committee, council or task force, preferably having chaired on these positions.

# Additional Disclosures for Board Members

- **Directors** must agree that they will not participate in paid consultancy positions with commercial entities relative to the cardiovascular field (e.g., device and pharmaceutical companies) or for-profit educational bodies (e.g., cardiovascular web businesses, etc.). Royalties from published educational materials are allowed. Unpaid volunteer service as outlined above is acceptable.
- **Directors** must declare any volunteer roles with other associations, societies, or cardiovascular-related organizations where their cardiovascular expertise is utilized.

# Time Commitment for the Board

- Board of Directors Meeting/Strategic Planning Session – February. (All nominees for the proposed Slate of Officer and Directors election in June are invited to attend to become familiar with the strategic plan and goals.) *It is usually a 2 day event.*
- June Board Meeting @ ASE Scientific Sessions
- November Board Meeting (*It is usually a 2 day event*)
- Participation in any specially called meetings
- Required review and voting on ASE Guidelines (3-6 times per year)
- *ASE will cover travel, lodging and meal reimbursement to attend the February Board Meeting/Strategic Planning session and the November Board meeting. All other meeting travel is not covered.*

# Criteria Used to Select Candidates

- Candidates are respected in the profession
- Candidates are strategic thinkers
- Candidates have the time, dedication and financial ability to serve
- Candidates are well-versed in ASE history and organizational knowledge
- Candidates will be effective board leaders
- Candidates are committed to the strategic planning process and understand the ASE's mission and goals
- Candidates can broadly represent the ASE membership

# ASE OFFICER SERVICE

**Now that you have volunteered for committee service & the ASE Board of Directors, you may be interested in running for an officer position!**

# Criteria for Executive Committee Positions

- Active ASE Member and be a Fellow of the American Society of Echocardiography (FASE) at time of nomination.
- Accomplishments in the field should include, but not be limited to, service to the society; respect/reputation in the profession.
- Has served (or currently serving) on ASE's Board of Directors and/or has served on a Chair or Co-Chair of an ASE Standing Committee or Council.
- Officer candidates must be board certified in his/her subspecialty(ties), if applicable.
- Candidates for Vice President must have a letter from their institution indicating approval of the time commitment needed to perform duties as President (approximately 30% of individual's time).

# Additional Disclosure Policies for Officers

- **Officers** must agree that they will not participate in paid consultancy positions with commercial entities relative to the cardiovascular field (e.g., device and pharmaceutical companies) or for-profit educational bodies (e.g., cardiovascular web businesses, etc.) Royalties from published educational materials are allowed.
- **Officers** must agree that they will not serve simultaneously on any other cardiovascular-related organization's executive committee (as an officer) while serving on ASE's Executive Committee.
- **Officers** must agree that they will not provide testimonials and/or endorsements or participate as speakers for commercial entities relative to the cardiovascular field (e.g., device and pharmaceutical companies) where that endorsement has not been specifically approved by the Society.
- **Officers** must declare any volunteer roles with other associations, societies, or cardiovascular-related organizations where there cardiovascular expertise is utilized.

# Time Commitment for Officers

- Executive Committee Conference Calls – *90 minute calls twice a month (dates and times set)*
- Board of Directors Meeting/Strategic Planning Session – February (All nominees for the proposed Slate of Officer and Directors election in June are invited to attend to become familiar with the strategic plan and goals.)
- IRT Event in April (*usually a 2 day event*)
- June Board Meeting @ ASE Scientific Sessions
- IRT Partner meetings at the Scientific Sessions (*usually 3-4 face-to-face*)
- November Board Meeting (*2 day event*)
- Required review and voting on ASE Guidelines (*3-6 times per year*)
- Participation in any specially called meetings

# Criteria Used to Select Candidates

- Candidates are respected in the profession
- Candidates are strategic thinkers
- Candidates have the time, dedication and financial ability to serve
- Candidates are well-versed in ASE history and organizational knowledge
- Candidates will be effective board leaders
- Candidates are committed to the strategic planning process and understand the ASE's mission and goals
- Candidates can broadly represent the ASE membership

# ASE's Nomination Process

# How to Get Nominated

- Ask a friend or colleague to write a letter of nomination
- Ask your colleagues to write letters of support for your application (up to three letters for Board candidates, five letters for Officer candidates)
- Have an up to date CV or resume prepared

Once you are nominated, you will be contacted by ASE staff to complete

- A Candidate Self Assessment Survey
- A 1-2 page vision statement that includes your level of interest, expertise, areas of interest, and how your time will be made available as well as how you would contribute to ASE achieving its goals.
- Annual Conflict of Interest/Disclosure Statement

# Who May Write Letters of Nomination and/or Support?

- Active members may nominate one candidate per open position. Letters of nomination and support should document the candidates' leadership skills
- Members of the Executive Committee may NOT nominate candidates for executive level positions
- Members may provide supporting letters for more than one candidate. If so, the letters must illustrate the differences in the candidates, otherwise the letters take away the weight of the recommendations
- Each candidate may only have one of his/her required letters of support come a member of the Executive Committee

# Nominator's Responsibilities

- Submit letter of nomination to ASE outlining candidate's leadership skills, including a current CV
- Solicit additional letters of support for the nomination

# Candidate's Responsibilities

- Accept nomination
- Submit a copy of current CV
- Submit a one page vision statement which includes their level of interest, expertise, areas of interest, how their time will be made available and how they would contribute to ASE achieving its goals.
- Complete a brief online self-assessment survey
- Review the [ASE Conflict of Interest/Disclosure form](#). Candidates will be required to submit a COI form if there is currently no form on file or if the current form requires updating.

# Where to Submit Nomination

- All letters of nomination and support should be addressed to the Chair of the Nominating Committee
- Mailed correspondence should be sent to:

Nominating Committee  
American Society of Echocardiography  
2100 Gateway Center Boulevard, Suite 310  
Morrisville, NC 27560
- All nominations, letters of support, CV, vision statement, etc. may be emailed to [madilday@asecho.org](mailto:madilday@asecho.org)

# DEADLINE FOR SUBMISSIONS

- The deadline for submission will be posted with the call for nominations. It is usually the last week of October.

# Next Steps

- The Nominating Committee will carefully review and discuss all of the nominations. These discussions take place in early November.
- The Slate of Officers and Directors recommended by the Nominating Committee is submitted to ASE's Executive Committee for approval in November
- The full Board of Directors vote on the proposed Slate of Officers and Directors at their November Board meeting
- The proposed Slate is presented to the membership for vote in May
- The newly elected officers and directors take office immediately following the ASE Annual Business Meeting in June.

# Dates for 2017

- **Call for officers and directors is open  
September 8 - October 21, 2016.**
  
- **Call for volunteers (committees) opens in  
November through the first week of January.**

# THANK YOU!

**We hope you will consider volunteering your time and expertise to help ASE achieve it's mission and goals.**

**Get involved, stay involved –  
Volunteers are the heart of ASE!**

# Questions?

**Robin Wiegerink, CEO – [rwiegerink@asecho.org](mailto:rwiegerink@asecho.org)**

**Council Questions**

**Natalya Read, Director of Membership –  
[nread@asecho.org](mailto:nread@asecho.org)**

**Nominating, Committees and/or COI Questions**

**Mary Alice Dilday, VP of Internal Relations**

**[madilday@asecho.org](mailto:madilday@asecho.org)**