



THE HEARING AND SPEECH AGENCY

Improving Lives Through Communication

2010



**THE HEARING AND SPEECH AGENCY
HARRY & JEANETTE WEINBERG BUILDING
5900 METRO DRIVE
BALTIMORE, MD 21215
WWW.HASA.ORG**

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►
*“Organizations that
respond to the recession
by investing more in
innovation will be ready
to go when the market
turns around.”*

George Day, Professor
The University of Pennsylvania
Wharton School



THE HEARING AND SPEECH AGENCY

Improving Lives Through Communication





A JOINT MESSAGE FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friends,

We have had an exciting year, brimming with new ideas and innovation to help our clients, students and patients access clear communication and prepare for a brighter future.

Our Gateway School celebrated its 50th anniversary this year. Our Centralized Interpreter Referral Service (CIRS) is celebrating its 25th.

None of these enterprises would be enjoying the success and longevity they have without the continual forward thinking that sets them apart from other programs that have come and gone in Baltimore since the 1920s.

In this annual report, you will read about the innovative CIRS Interpreter Mentoring Program, and a new method being used in our Gateway School to get children excited about good academics and behavior. You will also read about why HASA patients are never in the dark when it comes to the latest hearing-device technology. HASA established an endowment this year and continues to implement creative ideas to help connect better with the Maryland community we serve. Look for us on  and  and, if you haven't already done so, please sign up for our regular e-newsletter so we can keep the conversation going.

Thank you for your support of the innovative work we do to bring the gift of communication to the Maryland community.

Sincerely,

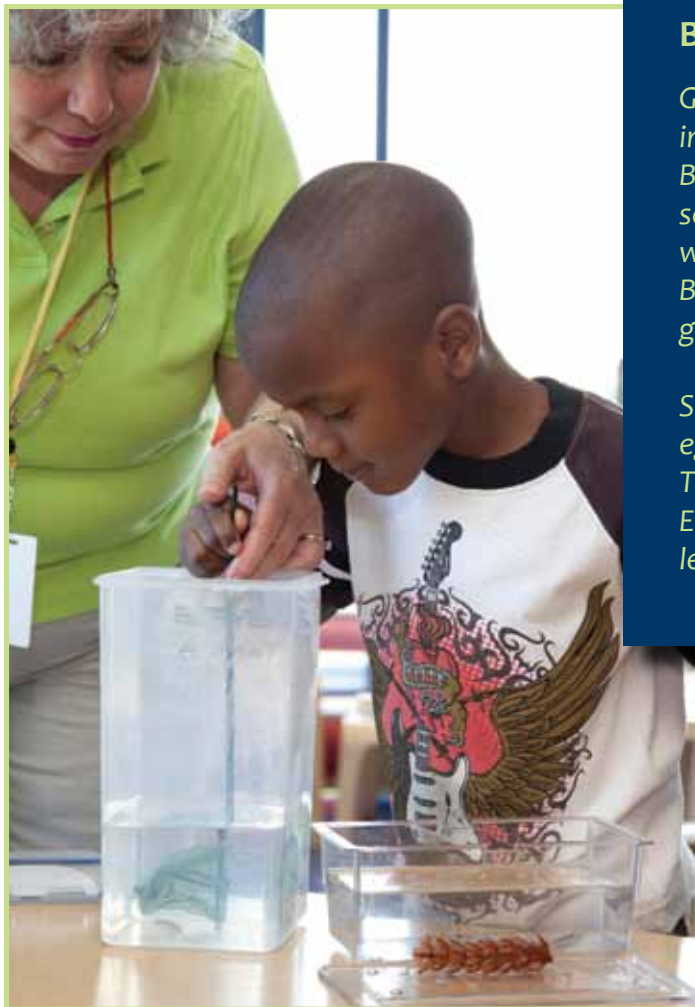
Peter Bosworth
President of the Board

Susan H. Glasgow
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THE BALTIMORE SOUNDSCAPE PROJECT

Even the Maryland Zoo's Samson the elephant got into the act: The Hearing and Speech Agency launched a multi-year initiative called The Baltimore Soundscape Project, to raise visibility for the agency and raise awareness of the importance of hearing and sound levels.

The project is mapping Baltimore's unique sound print. We have created an interactive map and used social media, email outreach, print and radio ads, to encourage the general public to go to our website and upload Baltimore sounds to our map. The Baltimore Soundscape Project has already brought more than 100 new HASA friends onto our email list including professors from local universities and sound experts who were happy to learn about what we do at HASA.



BioEYES

Gateway School was the first nonpublic school in the country to participate in the innovative BioEYES program. This week-long, hands-on science program conducted in partnership with classroom teachers in Philadelphia, Baltimore and South Bend, IN, is designed to get young students excited about science.

Students work with live zebra fish, observing eggs and embryos and watching them develop. They learn to talk about what they see. Everyone participates, regardless of their skill level or physical limitations.

▲ *"The BioEYES project was perfect for our students," says Jill Berie, Educational Director at Gateway. "Every child had a job, so every child had a chance to do real science and that is an idea we can continue to build upon."*

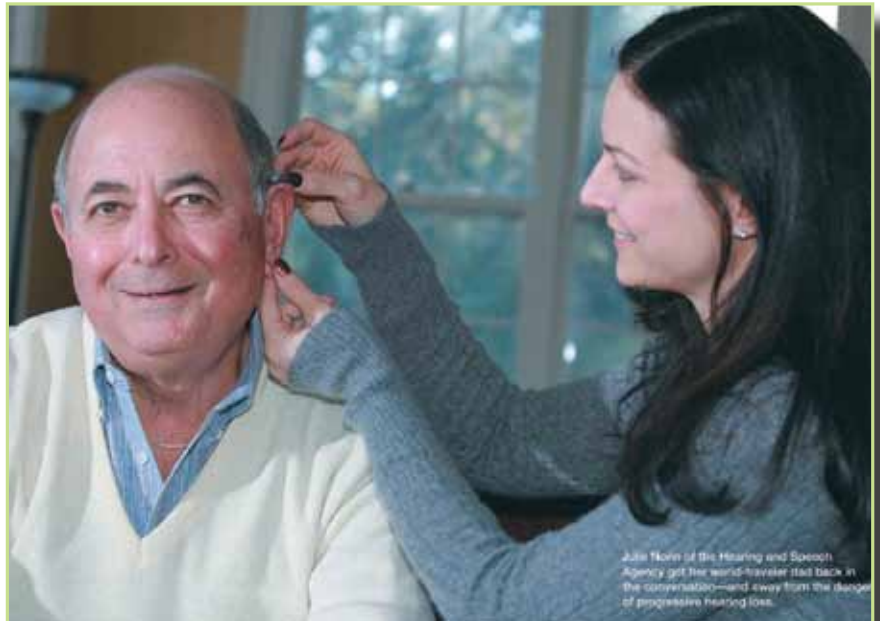
CUTTING-EDGE TECHNOLOGY FOR EVERY-DAY PATIENTS

The audiologists at HASA are continually expanding their knowledge base so they can provide patients with unmatched quality of care.

Today's hearing aids are compatible with all aspects of daily life from ease of listening during one-to-one conversation, to better speech understanding in background noise. The latest devices allow patients to wirelessly connect with other devices such as personal computers, cell phones, and televisions.

With a feature called binaural processing of sound, today's hearing instruments provide the user with the most natural sound quality and ease of communication in noise.

Such state-of-the-art technology is easy for our audiologists to up with—in part because they love it. And knowing more means helping more patients find the right device for their particular hearing loss. This year HASA began hosting innovative programs to provide patients with the opportunity to explore the world of hearing devices risk free, through demonstrations and Q & A meetings with manufacturer representatives.



HASA IS STAYING AHEAD OF THE CURVE WITH THE ONLINE CONVERSATION

This year, HASA launched a robust online communications program that makes use of the latest technology for engaging supporters, clients, families and friends of the agency. Our lively Facebook page and creative use of Twitter is only the half of it! Every month, friends who sign up for HASA's e-communications will learn about HASA events, read moving stories about how our work has impacted individual lives, and get useful information about how to get involved with HASA.

When we embarked on the online outreach work, our email list had just over 300 participants. Today, we reach out to more than 1,500 HASA friends and supporters two to three times each month. Our online donations have more than tripled from 2009 to 2010.

A screenshot of the HASA website. At the top left is the HASA logo and the text "THE HEARING AND SPEECH AGENCY". At the top right is the "E-news" logo. Below the logo is a navigation bar with "Forward to a Friend", "Donate", and "The Hearing and Speech Agency". The main content area features an article titled "Gateway to a Special Education" by Robin T. Reid. The article text describes a young boy named Daniel 'YD' Jacobson and another child, Nathaniel Epstein, and includes a photo of a boy coloring. Below the article is a "SAVE THE DATE!" section for the 2011 Communicator of the Year award, honoring Larry Cooper, with a "Donate Now" button. To the right of this section is a call to action for workplace giving campaigns, listing "City & State Employees - #8051", "Federal Employees - # 67475", and "Private Sector - # 051". At the bottom of the page is a "POWERED BY CONVIO" logo and social media icons for Facebook, Twitter, and LinkedIn, along with the address "3000 Metcalf Drive, Baltimore, MD 21218" and phone number "410.319.6100".

JOINING HANDS WITH THE DEAF COMMUNITY

HASA's Centralized Interpreter Referral Service (CIRS) has been celebrating its 25th anniversary this year beginning with a first-ever ad campaign entitled "34.5 Million Deaf and Hard of Hearing Consumers are Waiting for a Sign." The campaign ran in *The Baltimore Business Journal* and targeted professionals who need our CIRS services for their patients and clients. It drove readers to HASA's website where they could download a Deaf Friendly Environment seal for their communications.

And to show how it's done, HASA hosted more than 400 members of the American Sign Language (ASL) community at a screening of the highly acclaimed documentary about four Deaf entertainers called "See What I'm Saying." As a result, we have begun regular "official" online communication with this very targeted group to announce ASL classes and Deaf Friendly events, and promote other HASA services.

HASA'S MODEL METHOD FOR TRAINING OUR COMMUNITY'S NEW INTERPRETERS

One of HASA's most innovative initiatives is the CIRS Interpreter Mentor Program for beginning sign language interpreters. The program pairs experienced sign language interpreters with new graduates of local sign language interpreting programs. Developed over a number of years by the program's Coordinator, Lisa Weems, the systematic and supportive framework of the program fosters independence while interns transition from an academic program to professional practice. Interns engage in self-discovery, learning to grapple with aspects of their own histories and backgrounds that could be barriers to achieving excellence in interpreting.

Beginner interpreters who complete the year-long CIRS Mentor Program undergo training in team interpreting, interpersonal dynamics, observation and self evaluation, journaling, ethics and Best Practices. The interns use video, peer review methods and live interpreting to hone their skills. Mentors also undergo training and evaluation to ensure that they are effective in the challenging role of helping novices develop this specialized cadre of skills.

One recent graduate summed up the power of innovation in the CIRS Mentoring Program when he said: "What is revolutionary about the program is that we are taught how to use our brains; how to take one language and truly convert it to another. By not handing me the answers right away, the program gave me the skills to evaluate myself and to solve problems on my own in the heat of the moment."



Download HASA's Deaf Friendly Environment seal at www.hasa.org.

"In the Mentor Program, I learned how to focus on the needs of the consumer; how to make what is being said truly understandable to the consumer. The CIRS Mentor Program gave me the ability to make the decisions necessary to do that."



WE GRATEFULLY ACKNOWLEDGE
ALL THOSE WHO, THROUGH THEIR
GENEROUS GIFTS, HELP ADVANCE THE
EFFORTS OF THE HEARING AND SPEECH
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WHO MADE CONTRIBUTIONS BETWEEN
JULY 1, 2009 AND JUNE 30, 2010.

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Mr. and Mrs. Robert Boyd
Ms. Mindy Burstein
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*Language is the basis
of all development.
Children who learn to
overcome communication
difficulties have a far easier
time developing social
connections, learning
to read, and achieving
academic success.*



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“LITTLE EARS, BIG VOICES” VIDEO

This year, HASA produced an 18-minute video giving parents, professionals and donors an excellent view of HASA’s auditory/oral services and the enormous impact they have on the lives and futures of the children we serve.



Because technology has improved so drastically in the last 10-20 years, more and more children who were born deaf or hard-of hearing are able to use assistive devices such as hearing aids or cochlear implants, learn to speak and listen, and be prepared for mainstream education. A child’s social development, his or her ability to learn to read—all academic success—is based on the successful acquisition of language and language comprehension.

HASA’s Auditory/Oral Center offers programs for children from birth to age 5 or 6, to teach them how to function successfully in a predominantly hearing and speaking world.

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GATEWAY STAFF MASTER PIONEERING METHOD TO IMPROVE BEHAVIOR AND ACADEMICS



Our Gateway School was designated as a PBIS Recognition School in June, 2010. PBIS stands for Positive Behavioral Interventions and Supports (PBIS). Gateway embraced this very forward-thinking method of helping children achieve good behavior because early experimentation with it showed a significant positive impact on the Gateway environment.

At PBIS designated schools, children understand clearly what type of behavior is acceptable, and what is not. Children at Gateway have numerous opportunities throughout the week to earn “gold” (gold coins), which they can use to “purchase” items at the Gateway store every Friday. A PBIS school is eligible for recognition under the Maryland program only if it reaches certain benchmarks of quality in its implementation of the PBIS program.

**The Following Individual Gifts Were Given
To Establish
The Hearing And Speech Agency
Endowment at
The Baltimore Community Foundation.**

**Mr. And Mrs. Peter Bosworth
Mr. And Mrs. Stephen J. Kelly
Drs. Gail And Robert Liss**

**Thank you to our charter members for
their generosity, their vision, and their
assistance in building a foundation for the
future of The Hearing and Speech Agency.**

Martin and Steven Thaler-Schmidt
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Every effort was made to ensure accuracy of this list. If any omissions or inaccuracies exist, please accept our sincerest apology and advise us by contacting our development office. Thank you.

GATEWAY SCHOOL CELEBRATES 50 YEARS



Jeri Hesson, HASA Board member and current President

Myrna Cardin, Former Executive Director of MANSEF on behalf of U.S. Senator Ben Cardin

Gail Liss, Ed.D., HASA Board Member

Susan Glasgow, Executive Director of The Hearing and Speech Agency

HASA's Gateway School marked its 50th anniversary with a jubilant celebration on April 14 complete with a Charm City Cake showing Gateway's butterfly mascot and a superb drum performance by the current Gateway students. Guests included Maryland State Senator, Lisa A. Gladden, Myrna Cardin, representatives from foundations, numerous HASA board members, Gateway graduates, donors and friends.

NEW IDEAS FOR COMMUNITY OUTREACH

In conjunction with HASA's sponsorship of The Cross Keys MovieFest, HASA opened an outreach center in the Village of Cross Keys shopping center to offer hearing screenings, speech-language screenings, sign language classes and information to visitors.

The Summer Outreach Center was promoted through a HASA employee's role as emcee at the movies, a direct mail post card, signage on the outreach center windows, as well as numerous print, online and radio ads. HASA professionals screened 56 individuals for hearing and 16 children for speech-language difficulties. The agency got excellent exposure through this project which will reinforce future HASA advertising and outreach efforts in the community.

Visit HASA's Summer Outreach Center at the Village of Cross Keys!

WHAT: Free hearing screenings for children and adults and speech-language screenings for children. Our Audiologists will screen children, teens, adults, and seniors for hearing loss and discuss possible next steps with you. Our Speech-Language Pathologists will screen children for possible speech delays or difficulties that can be helped with early intervention. Find out more about HASA or join us for a mini Sign Language class!

WHERE: Tuesdays and Thursdays in June from 10:00 a.m. to 3:00 p.m. Ann Taylor space next to Barston's Child's Play toy store. (We are in the former Village of Cross Keys)

No appointments necessary! Come by for giveaways, FREE screenings, find out more about HASA or get a great price on Kidsafe Volume Safe earbuds! Find out more at our website: www.hasa.org.

HASA
www.hasa.org

The Henry and Jeannette Weinberg Building
5900 Metro Drive, Baltimore, MD 21215
10 minutes from Mount Washington.

MovieFest audiences received HASA Summer Outreach Center fans to combat the heat during the well attended, summer-night films.



STATISTICAL AND FINANCIAL SYNOPSIS

The Hearing and Speech Agency (HASA) is dedicated to improving the lives of children and adults by meeting their communication needs. HASA is a service provider, information center and advocate for people with deafness, hearing loss, speech/language disabilities and other communication differences. HASA has provided quality care for individuals, their families and the community since 1926.

SERVICE STATISTICS

Centralized Interpreter Referral Service	2008	2009	2010
Deaf Individuals Served	1,859	1,562	1,693
Hours of Interpreting Provided	59,868	63,454	70,138
Students of American Sign Language Classes	163	181	92
Appointments with more than 1 deaf individual	-	-	814

Residences of Clients: Anne Arundel County 7%; Baltimore City 34%; Baltimore County 27%; Carroll County 1%; Harford County 2%; Howard County 8%; Other Counties 7%; Out of State: 1%; Unknown 13%

Gateway School	2008	2009	2010
Enrollment	54	54	59
Speech-Language Therapy Sessions	8,932	8,316	9,680
Occupational Therapy Sessions	3,652	3,344	3,036
Physical Therapy Sessions	616	352	396
Counseling Sessions	957	1,302	1,345
Behavior Management	-	-	319

Residences of Students: Anne Arundel County, 2%; Baltimore City 88%; Baltimore County 8%; Carroll County 2%; **Student Ages:** 3-12 years.

The Auditory/Oral Center	2008	2009	2010
Infants and Toddlers	7	15	15
Preschool Enrollment	7	8	11

Residences of Clients: Baltimore City 64%; Baltimore County 27%; Harford County 9%. **Student Ages:** 0-3 years, 15; 3-5 years, 11.

Clinical Services	2008	2009	2010
Clients Served	2,189	2,088	2138
Audiology Evaluations/Fittings	1,873	1,897	2184
Occupational Therapy Evaluations	26	37	36
Occupational Therapy Sessions	377	436	480
Speech-Language Evaluations	982	1,009	874
Speech-Language Therapy Sessions	9,902	8,458	6,758

Residences of Clients: Anne Arundel County 1%; Baltimore City 74%; Baltimore County 17%; Carroll County 1%; Harford County 1%; Howard County 2%; Other Counties & Unknown 4%.

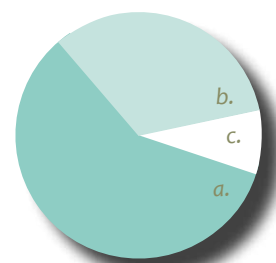
Client Ages: 0-3 years, 24%; 3-5 years, 21%; 5-21 years, 32%; 21-60 years, 9%; 60+ years, 14%.

FINANCES

The Hearing and Speech Agency's 2010 fiscal year was July 1, 2009 to June 30, 2010. A capital campaign was initiated in 2001 and continues to help retire the debt for the new facility at Seton Business Park and helps sustain the organization and its mission. A loan payable consisting of an Industrial Revenue Bond had a loan balance of \$1,897,615 on June 30, 2010.

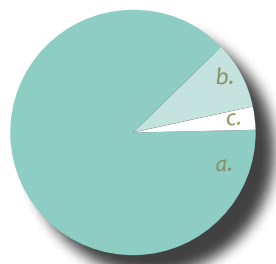
Total Revenue
\$9,751,300

- a. Government 58%
- b. Program Services 36%
- c. Contributions 6%



Total Expenses
\$9,263,400

- a. Program Services 89%
- b. Management and General 9%
- c. Fund Raising 2%



THE HEARING AND SPEECH AGENCY

2010 HIGHLIGHTS

- ▶ Nearly **4,000** infants, children and adults received speech-language therapy, audiology, occupational therapy, auditory/oral education, special education, or sign language interpreting services.
- ▶ New **audiology** patients increased by 27%. Ninety-one patients reported improved hearing as a result of 170 new hearing aids. One hundred percent reported satisfaction with their hearing aid services
- ▶ Ninety-four percent of parents reported that they believed their child's **speech and language** had improved since receiving services.
- ▶ Eighty-two staff volunteer hours were contributed to assist in providing the **Fluency** Support Group.
- ▶ HASA's Continuing Education Program obtained certification credentials to provide CEUs for the AG Bell Association and the American Academy of Audiology.
- ▶ The Ben and Zelda Cohen **Gateway School** celebrated its 50th birthday! Staff provided individualized instruction and therapy for 59 children in a full-day, 11-month program. Ninety-four percent of parent survey respondents, (in 15 completed surveys) strongly agreed or agreed that Gateway met the special education needs of their child. Gateway received the Bronze Positive Behavior Intervention and Support (PBIS) Award from MSDE in June 2010.
- ▶ Thanks to the support of several local foundations and more than 100 donors, Gateway School raised \$150,000 for **playground renovations**.
- ▶ **Auditory/oral** education and therapy were provided for 26 children in our infant and toddler age group and our school for ages 3 – 5. Our five year old graduates were enrolled in neighborhood kindergarten programs for the 2010-2011 school year.
- ▶ The Miriam Zadek **Centralized Interpreter Referral Service** (CIRS), now celebrating its 25th year, provided 70,138 hours of sign language and oral interpreting for deaf and hearing consumers. Ninety-nine percent of the businesses and other hearing individuals in 300 survey responses reported having clear and comfortable communication when using CIRS interpreters. Deaf individuals in 198 survey responses reported that having an interpreter helped them.

THE HEARING AND SPEECH AGENCY

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Baltimore, Maryland 21215

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The Hearing and Speech Agency does not discriminate on the basis of race, color, religion, gender, sexual orientation, age, national origin, mental or physical disability, marital status, political affiliation or any other classification protected by law.