Eighty-two attendees including 29 delegate jurisdictions engaged in a planning session at the recent Mid-Year meeting to explore the impact of potential scenarios on NAB’s future. Chairman Tom Syverson (SD) opened the meeting on Thursday morning with this interactive session in which all attendees participated. Facilitated by Philip Lesser, PhD, Vice President, Bostrom Consulting Associates, NAB members and guests broke out into small work groups to discuss the following three scenarios.

1) Changing continuum of care and need for leadership core competencies and the impact on NAB’s existing services;

2) What happens if the Federal Government determines there is no longer value in licensure of NHAs (i.e., no benefit, diminishing profession); and


Following small group discussions, group representatives assembled in an arena surrounded by all participants for an interactive discussion and to develop recommendations on how NAB should react to the scenarios. NAB’s leadership team and committees will evaluate the recommendations and develop action plans at the March Executive Committee meeting.

2010-2012 Strategic Plan Focuses on Supporting Member Success

Chairman Syverson introduced and provided an overview of the 2010-2012 NAB Strategic Plan. The plan resulted from the leadership retreat held this past July with the new committee chairs and Executive Committee participating. The proposed mission statement “Enhance the Effectiveness and Success of Member Boards and Agencies” is supported by three broad member focused goals:

**Goal 1:** Ability to Meet Public Protection Mandate: for Member Boards and Agencies

**Goal 2:** Ability to Foster Evidence-Based Change in an Evolving LTC Environment

**Goal 3:** Ability to Operate Efficiently

The NAB Board of Governors approved the new strategic plan and the change in mission statement will be voted on at the 2011 Annual Meeting.
ACADEMIC ACCREDITATION RECOGNITION PRESENTED TO THREE UNIVERSITIES

Three university programs were formally recognized for reaccreditation during the Board of Governors meeting on Friday morning. Accepting recognition on behalf of their respective programs were Lisa Yehl, Ohio University; Verlyne Starr, Southern Adventist University; and Drs. Jennifer Johs-Artisensi and Douglas Olson, University of Wisconsin Eau-Claire. Education Committee Chair Patrick Nicovich (AL) and Chairman Syverson presented plaques to representatives in recognition of their achievement.

BOARD OF GOVERNORS EXTENDS MEETING SCHOLARSHIP PROGRAM

The Mid-Year Meeting attendance scholarship program approved by the Board of Governors at the Annual Meeting in June resulted in eight additional voting delegates attending the Mid-Year Meeting in Chandler. Recognizing the difficult economic environment at the state level, the Board of Governors voted to extend the scholarship program for the 2011 Annual and Mid-Year Meetings. Eligibility criteria will be reviewed and criteria for the scholarships will be announced early in the New Year. We hope those eligible states who were not able to attend the Mid-Year Meeting will apply for a scholarship in 2011.

FIRST ACADEMIC FORUM ATTRACTS STRONG ATTENDANCE

NAB held its inaugural Academic Forum at the Mid-Year meeting with 15 representatives from NAB accredited programs and others interested in seeking NAB accreditation. The forum is designed to provide an opportunity for networking and sharing of information and practices among representatives of colleges and universities with programs in long term care administration. NAB is grateful to the Center for Health Administration and Aging Services Excellence (CHAASE) at the University of Wisconsin Eau-Claire for their sponsorship of the Academic Forum.
TAMMY ROLFE, RN, LNHA, MS HPM OF ADVANCING EXCELLENCE IN AMERICA’S NURSING HOMES CAMPAIGN, DELIVERS KEYNOTE ADDRESS

NAB was pleased to have Tammy Rolfe, Field Operations Manager of the Advancing Excellence in America’s Nursing Homes Campaign, as our keynote speaker. Ms. Rolfe provided a report on the results of Phase I of the Campaign and a progress report on Phase II. She also introduced attendees to the many features and benefits of participation. Ms. Rolfe provided an overview of the Campaign Web site and navigation tips to access the extensive tools, resources and the many reporting features available on nursing homes and state recruitment progress. She also highlighted a new initiative of the Collaborative focused on Critical Access Nursing Homes (CANHs). CANHs are in inner city neighborhoods serving largely minority communities of generally low socio-economic status. Why are they termed “critical”? The community depends on these nursing homes to provide post-acute and long-term care services. Not having high quality nursing homes close to where people live complicates discharges from local hospitals and forces elderly residents to go to more distant nursing homes far from family and friends. The Advancing Excellence in America’s Nursing Homes Campaign is an initiative of the Advancing Excellence in Long Term Care Collaborative. Slides from Ms. Rolfe’s presentation are available on the NAB Web site. To learn more about and join the Campaign you are encouraged to visit the Campaign web site at www.nhqualitycampaign.org.

PES REPORT

Doris Zahner, PhD provided an update on both of NAB’s examination programs. Ms. Zahner reported that the remote item writing program is working very well. Four forms of NAB examinations were finalized at the Mid-Year Meeting and will go live on April 1, 2011.

THE FOUNDATION OF NAB

Foundation Chairman Jane Baker (NC) reported that the Foundation is seeking individuals interested in serving on the Foundation Board of Trustees. She also discussed the Foundation’s activities on the NAB strategic plan regarding validation of credential programs to improve LTC leadership effectiveness. A proposal to conduct a research project on this topic is being prepared by Steve Chies (MN). Ms. Baker also reported on the success of the first Emerging Leadership Summit held in Washington this past June and announced the dates of the 2011 summit.
committee highlights

BYLAWS COMMITTEE
Donald Wilson (NM), Chair presented several proposed bylaws, policy and procedures changes. Bylaws changes were presented and will be voted on at the 2011 Annual Meeting. Several policy and procedures changes were approved by the Board of Governors and the Executive Committee respectively.

MARKETING & PUBLIC RELATIONS COMMITTEE
Margaret McConnell (NV), Chair presented the new marketing materials and exhibit display to the committee and reported on recent marketing activities at the Pioneer Network, American Health Care Association and Leading Age (formerly AAHSA) annual meetings. The committee will be developing additional tools and resources to support member needs. The committee also discussed the need for additional research to collect empirical data on the impact of licensure.

CONTINUING EDUCATION COMMITTEE
Mary Ellen Wilkinson (NV), Chair reported that there are now 51 reviewers and four prospects. The next reviewer meeting and training sessions will be held on April 15, 2011, in New York City. The committee recommended and the Board approved McKnight’s Long Term Care News as a Certified Sponsor. The committee also appointed task forces to review certified sponsor program submission requirements and deeming of certified sponsor status for NAB accredited college and universities.

EDUCATION COMMITTEE
Patrick Nicovich (AL), Chair reported that the revised AIT preceptor guide is to be reviewed by a task force lead by Phil Brown. The committee also reviewed annual reports submitted by NAB accredited schools and are considering the addition of a disciplinary procedure for handling issues of non-compliance. He reported that Concordia College will submit for reaccreditation in 2011 and two new programs are working on applications.

NHA EXAM COMMITTEE
Kemp Wright (LA) reported on behalf of committee co-chairs Katrina Magdon (AL) and Jim Bennett (WA) that the committee reviewed exam development and item writing processes. Item bank maintenance was completed on 300 items due to updated reference materials or items that were previously flagged.

RC/AL EXAM COMMITTEE
Co-Chair Michael Hickey (WA) reported on behalf of him and Co-Chair Del Zook (OR) that the committee conducted a pass point workshop for two new forms of the examination. The new forms of the exam will go live on April 1, 2011. The committee will perform item bank maintenance at the March 2011 meeting.
committee highlights (cont’d)

BUDGET & FINANCE COMMITTEE
Chairman-Elect Randy Snyder (MN) presented on behalf of Treasurer Renee Clack (TX) the September 30, 2010, statements of financial position and operations. He advised that NAB continues to operate in a positive financial position. Mr. Snyder also presented the 2011 budget for approval to the Board of Governors. Due to NAB’s continued strong financial position, no fee increases are proposed for fiscal year 2011.

STATE GOVERNANCE AND REGULATORY ISSUES COMMITTEE
Lisa Hahn (VA), Chair reported that the committee had reviewed the new strategic plan and prioritized activities for the next two years. Doug Olson, PhD, University of Wisconsin Eau-Claire provided an overview of a research program on AIT best practices being conducted in partnership with the NAB Foundation. The committee will also continue its work on compiling state disciplinary procedures by developing a matrix and a disciplinary manual that all states can use.

You are invited to attend the NAB Annual Meeting
Mark your calendar and plan to attend!