IMPORTANT: NAB IS MOVING IN 2018!!

Please note that Bostrom, NAB’s association management company, is moving to a new office on January 12, 2018. Make sure that all NAB correspondence at that time is forwarded to our new address:

NAB
1120 20th Street, NW
Suite 750
Washington, DC 20036-3441

Our phone numbers, email addresses and website will remain the same.

Goal 51: Creating a Roadmap for Consensus

Administrators, educators and state board executives met in Savannah for NAB’s Mid-Year Meeting as active participants in our special session to help promote NAB’s new programs and products. Titled “Goal 51: Compromise to Consensus,” the session was simultaneously informative, interactive and fun, and it gave us the momentum to expand these programs into all fifty states and the District of Columbia, as well as alleviate concerns these jurisdictions may have in adopting NAB programs.

The session was organized as a “world café” event, which is a global movement that fosters creative and collaborative thinking. NAB selected twelve volunteers to act as table leaders, describing the benefits of four signature products: the Health Services Executive (HSE) qualification, the National Model AIT/Preceptor handbook, the Preceptor Online training modules, and the national CE Registry. Many key ideas were shared in a facilitated roundtable discussion, where each attendee was able to provide insight on all the topics.
Mid-Year Meeting Highlights
Savannah, GA—November 8-10, 2017

State Governance Committee chair Randy Snyder (Minnesota) and NAB President and CEO Randy Lindner overviewed the Goal 51 concept and explained the logistics. Then the fun began when the four teams of table leaders delivered hilarious skits to introduce and familiarize the NAB products. NAB appreciates the hard work and enthusiasm from all of our table leaders: Michael Coury (Ohio), Lisa Hahn (Virginia), Michael Hickey (Washington), Ben Higgins (Virginia), Jennifer Johns-Artisensi (Wisconsin) Peggy Krikava (North Dakota), Katrina Magdon (Alabama), Margaret McConnell (Nevada), Z Thomas (Oklahoma), Deborah Veley (Ohio), Mary Ellen Wilkinson (Nevada) and Michelle Grachek, NAB’s Director of Credentialing.

NAB staff is working to provide a comprehensive list of all the discussion content, and will make this available on nabweb.org once it is complete. Below is a summary of the ideas explored at Goal 51:

<table>
<thead>
<tr>
<th>Health Services Executive (HSE)</th>
<th>Model AIT Program (Handbook)</th>
<th>Preceptor Online Training Modules</th>
<th>CE Registry</th>
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<tr>
<td>NAB work with state boards and/or state provider associations in addition to CMS to communicate benefits of adopting the HSE.</td>
<td>Whether adoption in a state is mandatory or voluntary, collaboration among state provider associations is a must as they are consistently in contact with licensees at a local level.</td>
<td>Create a marketing piece (flyer) to share information about the online training modules with potential preceptors.</td>
<td>While an orientation on how to use the CE Registry is currently scheduled for NCERS providers, an additional orientation would be helpful for state board executives.</td>
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<td>A monthly video (live streaming or recorded) by NAB to provide real time updates regarding the HSE to the state boards.</td>
<td>Provide training to preceptors (either by NAB or state boards) on how to effectively use materials.</td>
<td>Work towards a national preceptor/AIT matching tool in which all preceptors must have completed this training to be added to the list.</td>
<td>Create a short, three-minute video series to market the registry and demonstrate the functionalities to administrators on YouTube.</td>
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<td>Provide model statutory language for state boards to use in drafting regulatory changes to adopt the HSE.</td>
<td>Add a testimonial section to NAB’s social media platforms and/or the website to market the usefulness of the AIT program.</td>
<td>Create/share presentations among all state boards and state affiliate organizations in order to communicate a consistent message to about resources available.</td>
<td>NAB could conduct a “Train the Trainer” session at the Annual/Mid-Year meetings that individuals can take and present information back in their respective states.</td>
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Goal 51 table leaders make their opening pitches to the attendees.
#NABengaged: NAB’s Social Media Outreach

NAB staff member Kristi Wolford presented an update on NAB’s social media campaign during the Member Relations Committee meeting. She reported that since the launch of the campaign in May of 2017, NAB’s following has seen continuous growth from week to week. As of early November, NAB had a total of 244 Facebook followers, 60 Twitter followers and 141 LinkedIn followers and our messages have reached over 3,000 viewers on some posts. Our goal is simple; we want to engage with the Long Term Care community.

NAB staff meets once a month to prepare the social media calendar and posts items to our social media platforms three times each week. Postings include the most Frequently Asked Questions (FAQs) from our general inbox, highlighting the activities of our member state boards, individual member and candidate achievements, and exam information for future LTC administrators.

During the Member Relations Committee meeting, we asked for suggestions on what we could do to engage and expand our target audience. Ideas included utilizing Health Care Associations, using flyers or photos for social media posts, highlighting industry events, and using the tagging feature when highlighting our members. We appreciate all of the feedback, and we are excited to watch our social media engagement grow.

If you have not already, please follow us on Facebook, LinkedIn and Twitter by searching for NABengaged!

Committee Reports

- **Continuing Education**—Chair Michael Hickey (Washington) reported that his committee had completed a new certified sponsor application, a renewal process for certified sponsors, a document clarifying the role of NCERS reviewers, and a nomination process for NCERS reviewers. The Board of Governors approved two CE sponsors for certified status: Alliance Training Center and Signature Events.

- **Education**—Chair Jennifer Johs-Artisensi (Wisconsin) and the accreditation task force presented recommendations for the criteria for academic institutions to achieve HSE accreditation. The Board approved the committee’s recommendation to allocate funding from reserves to develop an online accreditation application platform. The Board of Governors approved the first HSE accreditation for the University of Wisconsin-Eau Claire, of which Johs-Artisensi serves as the director for the long term care administration program. The Board also approved the renewal of academic accreditation for St. Joseph’s College of Maine for five more years; program director Steven Chies accepted the accreditation on St. Joseph’s behalf.

(Left) Steve Chies, Jennifer Johs-Artisensi and Dehvin Zook

Education Committee Vice Chair Katie Will joins Zook in presenting UWEC’s HSE accreditation certificate to Johs-Artisensi.
NAB Launches its New CE Registry

This fall, NAB inaugurated its new online Continuing Education (CE) Registry, an easy and efficient method for administrators to track their CE credits. Course certificates will be uploaded to administrators’ records upon completion, and they will be able to quickly submit all of their credits to their state boards when it is time for them to renew their licenses. Administrators can also submit their course evaluations through the registry. HSE candidates will use the Registry to upload their application materials, including college transcripts, employment verification and exam scores.

Beginning in spring 2018, all NAB-approved NCERS providers will be required to report their credits to the CE registry. Sign-up with the registry is easy and free. NAB will conduct webinars on December 12, 2017 (for CE providers) and January 16, 2018 (for state licensing boards) and licensees to teach them how to navigate the system; pre-registration for these webinars can be done through the following links:


A pre-recorded webinar will be made available in early 2018 for licensees; please follow NAB through social media for details. You can view the flyer on the Registry at https://www.nabweb.org/filebin/pdf/NABVerify_Flier_2017.pdf.

Next NAB Meeting

We invite you to join us at our 2018 Annual Meeting, June 6-8 in Long Beach, California. Meeting details and registration forms will be emailed and posted on www.nabweb.org in March 2018. Please mark your calendar and plan to attend!