NAB Launches Its Strategic Plan for 2018–2020

Amid the picturesque desert scenes of southern Arizona, NAB board members and stakeholders met last month to engage in strategic discussions that will point the association to continued growth and outreach. Chaired by Lisa Hahn (Virginia), the NAB Board of Governors convened to review NAB’s programs and services and approve its priorities for the next two years.

NAB identified the need to meet its public protection mandate as one of its strategic goals. To that end, NAB’s standing committees have been tasked to define the objectives and tactics needed to reach them. These objectives included the advancement of the AIT and preceptor training modules, achieving the adoption of the Health Services Executive (HSE) qualification in all jurisdictions, and ensuring the quality and integrity of continuing education and academic degree programs on long term care. The standing committees each brainstormed on ideas to achieve these objectives during the course of the Tucson meeting, chartering a course for success through 2020.

Other strategic planning goals include the fostering of evidence-based change within an evolving senior living and health services continuum, which will be supported largely through research sponsored by the NAB Foundation. NAB also resolved to collaborate more extensively with external stakeholders to advocate for the profession.

NAB is confident that the energy that drove the Mid-Year Meeting in Tucson will be maintained and strengthened as we work to carry out our public protection mission.
NAB Tucson General Session Features HSE Adoption Progress, Discussion on Ageism

During the Mid-Year Meeting, NAB convened a panel of representatives from states that have adopted or are actively working towards adoption of the HSE as an option for licensure qualification of their administrators. The panelists were: Barbara Baxter, chair of the Georgia licensing board; Peggy Krikava, executive director of the North Dakota board; Margaret McConnell, chair of the Nevada board; Randy Snyder, executive director of the Minnesota board; and Corie Tillman Wolf, executive director of the Virginia board. NAB Director of Credentialing Michelle Grachek moderated the panel.

The panelists each shared their experiences in promoting the HSE, including the processes they undertook and the legislative and regulatory obstacles they encountered along the way. The goal of the panel was to encourage and give insight to other state boards who are similarly initiating acceptance of the HSE within their jurisdictions.

Following the panel, NAB staffers Grachek, program manager Kristi Wolford and deputy director Jason Silberberg provided updates on NAB’s programs, such as its examinations and continuing education review service. Katrina Magdon (Alabama) reported on the NAB online exam study guide, which had been updated in response to user feedback. Finally, Jennifer Pryor of Virginia Commonwealth University introduced a series of videos on “disrupting ageism,” which demonstrated how people of various ages provide value to their communities.
Committee Reports

CONTINUING EDUCATION
Co-chairs Jennifer Johns-Artisensi (Wisconsin) and Eric Hadley (South Carolina) announced the approval of a new NCERS program category for virtual conferences, the updated sponsor agreement and the certified sponsor renewal process. The NCERS reviewer meeting, which had been postponed from September 2018, will be held in April 2019 in Washington, DC. CE providers ABILITY and the Oklahoma Assisted Living Association were approved as certified NCERS sponsors at the Tucson meeting.

EDUCATION
NAB welcomed the University of Minnesota-Crookston as our newest accredited academic institution, as well as becoming the first program to receive its HSE accreditation in its initial application. Susan Klassen (second from left), Crookston’s program director and a qualified HSE herself, received the HSE certificate at the Tucson meeting. Also pictured are NAB Chair Lisa Hahn (left), Education Committee Chair Kathie Will (Ohio) and Randy Snyder, executive director of Minnesota’s licensing board.

Two existing NHA-accredited programs also became accredited for the HSE: Ohio University and the University of Scranton. With these additions, there are currently six HSE-accredited schools across the country. Will further reported that NAB is developing its new online academic accreditation platform; beta testing on the platform will be undertaken this winter, with a rollout early in 2019.

MEMBER RELATIONS AND OUTREACH
Chair Denise Boudreau Scott (New Jersey) reported that her committee featured small group discussions based on its strategic plan objectives: increasing the number of state delegates at NAB meetings, creating scorecards to track state adoption of NAB initiatives and developing tools and resources to increase HSE applications. The committee will also explore developing videos and podcasts on NAB’s AIT programs and the HSE.

STATE GOVERNANCE AND CREDENTIALING
State Governance Chair Peggy Krikava (North Dakota) reported on her committee’s strategic plan objectives, including the revival of the AIT task force in order to review the AIT and preceptor programs. Credentialing Commission Co-Chair Randy Snyder (Minnesota) reported that there are currently 1,000 HSE applicants. The commission is developing a toolkit to assist state boards in adopting the HSE. Snyder reported that there are currently ten states that have adopted the HSE, including Wisconsin and Arizona.

Next NAB Meeting
We invite you to join us at our 2019 Annual Meeting, June 12-14 in Charleston, South Carolina. Meeting details and registration forms will be emailed and posted on www.nabweb.org in March. Mark your calendar (please note that this is a schedule change) and plan to attend!