

Special Committee on Accreditation Meeting Minutes

National Strength and Conditioning Association

Zoom Conference Call

Monday, July 6, 2020

8:30am MT/9:30am CST/10:30am EST

Virtual Meeting

Present committee members: Dr. Todd Miller, Chairman; Maura Bergan, Vice-Chair; Dr. Nicholas Hanson, Secretary/Treasurer; Dr. Diane Bartholomew; Marissa Wehr; Bob Jones, Dr. Kathy Chappell

Absent: Ryoji Abe (due to time difference)

Also present: Michael Massik, NSCA ED; Lee Madden, NSCA CFO; Dr. Colin Wilborn NSCA BOD Liaison; Beth Rampelberg, NSCA Marketing Director; Lori Stikeleather, NSCA Marketing; Mary-Clare Brennan, NSCA Sponsorship Director; Linda Aaberg, NSCA Staff; Dr. Micki Cuppett, Consultant

This meeting called to order at 8:36 am MT

Approved Motions

2020-07-06-01 Motion- Approval of Minutes from April 2, 2020 Meeting

Proposed: Diane Bartholomew

Second: Maura Bergan

Vote: Passed Unanimous

2020-07-06-02 Motion- Accept Guide to Accreditation document with discussed edits, staff to make minor/non-substantive changes as necessary

Proposed: Diane Bartholomew

Second: Nick Hanson

Vote: Passed Unanimous

2020-07-06-03 Motion- Accept the Policies and Procedures Manual with changes to terminology that is consistent with the Guide to Accreditation, staff to make minor/non-substantive changes as necessary

Proposed: Nick Hanson

Second: Maura Bergan

Vote: Passed Unanimous

Agenda, Discussion Items

Committee/New Member Introductions-Led by: Todd

- New Members: Kathy Chappell- Public Member, Bob Jones- Strength Coach Member

History and Evolution of Accreditation-Led by: Todd

- Todd reviewed the history of the evolution of recognition to accreditation; beginning with a strategic planning meeting with the NSCA Education Committee members, which led to the formation of CASCE, the development of Standards, open/public comment on Standards, final Standards version approval. Todd continued with information on the basics of accreditation process.
- Kathy asked a question to clarify whether undergraduate and graduate programs will be required to meet the same Standards. Todd confirmed that both degree programs would meet the same standards.

NSCA Covid Updates- Led by: Michael

- Three parts of the NSCA Covid-19 update:
 - NSCA Staff working remotely- Following Colorado state guidelines to allow up to 50% of staff in the building. Staff adapted quickly and efficiently to full-time remote work while not interrupting business operations.
 - NSCA events transitioned to virtual events- State and National events have had to overcome some barriers; there has been an increase attendance. Future events may shift to virtual delivery moving forward, while not losing sight of importance of in-person networking. Possibility of sport specific conference in the future.
 - Testing Centers- Starting to open slowly worldwide. New exams to come out in January as planned.
- Michael posed the question to the group, what trends are higher education institutions following due to Covid. In general, it seems each institution is making their own decisions, while changing and shifting, causing a lot of uncertainty. Difficult to make a universal decision.
- Colin spoke to the inability of his program to apply for accreditation in October 2020. This is due to the need to manage Covid concerns and restrictions, limiting the ability to apply for accreditation.
- Todd noted that the financial issues may be the biggest barrier. The faculty and program at GWU would not be hindered by Covid concerns, as they are mostly ready to apply for accreditation.
- Diane echoed concerns that finances and being overwhelmed with Covid associated work and meetings are barriers at her university.
- Kathy asked about international programs and their ability to participate in accreditation. It was explained that accreditation for international programs will be delayed, depending upon each country's situation, due to the differences in university systems and demands for S&C professionals in each society. The Standards Committee will be charged with developing international equivalencies to accommodate these differences in international educational systems.

Accreditation Timeline Adjustments Discussion/Vote and Communication Plan- Led by: Todd

- Michael noted that the primary sources of revenue for the NSCA are; certifications, cont. ed./recertification, and membership
- The closing of Pearson Vue test centers has cut approximately 1/3 of revenue for NSCA. The slow, phased reopening and possibility of more closures if spikes occur, require cautious steps by the NSCA. Additionally, front-line healthcare workers prioritized for testing.
- Discussion of pros/cons of adjusting timeline:
 - Kathy suggested a paper-based system as an option that was beta-tested.
 - Micki felt this would help with the initial cost point, but cautioned that programs would need to be retrained to use the software in the future.
 - Todd felt the more difficult the process, the fewer people may participate
 - Maura reminded the group that we had previously discussed five pilot programs to start the first year.
 - Micki reiterated that this would have to be the first five programs to submit, so it does not appear they are being chosen, causing bias.
 - Discussion of results of ERP survey
 - It appears based on the survey, we can count on at least 5 programs to apply
 - Diane felt there might be a large surge if we push the timeline back.
 - Micki has worked with another software vendor through a separate client that is interested in our business at a lower cost point (smaller payment initially with a back-end loaded contract).
 - Too late to implement software for the October 2020 deadline
- **Outcome:** Keep timeline (open October 2020), move to a “paper-based model” for the first year (no need for a vote since the date is not changing, just the process)
 - NSCA charged with developing this process
 - Application fee will be the same (\$500/ERP, \$1000/non-ERP)
 - Explore recording the site visit report into the accreditation management software for historical reference

Articles of Incorporation Filing/Separation Timing- Led by: Michael

- Legal counsel has advised NSCA not to make any major changes to corporate structure at this time (due to pending legal case). Therefore, filing is on hold. May know more by Sept. 1.
- Question asked: At this stage, should branding/communication be as a committee under the NSCA, CASCE or other?
- Do not have to be CASCE to start the self-study process, as we will not be taking accreditation action for a while.
- Michael spoke to the view of this group from the NSCA BOD perspective. They are in support of our direction.
- **Outcome:** Ok to move forward as the CASCE now.

Software Timeline, Max # of Programs/Year, Site Visit Resources- Led by: Todd

- Software contract put on hold until at least January (likely to be ready for Oct 2021 applications)
- Discuss contract options with ARMATURE to lessen the initial cost (back-end load contract)

- Explore other software vendor (ThoughtFocus) as a cheaper alternative option.

Marketing/Branding Strategy- Led by: Beth and Lori

- Lori provided a presentation of the current status of the development the CASCE brand.
- Strategy built out of the questionnaire and discovery conducted with Todd, Micki and Linda
- Vision- Future, Mission- Now; Vision is to change or accomplish by follow our mission
- Value Proposition- Market advantage; what sets the brand apart from others
- Promise- Pledge to customers (more emotional over functional); often becomes tagline
- Personality- What customers think of us
- Question/Comments:
 - Kathy suggested Vision Statement to reach higher, she sent examples from other accrediting bodies, i.e. ACCME
 - Micki advised against using the word 'Guardian' in the value proposition. Explore other words
 - Todd suggested that 'students' be changed to 'graduates' in Value Proposition; that the programs be referred to as 'degree programs' in Vision Statement
- Polished product would take 9 weeks
- Feedback from this group requested on ERP Welcome Kits
 - Send via downloadable web pages/PDFs
 - Value of ERP critical to drive students to programs
 - Postcard flyers
 - PDFs for student portals
 - Student database with ERP codes and other pertinent information; unique page for each school

Policies and Procedures Manual/Accreditation Guide Approval- Led by: Diane and Nick

- Diane - overview of Accreditation Guide
 - 4 sections: Introduction (what is accreditation, why should programs pursue, brief history of the CASCE)
- Section II has a few **questions** to answer:
 - Onsite visit: typical turn-around time for the Site Visit Report? (4 weeks as placeholder). Add: 4-6 weeks
 - Program Response: how long does the program have to respond to the report? Add: 30 days
 - Annual report: what is the consequence of administrative probation (for not submitting an annual report)? Add: 30 days then goes to probation and posted on website.
 - Substantive changes: within how many days of a change must a program notify the CASCE? 30 days
- Update terminology (peer reviewers; Accreditation Review Committee; change Armature references to "electronically")
- Nick- overview of Policies and procedures
 - Terms will need to be changed in both documents

University Directory Presentation- Led by: Mary-Clare

- Mary-Clare presented the concept developed in collaboration with the Marketing Dept., of a National/International directory of S and C programs with searchable/filterable functions and digital/downloadable publications. This directory would start as a revenue generating opportunity for the NSCA to better market ERP and non-ERP schools and transition over the accredited programs.
- Feedback was that it seemed reasonable, and CASCE would need a directory either way.
- There would have to be caution about accreditation statement (who can advertise).
- Clear line between accredited and non-accredited programs. Schools in good standing? Status? Next accreditation date? Extra fields? Disclaimer for non-ERP/accredited programs?
- Marketing of programs must be limited by accrediting body, that is not influenced by parent organization
- Marissa felt a directory would be valuable for students and parents

Committee Training/Liaisons, Administrator Training, Site Visitor (Peer Reviewer) Training/Resources and Selection Process- Led By: Micki

- Micki suggests we get standing committees started and keep momentum going
- Accreditation Review Committee (ARC) tasks
 - Develop a completed example mock document ****Top Priority****
 - Begin working on standardized language for non-compliance of each standard
 - What does compliance look like?
 - Minimal variability for legal/reliability reasons
 - Development of decision matrix for training against a gold standard mock document
 - Help develop/oversee peer reviewer process, timeline and training
 - Likely won't need PR until next fall
 - PR selection process similar to standing committee selection process- board appointed
- Standards Committee tasks
 - Periodically review Standards or discuss questions that come up with programs and bring recommendations to the board
 - Develop international equivalents
- Actions
 - Set up ARC meeting (one hour) within the next month for orientation, timeline, mission, vision, and charge(s)
 - Linda to send Doodle Poll to committee members
 - Standards Committee orientation at a later date (not priority at this time)
 - ARC Liaison(s)- Diane with support from Todd, Nick, Maura and Micki (as a guide only)
 - Standards Committee Liaison- Marissa with support from Micki (as a guide only)
 - Linda and Micki to develop communication strategy with support from Marketing team
 - Formal announcement of the October 1, 2020 application open date
 - Linda and Micki to work with Alonso and IT team on application process/payment/login
 - Linda and Micki to work with IT/Marketing on restructure of web page with resources

Next Meeting Date

- Necessity for a quarterly call prior to Oct 1, 2020
- Linda will send Doodle poll to find date/time

Meeting Adjourned 3:10pm MT

