

COUNCIL ON ACCREDITATION OF STRENGTH AND CONDITIONING EDUCATION MEETING MINUTES

Zoom Conference Call
Wednesday, September 23, 2020
2:00pm MT | 3:00pm CT | 4:00pm ET
Duration: 1 ½ hours

Quarterly Virtual Meeting

Present Board Members: Dr. Todd Miller, Chairman; Dr. Nicholas Hanson, Secretary/Treasurer; Dr. Diane Bartholomew; Marissa Wehr; Dr. Kathy Chappell

Absent Board Members: Dr. Maura Bergan, Vice-Chair; Bob Jones; Ryoji Abe; Dr. Colin Wilborn, NSCA BOD Liaison

Also Present: Dr. Micki Cuppett, Consultant; Linda Aaberg, Staff

This meeting was called to order at 2:02pm MT by Todd Miller.

No motions (consent items) to be approved at this time.

Agenda, Discussion Items

Software Update- Led by: Linda Aaberg

- Discussions with ARMATURE since July. They have provided a new, revised pricing proposal to address NSCA concerns with an October 2020 start date (impact of COVID on financials, limited users). License fees dropped from; Year 1- \$47,800 to \$24,000, Year 2- down to \$36,000. Years 3-5 -\$47,800. In addition “professional services”: are estimated to be far below the initial pricing.
- The first schools to submit paid applications (prioritized in order received) will be sent the self-study documents. Once their self-study is complete, they will enter into the ARMATURE system. ARMATURE suggested we start using their system in Year 1 to make it easier to transition programs applying in the first year.
- Tom James (NSCA legal counsel), Michael Massik (NSCA ED) and Lee Madden (NSCA CFO) are negotiating terms of service agreement.
- Todd asked, do we assume that professional services in years 3-5 will remain at \$0? Micki provided some examples of scenarios that would be billed as professional services.

Walk Through New Accreditation Web Pages- Led by: Linda Aaberg

- Web pages were live September 22. A lot of work to get to this point. Linda asked group to review and contact her with any suggestions for changes or edits.
- For now, the pages will stay on the NSCA web site. While there is a vision for CASCE to have its own website, the basic cost for a new website is very high with the current server the NSCA uses, which is not feasible at this time.
- Linda walked the group through the pages and features of the new web pages. A few highlights:
 - CASCE Difference- Why CASCE for program, student and industry benefits
 - Accreditation process-
 - How to Apply- Guide to Accreditation is a critical resource
 - Resources and FAQs- Including Standards, Guide to Accreditation, Summary Document (one of the original documents explaining accreditation)
 - Communications- To be populated in the future
 - Learn More about CASCE- Vision, Mission, Values; Leadership & Governance; CASCE History and How to Volunteer
- Information on “how degree requirement changes affect current CSCS holders” will be added
- Comments and Discussion:
 - Linda noted that she has spoken to approximately 15 programs that are interested in being a part of the first round to be accredited. Todd suggested that all ERP schools be notified that the site is live.
 - Micki suggested that making a ‘big deal’ about the launch of the website would be beneficial.
 - Kathy suggested that a gap analysis tool might be helpful so programs can see how their program ‘stacks up’. She also suggested a business template (i.e., if you increase your enrollment by X students, the revenue will be Y). Linda noted that she has received multiple requests for job market and employment data to justify accreditation to administrators. Todd noted that simply stating you cannot earn the CSCS without going through an accredited program after 2030 should be enough. How many times to employers require CSCS vs other credentials? Question was asked if the Certification Committee has this data. Linda stated that the NSCA has salary data based on a survey previously conducted and the CSCS Job Task Analysis (not public), but should consider gathering market research in the near future. Todd suggested a quick video with information that schools could use to help justify the need for administration.
 - Diane suggested that there be clear, explicit communication to programs that CASCE will only be accepting the first six schools that apply and pay. Linda explained that after application is reviewed and confirmed, an invoice will be generated, to be paid within 30 days. If not paid by due date, application(s) will be deferred to the next year (and next on the list gets invoiced).

Self-Study Update- Led by: Micki Cuppett

- Template and instructions were sent to all CASCE Board members. Micki showed a spreadsheet that include; each standard, the narrative instruction for the standard, the suggested exhibits for each standard. This is a living document that will evolve from the work the ARC does that may include additional example exhibits (or possibly required ones) as self-studies and reviews are completed
- The Self-Study Requirements Summary will be available on the website. This will provide future programs the information and examples of what they will need.
- Kathy noted that another column labeled “self-assessment” could be used as the gap analysis she mentioned earlier.

Logo/Branding/Trademark Updates- Led by: Linda Aaberg

- Logos are meant to be simple but meaningful: Column = academic, barbell = S&C purpose; colors, similar to new NSCA branding; there are three logos including; bar with CASCE and name spelled out, bar with CASCE letters, and CASCE Accredited Program logo.
- Trademarking- been in conversations with legal counsel; NSCA will register these marks once evidence of use is provided (both as service marks and trade marks on printed materials), with CASCE to be using the marks. CASCE will be named as the successor. Later, once CASCE is incorporated, NSCA will withdraw and CASCE will apply as the sole user of the marks.
- Nick asked if there was anywhere on the web pages that ‘explains’ the logo (as in bullet point one above). Nick suggested that would be nice for programs to see and understand.

Accreditation Review Committee Update- Led by: Diane Bartholomew

- Diane reminded the Board of the members of the ARC: Dr Michael Miller (Western Michigan University); Regine Rossi (University of Connecticut); Ludmila Cosio-Lima (University of West Florida); Stefanie Meyer (North Dakota State University).
- The ARC had an initial meeting on August 13. After introductions, the group reviewed the charge and talked about the timeline leading up to the first site visits (January 2022). The ARC will develop and work through a mock self-study to increase understanding and develop standardized language for responses to site visit reports. This will also be used to train Peer Reviewers. Diane recognized Micki’s work for fleshing out the list of example exhibits by standards. Once this is all merged, hopefully it will be easier to see how it all fits together.
- The next meeting was scheduled for September 24. The ARC requested utilizing the next meeting to walk through an example.
- Micki noted that as we build training materials, we would like to have examples from institutions. These examples can be good, borderline, or notably poor. Please share.

Next Meeting

- Next regularly scheduled meeting is January 2021 in conjunction with NSCA Coaches Conference. Linda will set up a call prior (mid-November); it can be cancelled if not needed.

Meeting Adjourned at 3:03PM