**NCDA CREDENTIALING COMMISSION 2019 ANNUAL REPORT**

**Prepared by Aaron Leson, Director of Credentialing**

**FY 2019 Summary with Highlights**

1. The Credentialing Commission (CC) had successful, productive meetings in Chicago (March) and at the annual conference in Houston (June). This year, we will move back to our normal meeting schedule, which will include meeting at the annual NCDA PDI (Cleveland) and the NCDA Annual Conference (Minnesota). The CC also has an ongoing work plan which includes meeting once per month via zoom in addition to our weekly conference calls.
2. Credentialing Operations:
   1. This year, the Credentialing Commission continued to make improvements to our credentialing process. This included refining credentialing language, information and processes on the NCDA website, as well as within our Fluid Review system. The CC has placed an ongoing emphasis to keep the credentialing process and its related content both relevant and user friendly.
   2. The CC is actively planning to create and formalize our process to audit continuing education units for credential holders who will be approaching their three-year renewal. We will be auditing approximately 10% of credential holders who hit this mark, and we will update the board on the status of this process in the third and fourth quarters 2020.
   3. 2019 witnessed the beginning of the Alternative Pathways credentialing process. This comprehensive approach allows organizations to create programs that offer: “…a parallel process in which an individual can qualify to apply for and achieve an existing NCDA credential.” To date in September 2019, the board has approved 2 Alternative Pathways for credentialing, (Mindler and PAC) and the commission is also awaiting a full application from Saudi Aramco (Saudi Arabia) to review their Alternative Pathways proposal.
   4. The Continuing Education “Preferred Provider Listing Service” is fully operational and the CC is actively recruiting organizations to pay for and utilize this service.
3. Customer Focus
   1. The NCDA staff and NCDA Commission continue to respond toinquiries regarding credentials, credentialing processes and procedures, and continuing education requirements. These inquiries occur regularly and on a daily basis. The CC has placed an emphasis on responding to all inquiries in a timely fashion and at the highest level of customer service.
   2. The CC has continued to place attention on assisting our customers prepare for NCDA assessments by facilitating access and providing support via study guides and videos. We will continue to focus energy on assessment preparation to ensure high levels of customer satisfaction and credential attainment as we move into 2020.
4. Marketing
   1. In March of 2019, we hired (with board approval) a marketing specialist (Ali Breen) to assist with our marketing efforts. Since this time, she has assisted us in developing a consistent marketing message as well as creating materials to share with members and non-members alike. Ali has also helped us to create a social media presence that is unified, on brand, and engaging. The CC will continue to grow its social media presence in the coming year.
   2. We have again updated our official Credentialing PowerPoint presentation, focusing on content and relevancy. The new PowerPoint was introduced at the annual conference. We have also created new promotional materials with the assistance of Ali Breen. These materials were also unveiled at the annual conference and received positive feedback.
   3. The commission continues to disseminate all credentialing materials to state organizations and affiliate members who want to share the information with their memberships.

1. Commission Operations
   1. The terms of one of our commissioners ends in September of 2019; we are currently in the process of soliciting and recruiting a Credentialing Commissioner for the CCC position. Our current CC Chair, Connie Pritchard, will rotate off the commission at the close of the year. John Long will become CC Chair, James Westhoff will become the Chair-Elect, and his then-vacant position will be filled as CCC.
   2. Our current positions are as follows:
      1. Connie Pritchard: Chair
      2. John Long: Chair-Elect
      3. Tina Anctil: CCCE Commissioner
      4. Jessica Warnicky Worny Janicki: CMCS Commissioner
      5. Windi Wilson: CCSP Commissioner
      6. James Westhoff: CCC Commissioner and Chair-Elect in FY 2020
2. Selected Highlights
3. Balanced Budget
4. Addition of 867 new credential holders in FY 2019
5. Strong Marketing Plan in place
6. CSCDA fully operational
7. Continuing Education Provider listing fully operational
8. Alternative Pathways process operational and thriving