



Minutes
April 20, 2022
2:00 PM – 4:00 PM

Roll Call

NAACCR Board Present: Winny Roshala, Randi Rycroft, Kevin Ward, Angela Meisner, Sarah Nash, Wendy Aldinger, Lori Swain, Lorraine Shack, Mary Jane King, Monique Hernandez

NAACCR Board Member Excused:

Ex-Officio Member: Betsy Kohler

Staff: Stephanie Hill, Charlie Blackburn, Lori Havener

Guest: Ann Marie Hill, Consultant

Governance

1. Communications Steering Committee Proposal Analysis

Winny/Ann Marie Hill

➤ Communications Analysis Background

Ann Marie Hill provided a presentation on her analysis of options for communications activities. Options are to hire a Communications Specialist, consultant, have current staff perform the duties, or a hybrid model. Various other hybrid options were also discussed. She reviewed over 75 job descriptions, met with organizations, and assessed the organizational structure of NAACCR during the process. She received feedback from Board members, staff, and chairs during the process. This was previously asked at the March 2022 meeting. The purpose of the activity is to identify viable options for communications activity options.

Ms. Hill detailed the pros and cons of each option below.

1. Director of Communications – Full Time ideal state (most expensive)
2. Communications Specialist – Full Time
3. Communications Consultant – Full Time
4. Communications Specialist - Part Time
5. Communication Consultant – Part Time
6. No Hire – Add to Staff Responsibilities
7. No Hire – Process Improvements – Short Term (least expensive)

Ms. Hill mentioned that the Board will need to make decisions on how to work on the funding mix for these activities. Charlie added that he would recommend that the Finance and Personnel Subcommittee work through the funding mix for any activity listed. She asked the Board to consider the management of the funding mix. These may be new funding sources, increased fees, and/or budget cuts. Is the Board willing to spend down reserves for a longer-term option if you cannot find new funding sources? The only caveat to using reserves is this is a long-term commitment. It will take a year for the new hire to get up and running.

The Board discussed options, restrictions, preferences, and funding. Lori Swain provided NCRA's experience with these types of positions eventually increasing revenues for funding the position. Angela Meisner asked Ann Marie how long it may take for this position to demonstrate quantifiable financial benefits. It would depend on the quality

of the new hire and would take 3-5 years. Betsy agreed with Lori Swain's points and the benefits. She also pointed out that our activity mix is very different than at NCRA, noting that we do not sell products to members, so a position that promotes sales to members has less of an impact financially. Stephanie shared It would be a huge cultural shift to increase the products that we sell. The audience for our products is registries who have limited and shrinking budgets; we would need to look at an expanding customer base. Betsy added that being federally funded includes restrictions on what we can sell.

Ann Marie asked the Board on their commitment or ideas to locate new finding sources, but no one commented on this topic.

Sarah and Betsy agreed that a shared vision of NAACCR's goals for the next 5-7 years is essential before we can define the role of a communications specialist in helping us reach those goals. Randi is not sure that we fully identified our perceived needs around communications and if we could do that then it could help us move in the right direction. She thought that there may be a potential to share resources with another organization that is similarly sized or in a similar role. Monique focused on the strategy and structure with someone who is very competent in the field or closely related field. Ann Marie said that those considerations move NAACCR into hiring a consultant to help craft a vision and action plan. Mary Jane thinks that a consultant is required to properly accelerate these initiatives. Wendy thinks engaging a consultant or firm will not only fill current needs but also help craft a vision and needs. Ann Marie added there are training needs, as well as process improvement steps that will help.

What steps can we take now to get things moving? Wendy shared if the Communications Committee gets training now, they could address some of the low-hanging-fruit and help identify the bigger needs to get us started. Angela asked if this position warrants the more strategic focused efforts of NAACCR or not. She thinks that a phased approach may be beneficial. Ann Marie said that a consultant then possible hire may work so that the association can get their bearings first. Sarah thought the Board was expressing a desire for some sort of action however, adding work on staff and volunteers is absolutely not a direction to go.

Kevin asked if we want to grow in a different direction than where we are. He does not think we do. It would change the strength of the organization because currently there is a dedicated organization devoted to the mission of what central registries do. If we change our focus, we risk jeopardizing some of that strength. He thinks that we need to consider and ask who the consumers are that are not the contributors. Who is not contributing to NAACCR and may be able to help achieve the goals of the organization? Kevin also felt the communication challenges are more internal than external. Betsy said that she was hearing that we need to define where we need to be in 5 years and then develop a plan to achieve those goals.

Trained communication professionals will do the job exceptionally well, although individuals that are funded to do the job will do better than a volunteer. It becomes more of a priority when you have funding to bring someone in from the NAACCR community. Is there a way to fund a person who knows NAACCR and the field to perform activities? NAACCR has their own reserves, why not use to invest in your own organization when you see a need like this? Winny reminded the Board that this item and issues have been brought up for some time. She thinks that we really need to move forward as an organization and how we are perceived. She thinks NAACCR will need some sort of professional expertise to accomplish the goals. Randi proposes with identifying a consultant to handle the

immediate work identified by the committee's report as much as possible and also help NAACCR navigate the strategic vision for the future for communications.

MOTION : DEVELOP A SCOPE OF WORK FOR A COMMUNICATIONS CONSULTANT TO BE DEVELOPED BY ANN MARIE HILL IN TIME FOR THE MAY OR JUNE BOARD MEETING IF THAT TIMELINE IS POSSIBLE.

Approved. Betsy abstained for the record.(Per Article VII, Section 1 of the Bylaws: The Executive Director shall serve on the Board of Directors as an ex officio member without vote.)

2. Communication Procedures for WG/Task Force Recruitment **Monique/Kevin/Winny**

- Correspondence for Agenda Item

Monique thinks that this can be deferred in light of the next communications step until a decision has been made on the communications activities.

3. CINA Access for Membership **Sarah Nash**

Tabled to the May meeting.

4. 2022 NAACCR Summer FORUM Update **Winny/Randi/Betsy/Charlie**

Randi said that the schedule is close to complete. The abstract acceptances have been sent out. There are 130 registrants as of today. Ideas for special events are being developed.

5. Committee Budget Requests **Charlie**

- Committee Budget Requests

Charlie provided the submitted committee budget requests for the upcoming fiscal year of June 30, 2022 – May 31, 2023. The memo outlined each committee's request, budget, and probability of available funds. It was asked if the approval of the communications steering committee request is pertinent. After discussion, the communications budget request will be rolled into the Communications Consultant scope of work to be developed by Ann Marie Hill.

MOTION: TO APPROVE THE STRATEGIC PLANNING AND ALLIANCES AND RDU BUDGET REQUEST AS WRITTEN.

Approved.

MOTION: THE COMMUNICATIONS COMMITTEE BUDGET WILL BE DEFERRED PENDING OTHER DECISIONS SURROUNDING COMMUNICATIONS. Approved.

6. Planning for Appointment of Open At-Large BOD Seat **Winny**

The Board will have a vacant At-Large position for 2022 – 2023. Since Wendy Aldinger is moving to the President-Elect position beginning in June, her At-Large seat will be vacant for one year. The NAACCR Bylaws state in Article III, Section 4 Vacancies: All vacancies, except the office of the President, shall be filled for the unexpired term by appointment by the President with the approval of the Board of Directors. Winny would like to finalize the appointment before June 2022.

Other Board Business

7. NAACCR Awards Reminder Percy and Muir Awards **Winny/Betsy**

The Board was reminded to consider ideas for the NAACCR Awards that are decided in May each year. Email Betsy with ideas.

8. NAACCR Board Priorities Discussion

Winy/Ann Marie Hill/Betsy

Deferred.

9. CIAG Projects

Winy/Betsy

Deferred.

10. Future Annual Conference 2024 / 2025 Palm Springs and Boise

Charlie/Betsy

- Correspondence for Future Meetings. Deferred to May

Steering Committee Reports

Strategic Planning and Alliances

11. Steering Committee Update

Winy/Randi

Deferred.

Standardization and Registry Development

12. Steering Committee Update

Mary Jane/Wendy

Winy helped Lori Koch identify a new chair, Colleen Sherman from New York. Discussion in this section on the retirement of Deborah Hurley.

13. Data Dictionary Rebuild Discovery Phase Update

Stephanie

The data dictionary discovery phase is progressing well and an update will be provided in May.

14. S&RD Survey Analysis

Mary Jane/Wendy

Deferred

Communications

15. Steering Committee Update

Angela/Lori S.

Discussed above.

Professional Development

16. Steering Committee Update

Monique/Kevin

Mentorship workgroup kickoff is progressing well and registrations are high.

Research and Data Use

17. Steering Committee Update

Lorraine/Sarah

Deferred.

Program Updates

18. Program Updates

- Canada

Lorraine/Mary Jane

Annual Meeting May 3-4, 2022. Discussions will center around sharing resources and talents.

- **NCRA**
- **NPCR**

Lori S.

Monique/Wendy

At the last meeting the new monitoring database for CSS and the close out of the current grant cycle.

- **SEER**

Kevin/Angela

The SEER PI/Managers meeting will take place virtually May 17-20, 2022.

Remaining program updates deferred to May.

Consent Agenda-Board Vote

19. Minutes

- March 3, 2022 Minutes Draft

It was noted that there are some minor typos and content clarifications that Randi wanted to add. She still advocated for an approval of the minutes and Consent Agenda pending those slight modifications.

20. Correspondence

- Mid Level Group Notes February 2022
- Mid Level Group Notes March 2022
- High Level Group Notes for March 2022

21. 2021-2022 Board Timeline

Timeline is available for review.

- Board Timeline

22. Geocoder Monthly Report

- Geocoder Report

23. Executive Director's Report

- ED Report

24. Membership Applications

- Dennis Deapen, DrPH Individual Membership Application

The membership application for Dennis Deapen, DrPH was approved.

25. Financial

- Current Financials

THE MOTION TO APPROVE THE CONSENT AGENDA FOR APRIL 19, 2022 WAS PASSED.

26. Adjournment and Next Meeting

All

The meeting adjourned at 4:00 PM Eastern. The next ZOOM meeting will be on Wednesday, May 18, 2022 at 2:00 PM Eastern.

NAACCR Board Action Items

Board Standing Reminders and Information

Item	Responsible BOD Member / Person	Status
Communications consultant work detail.	Ann Marie Hill	May or June 2022

Schedule of Board Meetings July 2021 – June 2022**3rd Wednesday of each month.**May 11th New date.

June 13

Schedule of Board / Chair Meetings July 2021 – June 2022

June 2022 – TBD

2021 – 2022 Liaisons**Committee/Priority Area**

Standardization & Registry Development
 Communications
 Research & Data Use
 Professional Development
 Strategic Planning and Alliances

Liaison(s)

Mary Jane King and Wendy Aldinger
 Angela Meisner and Lori Swain
 Lorraine Shack and Sarah Nash
 Monique Hernandez and Kevin Ward
 Winny Roshala

2021 – 2022 Steering Committee Chairs**Committee**

Standardization and Registry Development
 Communications:
 Research and Data Use
 Professional Development
 Strategic Planning and Alliances
 Mid-Level Tactical Group
 High Level Strategic Group

Chair(s)

Lori Koch and Deborah Hurley
 Nan Stroup and Lynn Giljahn
 Jeff Dowden and Heather Zimmerman
 Andrea Sipin and Carrie Bateman
 Randi Rycroft
 Kevin Ward
 Randi Rycroft and Winny Roshala