



NCSBN

Leading Regulatory Excellence

Past Event: 2025 NCSBN Annual Meeting - Member Engagement Update Video Transcript

Event

2025 NCSBN Annual Meeting

More info: <https://www.ncsbn.org/events/2025-nlc-annual-meeting>

Presenters

Alicia Byrd, RN, Director, Member Engagement;

Jason Schwartz, MS, Director, Member Outreach, Member Engagement

- [Alicia] Let me do a quick check in. I'm going to look out here in the audience. Jason, this is a good looking group. Really good looking group.

- [Jason] Very.

- How about that? Okay. Show of hands, no one has to stand, how many first time attendees? Raise your hand, please, for annual meeting. A lot. All right. How many have attended, at least, five annual meetings?

Still a lot. Okay. All right. Last question, how many have attended, at least, 10 or more annual meetings? Look around everybody. This is the seasoned group and these are the people that will pay for your drinks this evening at the bar. Keep an eye on them.

All right. We heard a lot from our members this year, but what we heard very clearly was that the mid-year and annual meetings are critical to driving engagement with NCSBN. You may recall that my message last year was more inspirational. I share my perspective about the importance of member engagement, reflecting on the past, and highlighting the priorities and initiatives for the upcoming year.

Before I get into what we did this year and what we learned from our members, I would like to very, very briefly share a few highlights to reflect on some of the year's activities. We began the year with the new EO orientation in January. We welcomed nine EOs to Chicago.

Now, I know your thing is Chicago and January probably isn't the best place to be, but actually the weather has held up very well and it was pretty decent for Chicago standards. It's always been a pleasure to host new EOs at this annual program. And why is that? Why is it important for us to host members to Chicago and new EOs to the annual orientation?

Wait for it. You knew it was coming. Because we are what? One NCSBN. There you go. This year marks the successful culmination of the dedicated efforts of the awards committee and the NCSBN marketing team to present and gain approval from the board of directors for the addition of two new awards to enhance the existing awards program to honor excellence in nursing regulation.

And I know that you've heard about the awards throughout the year. We look forward to recognizing and celebrating the achievements of our award recipients this evening at the awards ceremony. Another piece of positive news that was mentioned yesterday by our President is that we have expanded the time frame to allow more time to submit a nomination.

The 2026 awards program will launch October 1. Melissa Panton, Prince Edward Island RN, Shiela Boni, Vermont, Peggy Benson, Alabama, Kelly Jenkins, Kentucky, Rachael Fillbrandt, Wyoming, and Patty Wolf, Alaska, and Jason Schwartz here. They're a group of six EOs supported by Jason Schwartz who put a lot of hard work in this past year to update and enhance the EO succession and mentoring manual, formerly called the EO succession toolkit.

We look forward to the successful completion of this project as we move into the final phase. The executive officer summit held annually in June offers the EOs a valuable space to come together to refresh and renew and engage in meaningful discussions about the issues and challenges they face in their daily work.

And lastly, we held several webinars to engage and educate our members. The webinar and survey design held in partnership with the Research Department was an exceptional event in every sense. Let's take a look at the work related to the member engagement focus groups. Beginning in the first quarter of this fiscal year, we partner with the vendor AMC who work closely with our team to plan and conduct a series of virtual focus groups with the membership.

The participants in the virtual focus group included the executive officer and member presidents. To complement these virtual sessions, an in-person focus group was held this past March at the NCSBN midyear meeting. A world cafe format was used to facilitate the discussions and to gain a broader perspective from a cross section of the membership by including board members, non-presidents, and staff non-EOs to engage in the conversation.

Participants in the focus group virtual and the world cafe perceived NCSBN as a trusted resource that provides critical support for nursing regulatory bodies and serves as a hub for networking and professional development.

Overall, the focus groups and world cafe gave members an opportunity to participate and share their experiences, expectations, and challenges to help us address your needs, refine strategies to enhance engagement, and foster a more connective and active community. Engagement is widely viewed as valuable and necessary.

However, as you know, the levels of engagement and participation vary by role, time, geography, and access to opportunities. Engagement fosters professional growth and a strong connection to the broader regulatory community. Many long-term members credit current NCSBN leadership for positive changes that impact engagement and they express feeling that NCSBN listens to the members.

At this time, I will ask Jason Schwartz to come forward. He will highlight some of the ideas and suggestions that came out of the focus group and share information on what we are looking at introducing over the next year or so. Thank you. Jason.

- All righty. So, well, honor to be here. So, Alicia just walked you through the high-level themes, some of the background, the chronology, the process related to the member engagement focus groups. I'm going to take you a level deeper here and talk about some of the specific comments, some of the specific suggestions, ideas, feedback that came through.

And what we've done is we've organized things, at least, informally into four buckets that you can see here. We've got education, we've got resources, we've got networking, and then what do you do when there's a whole bunch of other stuff? We just call it other at the moment, right? So, I'm going to be showing you some of the highlights of what came through through those focus groups. But probably, what you'll notice, because it's a detail-oriented crowd, is when I show you something from education, you might say, gee, that has a little bit of networking to it.

Or I might show you something from resources, and you'll say, that's kind of educational, right? That's okay. So, a lot of the ideas checked off multiple boxes. We still kind of categorized them a certain way. But that's a plus. All right. So, let's jump into education and let's get pretty specific.

So, there were a lot of comments related to NRB visits. Now, NRB visits is kind of a staple of member engagement. But you also see the word strategic here. So, if Alicia and I are coming to visit your board, it's not as tourists, right? It's with a purpose. It's with a purpose. So, maybe there's been a recent change in leadership.

Maybe there are initiatives where it would be valuable for your board to hear straight from NCSBN. And part of strategic, but also, part of one NCSBN, right, is we may bring a friend, somebody who knows a lot more than we do about specific NCSBN offerings that would be valuable. So, definitely look for more of those up ahead. Now, a lot of the suggestions that came in dealt with education.

Example, could we have boot camp for new board members? But the list was long. There were many, many ideas related to education. So, we're going to definitely not reinvent the wheel because you all know we have a tremendous group here at NCSBN already, ICRS, who's really charged with educational offerings for members.

But we can certainly leverage our relationships with all of you, our conversations with all of you, to support ICRS as they put together their slate of offerings. And obviously, all the suggestions that came in are no secret to them either. Okay, let's jump into resources a little. You get a big bullet from me here, but for those of you that use it, I'm just going to say Hive.

Okay, this first bullet kind of means Hive, but it means even better. So, currently, we have a digital platform called Hive that our committees use, our knowledge networks use, some of our special work groups like the one Alicia mentioned use, and it's actually sunseting in about a year.

Some of you also filled out a separate survey for us about some of the things you liked or wanted to see different for sort of the next iteration of a Hive-like system. And so, the point is, and I'm one of the two business owners on the project, as we are looking at a next generation or next iteration of Hive or a digital platform for networking, collaboration, discussion, etc., everything that came to us through these

focus groups, but even our special separate Hive survey, are informing our knowledge as we look at potential vendors and potential solutions.

So, that is something that you will have more information on in the coming year for sure. One of the other things that came in might be related, might not, database of members and competencies. So, I'll just give an example. So, one of you or maybe a lot of you, one day might say, who else do we have across the organization?

One NCSBN. I don't mean NCSBN staff, I mean across all of membership. Who else do we have that really knows about administrative law? Who are administrative law experts? Maybe they took the ICRS course, U.S. or Canadian version. That's not easy to know right now. So, a suggestion that came in from a few of you was, what about something like a database of members and competencies?

So, that was something that came in as a resource. It's probably a little more technical than something we would build ourselves, but of course, One NCSBN, we have colleagues, and so that could be prioritized. But I will mention, there's a little bit of interplay here as we've seen some of the potential, next iterations of Hive. Some of them actually have that sort of thing built in. So, that could be fun if that comes, too.

I'm going to use the analogy of LinkedIn. Many of you maybe have LinkedIn accounts where you self-identify some of your strengths, and maybe you have colleagues who endorse you at certain skills. I just looked at mine this morning. It was really funny. I was like, "What do people think I'm good at?" And I think the top vote getter was technology needs analysis, which I've never actually done. So, if any of you have endorsed me in that, I do want to say thanks, but maybe you get to know me a little better, too.

No, I'm teasing. So, anyways, in a LinkedIn-like fashion, it could be that even the next Hive provides that, but definitely not guaranteed, so it could be its own thing. What about networking? Well, more virtual connection opportunities. So, Alicia and I have talked about what this could look like separate from educational offerings. We know how great the annual meeting is for all of you.

We know how great the midyear meeting is for all of you that attend that. We know about our other in-person meetings. But even still, you can count on two hands, how many of those there are. So, what about more virtual connection opportunities? One of the ways we've talked about it, Alicia mentioned we did a webinar with the research team, and that was successful. But, and I'm going to borrow a phrase from Phil on this one, here we weren't so much thinking about a webinar with the Sage on the stage, but a little more like a meetup.

Alicia gave it a nickname. And I don't mean to imply that this is a definite. Everything is being prioritized, considered. Where does it fit in with the mission? Where does it fit in with the resources available? But one of the ways we've talked about it had a little bit of a nickname. Everybody's talking about, right, insert your favorite hot topic.

Everybody's talking about administrative law. And the idea is, if you know a bit about administrative law and you have knowledge to share, you might attend. If you wish you knew more about administrative law and you're hoping other people there might teach you a little bit, you might attend. So, it would be a loosely facilitated gathering of people interested in topics. So, that's at least one of the things we've talked about as a possibility for more virtual connection opportunities.

Now, I get to close with a bang here because I think I could be breaking news to some people in this room. I actually had to check with Jim. Jim, are you sure I'm the guy for this? But anyways, additional volunteer opportunities. That came through loud and clear. And that's fantastic. We love volunteers.

So, big news here. The board of directors at the July meeting approved two new committees, two new committees. So, let me tell you what they are if you don't know already. One of them is the Regulatory Metrics Committee. Brand new committee open to U.S. members, exam users, and associate members. Okay, get ready, there's another one.

A second brand new committee approved by the board of directors, Substance Use Disorder Resources Committee. That's going to need an acronym. Somebody out there, that's going to need an acronym.

- They like that one, Jason.

- We'll hold for applause on that. Okay. All right. So, second brand new committee. Who is SUDRC...? That's my acronym. Who is SUDRC open to?

Substance Use Disorder Resources Committee. That is open to U.S. members, that is open to exam users, and that is open to associate members. Now, in addition, it turns out NIRC could use a few more volunteers as well. We already solicited for that a few months ago, but we're going to put that one out there again. Now that is open to U.S. members and exam users only. But you should see in the coming week or so, the ability to apply on our committee page.

So, the application will be out soon. No need to keep hitting refresh, although I'm not going to stop you. You'll get emails and things like that. So, the good news is, two brand new committees, if you're looking for additional volunteer opportunities, or if you meant to apply for NIRC, but didn't get around to it, you'll have another chance on that as well.

So, with that, remember the all-important other category. I don't want to forget about that one. So, here we go. I just want to say that some of the specific ideas that I've highlighted here were really the tip of the iceberg. So much came through. So, like anything, it's all subject to review, prioritization. Obviously, we've looked at some, but a lot of things that came through didn't have our name tags on them.

So, we're sharing the ideas obviously, with other groups, whether it's IT, whether it's exams, whether it's ICRS. So, definitely, we're still in that phase. And the board, obviously, will be looking at things in terms of green lights. But we believe we have an incredibly exciting year ahead. And I think about something that Phyllis said in the beginning, where she talked about the importance of membership feeling included, engaged, and valued.

So, if I have a takeaway here, I'm just going to say, with all the ideas that came through, we've looked at all of them. I think we loved all of them.

- We did.

- And we valued all of them. We can't do all of them, but we're certainly excited to do some of them. So, we think we have a terrific year ahead. And with that, I think I am going to turn things back over to our President, Phyllis Polk Johnson.