**NCDA CREDENTIALING COMMITTEE**

**March 15, 2022**

**For Committees:**

Chair: Tina Peterman

Chair-Elect: Jessica Worny-Janicki

Dr. Monique Johnson

Debra Ruddell

Windie Wilson

Michelle Gross

**Committee Activities to Date:**

* The credentialing program continues to use the tech system SMApply. We are currently examining other systems to make sure we are using the most efficient and effective.
* Our team continues to work on language and messaging related to credentialing and all related processes and guidelines. The committee is also committed to updating the flow of credentialing website language in order to clarify and improve accessibility and to make the credentialing process as user friendly as possible.
* The Credentialing Commission has concluded the following regarding the CCSP Credential and standardization of the assessment:

1. Conclusions:
   * 1. Standardizing an assessment for the CCSP is a worthwhile venture
     2. Perfect vendor doesn’t exist; will need to customize a system or use multiple systems
     3. Costs of running the current system plus costs of building a new system and the assessment itself
   1. Recommendations:
      1. Board approved and allocated initial funds
      2. Start project summer 2022
      3. Pilot late spring 2023, full launch 2024
      4. Bundle credential application fee with course fee – new revenue potential $200K+

* CCSCC discussion, revision, assessment, and new Commissioner for Supervision Timeline to be determined:
  1. NCDA owns curriculum for career counselor supervision, needs to be run by a master trainer (2 new instructors in Singapore)
  2. TEC currently revising curriculum and instructor certification
  3. Need to create scenario-based, rubric-scored assessment – want to drop “clinical” name from title to make it more attractive to a broader audience
  4. Need to more clearly define this audience and determine how to expand it beyond clinical supervision. Should commission consider conducting an environmental scan and/or job analysis to establish who qualifies?
  5. Goal: get agreement to form a subcommittee with TEC
  6. Form a joint committee with TEC which is taking place
* Audit Process and Panel Members Refresher
  1. Messaging to new credential holders about what documentation to save for CEUs. Need to include the following:
     1. Website
     2. Confirmation of credential award with link to CE manual
     3. Credential renewal email with link to CE manual
* Revise assessment scenarios in 2022
  1. CCC/CMCS/CCSP to review case scenarios and prepare recommendations for revisions by June conference; review reliability and validity analysis prepared in 2021
     1. Ideally scenarios are refreshed on a regular basis and new scenarios are tested
  2. Reviewers and instructors should not be the same people for other
  3. Update reviewer NDA agreement to include reviewers agreeing not to create/teach prep classes for credential exam - JWJ
  4. already underway for CCSCC
* CCCE Sunset Update
  1. Need to update website and credentialing marketing materials by end of March – Aaron tolead
     1. Graphic tools
     2. Website
     3. PowerPoint presentations
* Using NCDA LinkedIn page to amplify the CMCS Credential (brief live interviews, snippets of general info. etc)
  1. Sharing posts to promote the credentials – short interview videos – on large NCDA group run by Janet Wall
  2. 3-4 short questions to ask a credential holder
  3. Bimonthly post a short video of credential holder that will be submitted to NCDA – first interview posted by April CC meeting
* Newsletter consistency and frequency update
  1. Newsletter has gone out for the first 2 quarter
  2. Aaron to make sure it goes out for the last 2 quarters
* Website revisions - Less text, more infographics, dated and difficult to understand, checklist to be operated by Monique Johnson
  1. Follow up with NCDA to secure hours
  2. “Candidate Handbook” – perhaps move information about each credential to a PDF download of handbook and use web page
* YouTube videos
  1. This project is holdover from 2021
  2. What could we use this channel for?
     1. Study prep for applicants
     2. Marketing?
  3. Report back useful videos to use here and goals for YouTube channel – **AL**
     1. Possibly doing spontaneous video discussions at conference and/or put camera at credential table
* Marketing and Linkedin
  1. Designate marketing tasks to a marketing professional using surplus budget to put together coordinated campaigns: website, YouTube, LinkedIn, etc.
  2. Utilize university contacts to promote our credential (e.g. CACREP liaisons for CCC)