

CASCE BOARD OF DIRECTORS ZOOM MEETING MINUTES MARCH 5, 2024

Members participating in this meeting: Dr. Colin Wilborn, Dr. Diane Bartholomew, Ms. Marissa Wehr, Dr. Nicholas Hanson, Dr. Kathy Chappell, Dr. N. Travis Triplett, Dr. Brent Alvar, Mr. Bob Jones

Also present at times: Staff: Linda Aaberg, Todd Miller, Lori Stikeleather, Lee Madden, Michael Massik, Keith Cinea, Christa Patterson

The meeting of the CASCE Board of Directors was called to order at 8:02 AM Mountain Standard Time (MST) on Tuesday, March 5, 2024, by Dr. Colin Wilborn. A quorum was present.

MOTIONS

2024-03-05-01- Approval of the October 18, 2023, Meeting Minutes

Adopted Motion: That the Board of Directors approve the October 18, 2023, Board of Directors meeting minutes as presented.

Proposed by: N. Travis Triplett

Vote: Passed

Seconded by: Diane Bartholomew

REPORTS

NSCA Report

- The NSCA Executive Director presented an update on NSCA highlights and initiatives:
 - Recertification is complete with domestic recertification completed in record time.
 - International affiliate recertifications are increasing.
 - Membership continues to remain high at over 30,000.
 - Continued growth of International Affiliates.
 - As the current marketing campaign conclude, the NSCA is looking for a new outside marketing agency to assist in growing the visibility and value of the CSCS certification to certificate holders and employers.
 - Conference, state and regional attendance and involvement continues to stay strong and grow.
 - Efforts to increase and enhance video and digital communication and offer more options for educational communications.
 - Update on a project to remodel the NSCA headquarters to better accommodate a hybrid work model.

Financial Report

- The NSCA CFO presented a brief financial update and informed the board that expenses are lower than expected and CASCE is working within budget. Process to reflect grant financials will be determined by year end. March 31, 2024, is the end of the fiscal year.

Marketing Report

- The NSCA Marketing Director presented a marketing update including:
 - Current marketing campaigns are in process to reach existing ERP schools, as well as non-ERP schools with strength and conditioning related programs. These campaigns are designed to share information about CASCE accreditation and create awareness using Google Ads, LinkedIn Ads, and email marketing.
 - Webinars were filmed at the 2024 Coaches Conference designed to guide programs through the accreditation entire process. This webinar is now live and available on NSCA TV. This webinar will be pushed through the current marketing campaigns as an added resource for programs.
 - Currently CASCE has been working with an outside marketing agency in partnership with the NSCA Marketing Team; however, once this current campaign wraps up, the NSCA Marketing Team will take over future marketing efforts, on behalf of CASCE.
 - One of the upcoming marketing projects includes a training video designed to walk applicants through the accreditation portal to relieve CASCE time and as an additional resource and support.
- The next call for Peer Reviewers (and other volunteers) will go out this spring, in preparation for site visits in 2025.
 - Currently CASCE has 40 approved and trained peer reviewers and will need approximately 60 more to accommodate programs in the 2023 cycle.
 - It was suggested that each CASCE Board member refer 3 or 4 individuals from their own network to recommend candidates interested in applying to become a Peer Reviewer.
 - Previously, accreditation experience has been a Peer Reviewer requirement. It was suggested that accreditation experience be removed as a requirement. Those without accreditation experience would be assigned to a Reader role to gain experience and broaden the reviewer pool.
 - Suggestion to consider previous applicants that may now meet the requirements.
 - Discussion on increasing the incentive and benefits to become a peer reviewer, including:
 - Possibility of increasing honoraria,
 - Awarding fellowship points,
 - Service and professional promotion as a good way to encourage involvement,
 - Gain experience and understanding of the accreditation process and preparation for their program's accreditation journey.
 - Reviewers receiving consideration from leadership to allow for time off as personal and professional development.

Program Report

- An update on the status of accredited programs and programs seeking accreditation was presented by staff to include:
 - 13 programs awarded initial accreditation.
 - 3 programs have 2nd Progress Report due in March.
 - 13 programs have undergone site visits.
 - 29 programs currently in the accreditation process for the 2023 cycle.
 - 6 programs have withdrawn from the 2023 cycle.

ARC Report

- The ARC Liaison presented discussion items regarding developing and establishing policies:
 - No Site Visit Options
 - Currently, if a program submits a self-study with substantial non-compliance concerns, the ARC encourages the Lead reviewer to request additional information and clarification from program, which may lengthen the site visit window timeline.
 - Discussion to determine and establish possible policies, including:
 - What should the criteria/threshold for a non-visit be to ensure consistent decisions?
 - Establish a matrix.
 - Guidance for reviewers due to lack of evidence vs information that is non-compliant and would warrant a deny decision.
 - Who decides if a “no visit” is appropriate?
 - What are the options for the program?
 - Costs?
 - Public statement regarding a “no visit” would need to be established.
 - Encourage program to opt for deferral as an option vs no site visit?
 - Establish a policy to include lack of compliance prior to a site visit, which would lead to a denial.
 - Suggestion to require programs to complete the Program Readiness Tool as part of the application process to assist with program preparation and understanding of the standards and compliance requirements.
 - If insufficient information is not supplied in the self-study, a site visit will not occur and program the program may choose to resubmit a self-study or withdrawal (need to establish fee structure).
 - Discuss during future meetings.
 - Suggestion to create a site visit “how-to” guide for program directors.
 - Suggestion to increase individuals as ARC Liaisons to review Site Visit Reports to help expedite the timeline.
 - Consider lengthening the timeline for initial accreditation decisions beyond a June decision to announce at National Conferences, until the degree requirements are in place in 2030.
 - As programs and accreditation mature, establishing criteria for deciding between “not accredited vs “accredited with a progress report,” or probation or not extending to 5-year initial accreditation.
 - Considering the lengths of accreditation as we near 2030.

- Consider if the timeline for peer reviewer assignments be moved up, so peer reviewers have more time to review before a site visit.
- A fee structure needs to be created.
 - Further discussion is planned to determine appropriate fees.

Standards Committee Report

- The Standards Committee Board Liaison presented to the board on the current and future tasks for the committee.
 - Minor revision was scheduled for 2023, with a full revision scheduled for 2027. This full revision would include fail/pass rate wording and clarity on the complaint process wording.
 - If a change is critical or considered major, a process is in place to make the change in the standards before a full revision is scheduled.
 - The Standards Committee is waiting on the Certification Committee to decide on what to do with International Candidates in the future.

DISCUSSION ITEMS

Exam Eligibility Update

- An update on exam eligibility was provided:
 - A draft document is currently in process with consideration from the NSCA Board and to be reviewed by the Certification Committee. The recommendation is to move forward with exclusivity of the CSCS certification and not make amendments but will advocate for other curricular pathways that will allow for other groups to utilize the accreditation process within their actual framework. With the rationale that strength and conditioning stand as a unique autonomous entity, like other allied health accreditors.
 - Embracing and working together with the NSCA global affiliates (in-country partnerships) to find pathways for their universities to align with CASCE, including consideration to extend the eligibility deadline for international candidates to 2036.
 - Utilize exemplary international universities that are willing to work with other universities to ensure quality worldwide.

Peer Reviewer Training

- Currently peer reviewer training is scheduled in October of each year and done over two-half day Zoom meetings. This year to save time and make the training more efficient for both the CASCE office and the peer reviewers, the training was offered as a sort of home study course including a recording of the training last year and a quiz.
- To increase the quality of the training, the intent is to create a video, offered on NSCA TV.
- Discussion holding a peer reviewer workshop (including some pre-work) during the NSCA National Conference in the future.
- Discussion regarding whether breaking up cycles into two separate cycles for initial accreditation and reaccredited programs would be beneficial for

Term Expirations- July 2024

- An update was provided on expiring terms for Board Members, ARC and Standards Committee members.

Planning for Next Meeting

- June 2024 – In person at University of Mary Hardin Baylor to offset the cost of food and venue space.

ADJOURN

This meeting adjourned at 10:56 AM MST.