

NCCAP President's Report 2014-2015  
Debbie Hommel, ACC/MC/EDU, CTRS

I am happy to report it has been another busy and productive year for the iNCCAP board and staff. We continue to work cooperatively on various projects and continue to move forward in meeting the iNCCAP vision statement and strategic goals.

The accomplishments achieved this past year include the following:

- We are expanding our presence in the social media realm and have contracted with a Social Media Consulting firm to guide us in this journey. This decision is based on the knowledge that social media is the current form of communication and iNCCAP strives to communicate not only with our members but those working in the long term care continuum about certification and professional standards.

- The web site was re-designed and updated. The new site was unveiled February, 2015. We have introduced a blog, which allows for reader feedback. We have received much positive feedback regarding the re-design.

- We have introduced an Official NCCAP Pinterest Board which offers an abundant array of resources for the activity professional. There are boards for each month of the year, the MEPAP class, adaptive materials and additional resources. Kathy Hughes, MEPAP Instructor, is credited with initiating the page and updating the boards daily.

- NCCAP is now on twitter (@officialnccap) which will introduce another means to communicate current information quickly and daily.

- Additional social media plans include a LinkedIn and Google + page. Kathy Hughes has been contracted as our liaison with the social media company, guiding the development of the pages and gathering relevant information.

- A smaller table top display was purchased this year to compliment the larger display purchased last year. This table top display is a smaller version of the larger one and can be easily brought onto a plane as a carry on item.

- We continue to monitor the results of the national exam and the test scores remain consistent. We have introduced two new exams into the rotation this year as well.

- We have introduced plans to balance regional representation on the NCCAP Board as we lacked representation from the central and western part of the country. During this recent nomination period, we were unable to secure eligible nominees from these regions and have decided to delay the 2015 election until such nominees have been secured. Our plan is to recruit nominees from the western regions to balance out the east coast representation on the board and have an election at that time. We have introduced updated procedures which define methods to ensure balanced representation is maintained.

- Many of the projects discussed in last year's report continue through this year such as the weekly chats for continuing education and the National Activity Professional Week Chat program. This year's NAPW complimentary chat hours issued increased to almost 1000 continuing education hours. Thank you to Linda Redhead for coordinating the chat program and also to the NCCAP office staff for processing the certificates.

There has been a change to the NCCAP Board as Melanie Evans, North Carolina, resigned her position in March. We have appointed Jane Anderson, North Dakota, to fill the two years remaining in this term.

I continue to be appreciative of the combined efforts of the Board and iNCCAP staff. The iNCCAP board could not accomplish all that we do without the continued support of the iNCCAP staff as they manage the day to day operations of iNCCAP. I am honored to be your President and will continue my efforts to serve all activity professionals as we work to meet the needs of elders in our care.

Bryan Rife, ADC/EDU  
Vice President Report

**I have found it to be an honor to serve as the Vice President of NCCAP this past year and seeing the direction and initiatives it has taken. The Executive Director and President have both been very instrumental in the success of this organization and I am proud of them, as well as the other board members.**

**This year the State Reps have been very active and engaged all across the states supporting NCCAP by speaking at conferences and workshops on the importance of being NCCAP Certified. It has been exciting to see them standing beside their NCCAP displays and seeing how proud they are of this organization and what it stands for. The state reps are in direct contact with me via telephone, email and even facebook with any questions or concerns that may come up during their encounters and I am proud of those that have been so determined and dedicated. We have developed several different avenues for them to keep us abreast of their endeavors by utilizing their NCCAP State Rep Facebook page as well as forms on Google Drive. As always, if you are interested in learning how you can become a state rep feel free to contact me for more information.**

**I say this each year, Facebook has continued to grow each day. Currently, the NCCAP Facebook Page has 1937 "friends." Professionals continue to use the page as a way to exchange ideas, problem solve and ask questions relating to the profession. It has proven to be a positive part of NCCAP. We do continue to use moderators to monitor the page's activity for appropriate use and also to pre-approve friend requests to filter the spammers and other negative entities out.**

**Again, I would like to thank each and every one of you for the job you do each day. The Activity Profession is one of the most vital roles in healthcare and is detrimental to the lives of those that live in it. Keep doing what you are doing, pressing on and making a positive change in the world.**

## 2014-2015 NCCAP Executive Director Report

NCCAP will celebrate its 30th anniversary next year and we, as an association have come a long way! We have over 7000 internationally certified individuals, established a scholarship program to assist individuals in achieving their professional goals, and developed a pre-approval process to ensure that the educational offerings that you attend meet the established standards of professional practice. I guess one of the biggest compliments that an association can receive is knowing that the systems in place are now being fashioned after in other organizations as well, as a result of their positive track record for activity professionals.

NCCAP continues to offer free online continuing education every 4th week in January, to thank you and honor you for all you do for the clients at your facilities! Having distributed over 800 free chat certificates thus far for that week – we know that many have benefitted from this and much of the thanks go to those who so willingly volunteer their time to present the various pre-approved topics. Special appreciation goes out to Activity Director Network for sponsoring the free chat week 2015.

NCCAP continues to be a part of many of the state activity association conferences, either through direct contact in presenting sessions on NCCAP certification and the benefits of being certified, or indirectly through the vending areas, or state representatives, or MEPAP instructors in the different states. NCCAP appreciates those states that offer an actual session at their conferences each year to assist their members by having a hands on opportunity to apply with an NCCAP representative in person.

NCCAP became a part of **Leaders Engaged on Alzheimer's Disease (LEAD)** which is a diverse and growing national coalition of [73 member organizations](#) including patient advocacy and voluntary health non-profits, philanthropies and foundations, trade and professional associations, academic research and clinical institutions, home and residential care providers, and biotechnology and pharmaceutical companies. LEAD is co-convened by the Alzheimer's Foundation of America and US Against Alzheimer's. The coalition works collaboratively to focus the nation's strategic attention on Alzheimer's disease. Most all of us work with or around those suffering from this disease and the activity profession has a voice on this committee.

With the development of the new NCCAP website, came many changes, and opportunities to review any/all the printed NCCAP materials and to take the time to update, revise and bring them all in to a cohesive, consistent document. Much gratitude goes to those dedicated individuals that spent many more hours than me to see this vision through to the end. Kathy Hughes is presently serving as the website liaison on behalf of NCCAP.

Ten years after the initial MEPAP 2<sup>nd</sup> Edition was introduced, the documents have been updated to coincide with the evolving times and healthcare industry. This will be made available at the Symposium and through other venues throughout the remainder of the year, to keep the commitment to keep all the instructors on the same page, to provide credibility, continuity and a much better program over all for the student of these pre-approved courses.

The national exam that provided the needed credibility has proven to be a good assessment tool to ensure that all who pass it, have met the same criteria, and are prepared to be qualified activity professionals. We are so pleased that we chose a company to proctor the exams through, as the exams that are taken at home, or open book etc. tend to be seen as less than professional, subjective and definitely not credible, on the college level which MEPAP 2<sup>nd</sup> Edition was fashioned after.

The NCCAP office staff has transitioned some in the past year with first the resignation of Dana D'Amico, the clerical assistant who after 3 years, graduated from college and moved on to another position, and then with the resignation of NCCAP's data entry person, Kelly Bradshaw, who after working for NCCAP for 9 years, completed her master's degree and resigned to pursue a career in her field of choice. Sherrice Ford has filled the computer data position, and we are enjoying her contributions to the position and to the NCCAP team overall.

Having spoken in 8 different states this past year, I am continually reminded of the dedicated, committed activity personnel around the country and abroad, and am so thankful to have been able to be a part of these conferences, to inspire, motivate and empower the individuals to continue with their professional journeys.

I have worked with numerous board members over the years all bringing their own personalities, expertise, interests, talents and valued input on your behalf. On a personal level I readily share that I have an amazing support system family, BFF etc. yet professionally I rarely name a specific name, but rather simply just address the issue(s) or circumstances, yet I feel it would be amiss not to share how simply amazing Debbie Hommel has been serving as your board of director president this past couple years. As I stated many have brought so much to the board, however I have to date, never met an individual more of a workaholic than myself, more readily available to offer assistance, and I know she is equally admired by her peers, her students and her family.

I have appreciated being a part of this association as a certified individual since 1988, then as a member of the Board of Directors 1994 – 1999, and as your Executive Director 1999 – present. I have seen many changes in the industry, attended several state conferences and participated in numerous inter/national venues to include AHCA, Leading Age, CMS, LEAD, NCAL, Joint Commission and NAB, all while keeping the integrity and continued quest of expressing the

importance of employing qualified, certified individuals, and sharing how imperative it is to the overall well-being of the clients.

I am encouraged and excited to see what the next decade holds.

Cindy L. Bradshaw MS, ACC

NCCAP Executive Director

## 2015 Treasurer's Report

2014 proved to be a year of growth and development. As if we needed another example of NCCAP having their finger on the pulse of the industry needs, NCCAP began the year with the release of the new Home Care Certification (HCC).

To ensure the financial viability of NCCAP and to align the financial structure with strategic goals the NCCAP board of directors felt that it was time to meet with a financial planner to discuss the "state" of NCCAP finances.

Under the tenor of Cindy Bradshaw NCAAP has grown to an million dollar company between liquid assets and investments as well as physical assets in the forms of computers and other equipment. The NCCAP office staff has contributed to over 53 years of dedication to the company.

Based on the financial planners assessment and recommendations the NCCAP board moved forward with making several immediate changes to secure our place as the leader of the Activity Industry. As we restructured our actual and working budget we used a three tier focus.

Our checking account which at the time was \$117,000.00, would be used for our day to day operating expenses such as marketing and monthly expenses. Our CD's \$44,000.00 would be used for our short term needs between 1 - 9 years and then our investments \$700,000.00+ would be used for our long term goals ten years+ out.

Mid-year, we wrote in the many needed changes into our current budget as our focus was twofold. One focus was to bring the salary and benefit package of our NCCAP office staff more in line with industry standards and our second was implement a fresh new marketing plan. A new Website was launched as well as a Social Media campaign began to broaden our reach as the industry continues to evolve.

Our scholarship program continued to assist many professionals looking for financial assistance for education throughout 2014 and application information can be found on the website.

Our going green initiative saved the budget over \$5000.00 in expenses in the form of printing and postage.

As we started out 2015, the NCCAP Board created a actual budget that was more in line with the working budget. NCCAP remains to be incredibly stable and financial responsible to ensure our continue success.

I would like to acknowledge Cindy Bradshaw for always being frugal with the expenditures and her visionary qualities that continue to grow NCCAP as the Industry leader in the world of Activities.

Dawn Appler-Worsley, ADC, NCCAP Treasurer

## Board Report – Secretary

2014 – 2015

I have the 2014 NCCAP Board meeting minutes and also the 2014 Annual meeting minutes. I have assisted with the ED salary review and finalization. I have sent QIO contacts emails about the HCC in hopes to increase the awareness and increase certifications. I have posted via NCCAP Facebook about increasing the use of technology in senior communities. I have emailed all state reps information about the NCCAP Symposium 2015 (including Silent Auction information). I will continue to work with Kathy Campbell (NC) to seek Silent Auction items. I have submitted 2 best practices for the Symposium.

Becki Sims, ADC



## NCCAP Special Projects Report- 2015

Linda Redhead, Board Member Special Projects

As the coordinator of the NCCAP chats, I have been working every week with the moderators, many times exploring different topics and ideas and confirming dates and times via telephone, text, email, and updating the schedule on Facebook as needed. It is a time consuming task, but many hands make light work. I am extremely grateful for the eager cooperation, positive motivation, flexibility, and initiative that I have experienced from having worked with these Activity Professionals. Truly, they have kept me fired up as I continue to endeavor to keep the chats on track and available to those in need. Many thanks to those volunteers whom have volunteered, and continue to volunteer their valuable time to offer a variety of topics, moderate, and provide the much needed educational opportunities for Activity Professionals week after week.

Fall Chats-There were eleven scheduled chats with an average of 6-8 attendees for each session, starting September 17-December 17, 2014.

National Activity Professionals Week was a great success. The chats were scheduled for Sunday-1/18 to Sunday-1/25/15 and averaged 100-125 attendees for each session. A new chat platform sponsored by ActivityDirector.com utilized new and improved user friendly options. Attendees seemed very pleased with the new format. Many thanks to Kathy Hughes/Activity Director Network for facilitating the use of this new chat room.

Spring chats-There were 17 scheduled chats starting January 28<sup>th</sup>, 2015 and ending May 20<sup>th</sup>, 2015 also utilizing the new chat platform directly from the NCCAP website.

Recruiting of moderators for the Fall of 2015 chats will start during the summer break.

I continue to work on the Mepap Instructor Newsletter which is sent to all Instructors on a quarterly basis via email. Articles have been accepted from Activity Professionals wishing to make a contribution to the newsletters. Many thanks to those individuals whom have done so.

During the course of the year as the NCCAP New York State Representative, I have helped other Activity Professionals who have contacted me directly to obtain information they needed with regards to certification requirements.

Last summer, I've had the pleasure of presenting at the Northern New York Activity Professionals Association in Ogdensburg, New York. After having met with the President, Sarah Mathews, we have decided that since she is working with an active association that does meet monthly, it would be a wonderful opportunity for her to accept the position as NCCAP NY State Representative. She did officially start in this position March 2015. I know that she will work hard in this position, as she is already a positive influence as an active member of her organization in the field of activities.

In the interest of offering much needed educational opportunities in the Hudson Valley of New York, I had been working with a great team of Activity Professionals over the past few months to put together a

conference through the Activity Professionals of the Hudson Valley. We wanted to target self-care of the Activity Professional and offer holistic interventions that would have practical applications for activity programming as well. Our successful conference took place in Ossining, New York on April 2015. Many thanks to our guest speaker, Nancy Richards. I especially thank Sulekha Zaug and Michelle Olson for working so hard to pull this off and being such a great source of inspiration to me.

It has been an honor and privilege to work on the NCCAP Board. I have seen a lot of positive change and continue to be excited to be a part of such an amazing group of Activity Professionals as we collaborate together all of our resources, talents and passions. I thank each Board Member as we continue to support each other and work hard to represent NCCAP.

Respectfully Submitted,

Linda Redhead, MS, ACC, Edu