**NCDA CREDENTIALING COMMISSION 2020 ANNUAL REPORT**

**Prepared by Aaron Leson, Director of Credentialing**

**FY 2020 Summary with Highlights**

1. The Credentialing Commission (CC) met just one time in-person during the 2020 fiscal year (PDI in Cleveland). We also have convened via zoom on a monthly basis.
2. **Credentialing Operations**
   1. We continue to make improvements to our credentialing process. This includes refining our language, information and credentialing processes on the NCDA website and within our new credentialing platform, “SM Apply.” These improvements are designed to streamline the credentialing process and to ensure that the process is clear, direct, and easy-to-navigate.
   2. The CC reached a significant milestone this year in collaborating with NCDA headquarters (Natalie and Deneen) to assemble the first ever credentialing Audit Panel, which addresses the need to audit a random 10% of credential holders who are reaching a new 3-year certification period. The initial groups of those being recertified come from the pilot groups for the CCSP, CCC, CMCS, CCCE, and CCSCS credentials. The Audit Panel is comprised of a primary member and an alternate member from the CC; the Ethics Committee; and the Committee on Diversity Initiatives and Cultural Inclusion. Deneen, John and Aaron are working to finalize the policies and procedures for the formal credentialing audit process. The initial batch of randomly selected credential holders seeking recertification (5 individuals representing the CCSP, CCC and CMCS credentials) were approved by the Audit Panel on 07/24/20. The Audit Panel will meet via Zoom on a monthly/bi-monthly basis to assess and approve the continuing education activities (30 CE clock hours over 3 years) being reported by credential holders under audit.
   3. As of September 2020, we have listed a total of 5 organizations for the Select Continuing Education Providers; these organizations all took advantage of our free, promotional period listings and will now be invoiced for fiscal year 2021.
3. **Customer Focus**
   1. The NCDA Staff and NCDA Commission continue to respond toinquiries regarding NCDA credentials, credentialing processes, and continuing education requirements. These inquiries come in regularly and on a daily basis. The CC has collectively committed to responding to all inquiries quickly, thoroughly, and at the highest level of customer service to drive continued engagement with credential-holders over time.
   2. The CC has focused heavily on assisting current credential holders understand and attain Continuing Education (CE) hours. This focus has driven the CC to revise the CE Manual and establish an updated CE log to ensure that credential holders can easily access the information that they need as well as document CE activities.
4. **Marketing**
   1. Effective late Spring 2020, the CC worked with Ali Breen to develop marketing goals and action plans based upon defined goals from the CC. The CC has a standing monthly Zoom meeting with Ali to discuss outcome of executed tasks, items in process, and items under consideration. Per the most recent Zoom meeting, Ali will now make the following items a high priority for CC marketing/outreach.

* Distinct, concise messaging to NCDA Membership and Higher Ed that NCDA now has a Fast-track option (for the CCC credential) for students and alumni of CACREP Career Counseling programs.
* Targeted outreach program to the leadership (directors, Chairs, Deans, etc.) in Higher Ed with visuals and messaging on the potential benefits to HE sector and the Career Development industry in hiring staff (career/student services, and counseling programs) with an NCDA credential. Parallel messaging will focus on encouraging leaders in HE to support staff goal of earning a NCDA Credential.
* Ali will now be able to focus content on the NCDA LinkedIn page (controlled by Janet Wall) and the YouTube Credentialing channel.

1. **Commission Operations**
   1. The term of one of our representatives ends on 9/2020 (John Long). Due to our lack of applications for the CCCE and CCSCC credentials, the CC will not need to replace these positions on the CC as our current commission can handle the details and requests related to both credentials. For the current year, James Westhoff will become CC Chair and Tina Anctil will become CC Chair-Elect.
   2. Our current positions are as follows:
      1. John Long: Chair
      2. James Westhoff: Chair-Elect
      3. Tina Anctil: CCCE Commissioner and Chair-Elect for FY 2021
      4. Jessica Warnicky Worny Janicki: CMCS Commissioner
      5. Windi Wilson: CCSP Commissioner
      6. Debra Ruddell: CCC Commissioner
2. **Highlights**
3. Balanced Budget
4. Addition of 650 new credential holders in FY 2020
5. Over 2000 Total Credential Holders
6. Recertification Process Developed and Implemented
7. Maintenance of credential holders is over 100% of projections
8. Strong Marketing Plan in place