

CARE CONFERENCE

Compliance and Regulatory Education
Best Practices for Athletic Trainers



Remaining Relevant – The Future Role of Licensure Boards

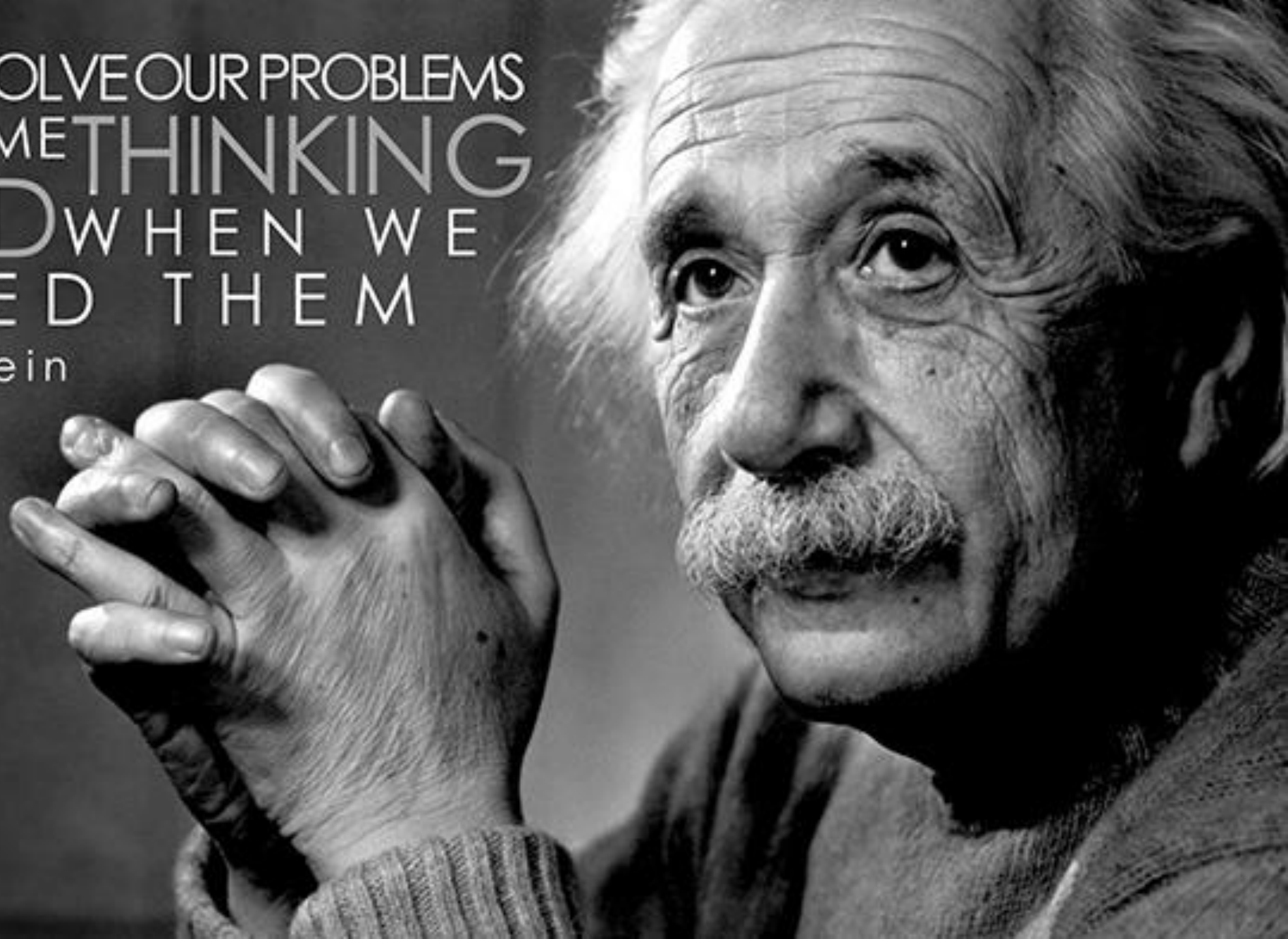
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Senior Director of Strategy
Council of Landscape Architectural Registration Boards



BOARD OF CERTIFICATION
FOR THE ATHLETIC TRAINER

WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM

-Albert Einstein



Session Agenda

Traditional Work
of Licensure
Boards

Pressures that
are Driving
Change

How Board Work
is Evolving

Implications

Board Work of
the Future

Call to Action

Traditional Work of Licensure Boards

Development of Standards

- Licensure
- Continuing Education
- Codes of Conduct



Administrative Duties



Hire Staff



Adopt Rules



Set Policy



Prescribe Forms



Complaints and Disciplinary Matters

Communicating with Stakeholders



Current and future licensees

Professional societies

Other boards

Legislators

The public

Pressures Driving Change

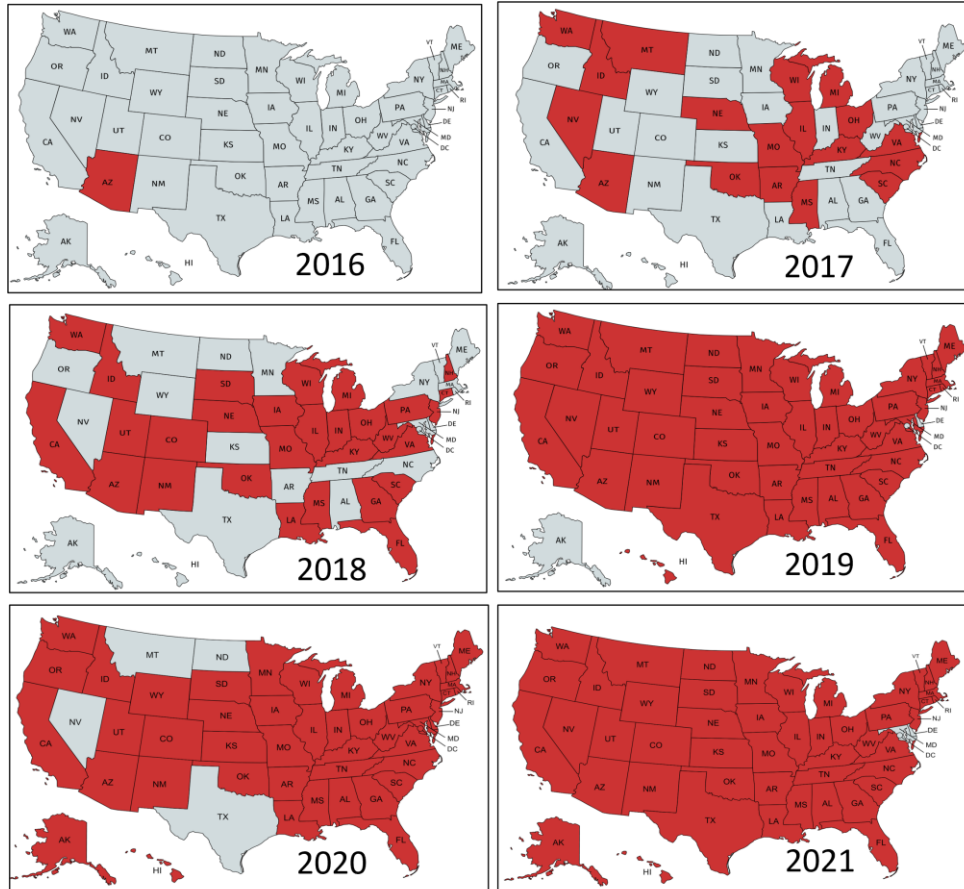
Drivers

- Licensure reform movement
- Advancement in technology
- Changing stakeholder preferences
- Shifting demographics
- Resource strains on boards
- COVID-19 pandemic

amazon

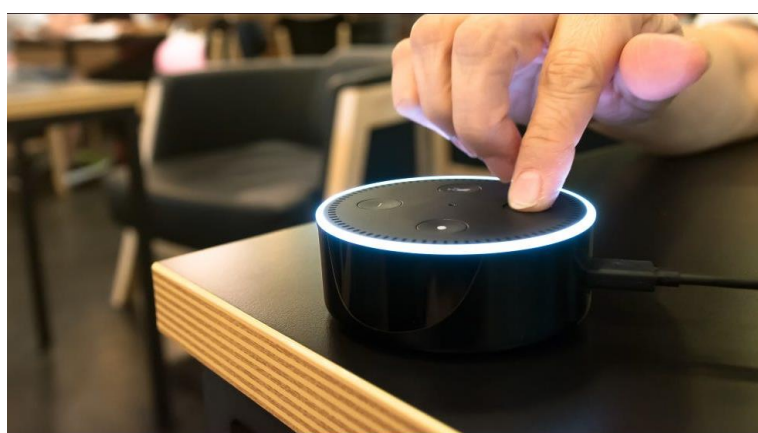


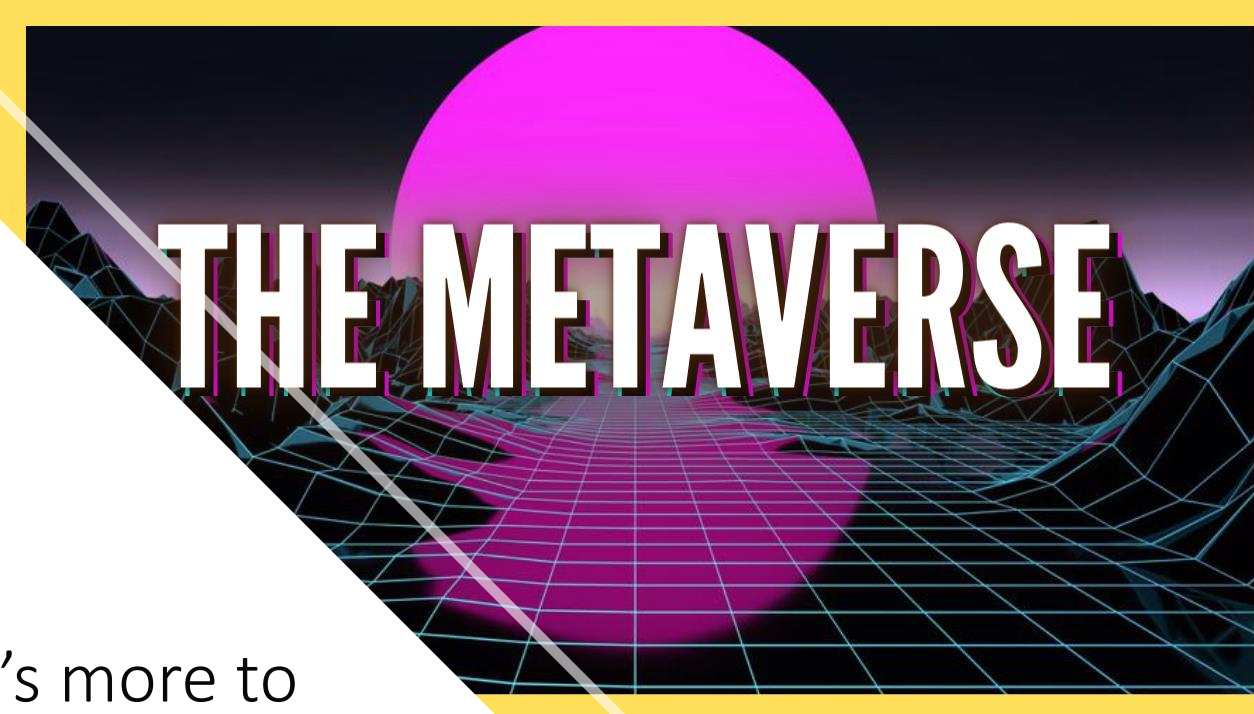
Licensure Reform Movement



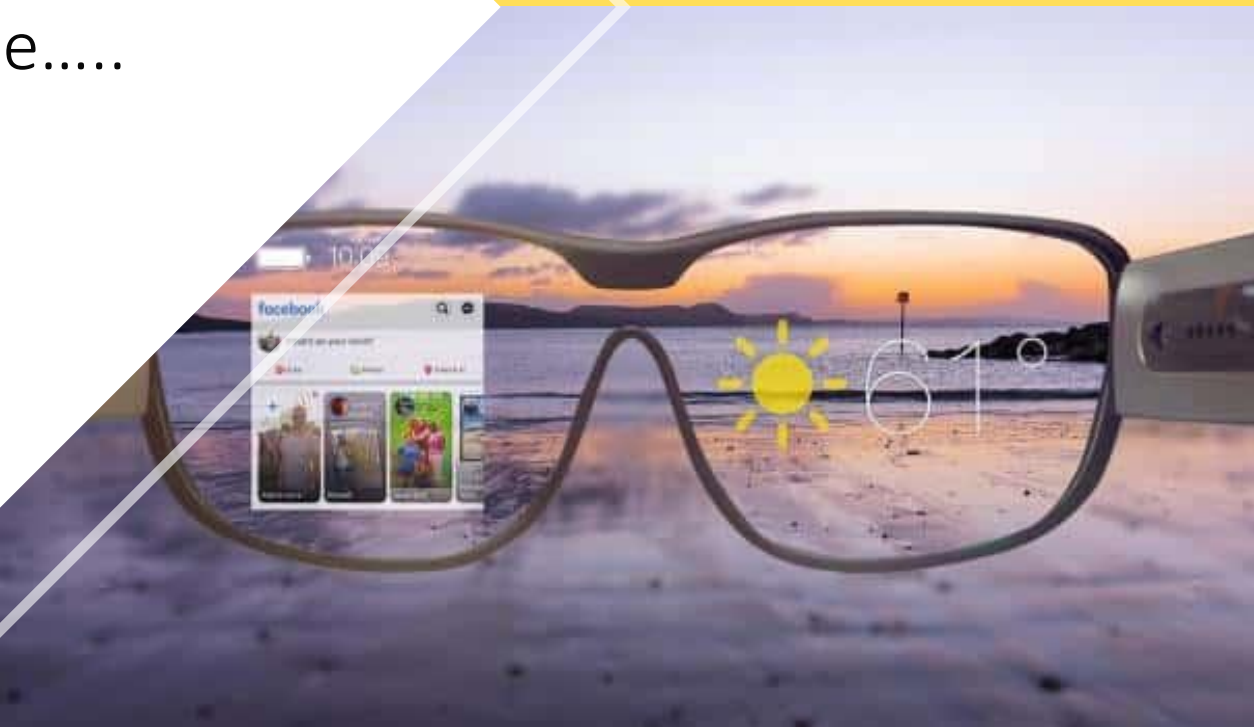
- Rise in reform legislation
- Evolving reform tactics
- Increased scrutiny of licensure and boards

Advancements in Technology





And there's more to
come.....



Changing Stakeholder Preferences

- We want it now (Amazon)
- We want access and options (Airbnb, Uber)
- We want the brands we support to give back (Warby Parker, TOMS)
- We demand positive experiences (Disney, Chick-fil-A)

Shifting Demographics in the US

Bigger

- In less than ten years, the U.S. population will increase to 350 million people.

Older

- Over the next few decades, the proportion of Americans aged 65 and older will grow, from 15% to 24% of the U.S. population.

More Diverse

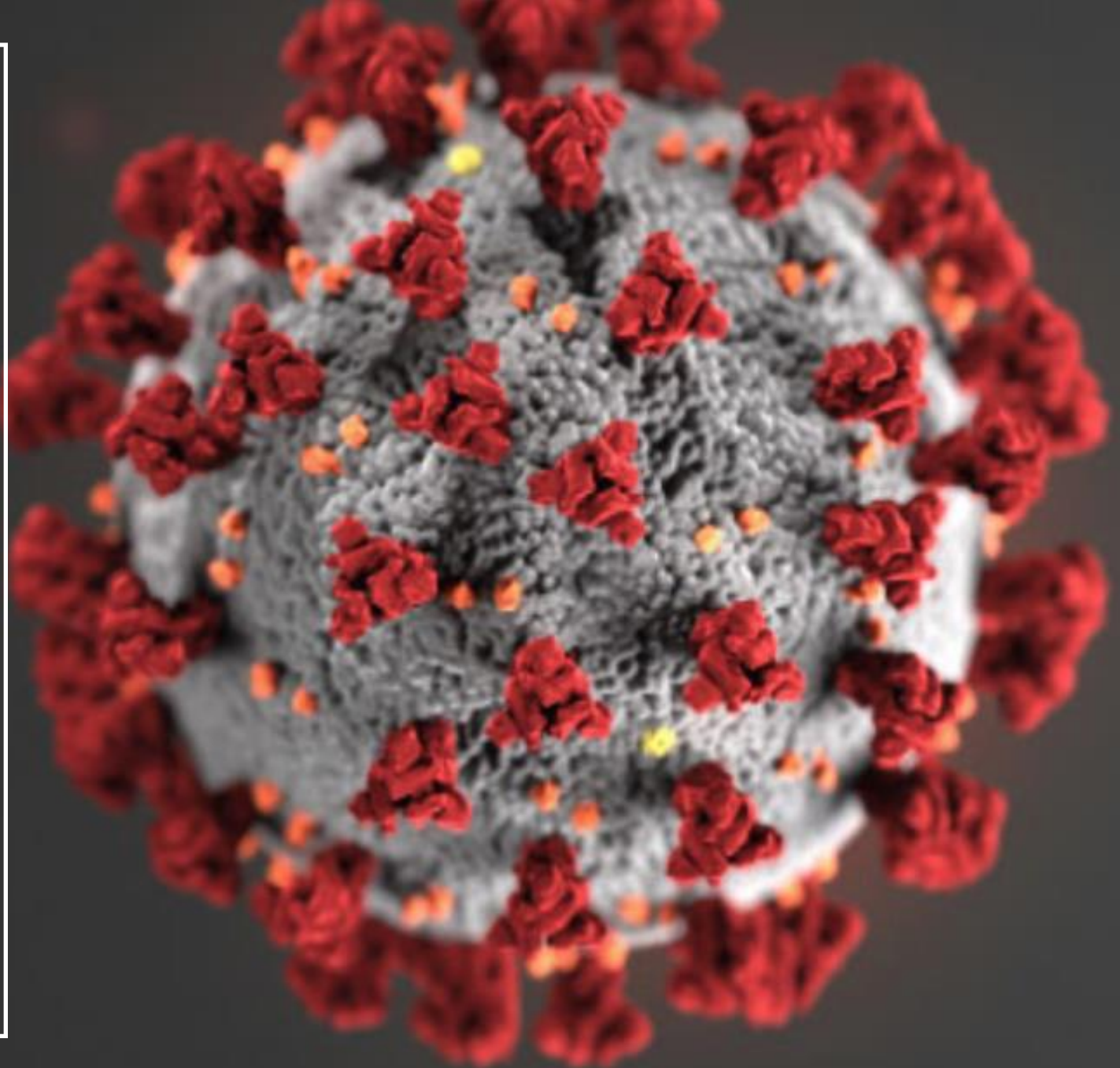
- After 2045, non-Hispanic whites will likely make up less than half of all Americans.

Resource Strains on Boards

- Pressures to do more with less (money, staff, time)
- Self-funded (and hesitant to raise fees)
- Reliant on outdated technology (or on state-wide systems)
- Difficulty filling vacancies (especially public members)

COVID-19 Pandemic

- Public policy (emergency orders that may become permanent related to licensure recognition)
- Blurring of geographic boundaries (telehealth, global work teams, etc.)
- The “great resignation”



How Board Work is Evolving

Increased Partnership with National Associations

- Exam development and administration
- Applicant verification services
- Licensee credentialing
- Standards development



Movement Toward Adoption of National Standards

Achieve	Achieve consistent licensure requirements across jurisdictions
Improve	Improve the licensure mobility model
Provide	Provide for increased equity to promote diversity
Increase	Increase defensibility of licensure requirements
Ensure	Ensure the health, safety, and welfare of the public

Implementation of Shared Services

- Universal licensure applications
- Centralized candidate and licensee database
- Board vacancy announcements
- Research and data

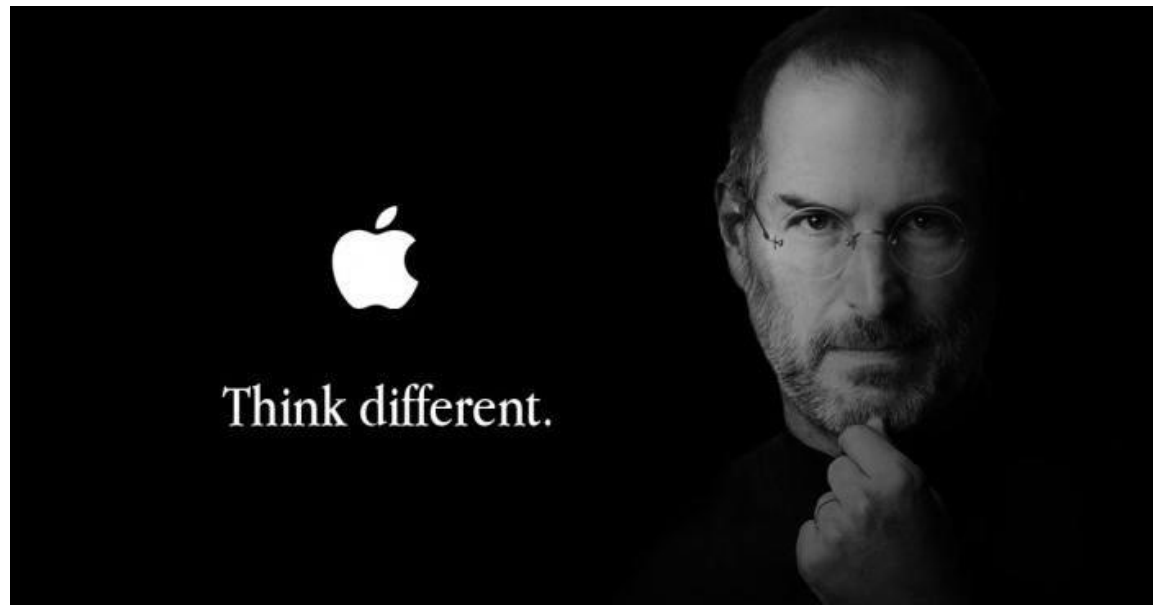
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So, what is left for
Boards to do.....?!?

Good
Question,
Glad You
Asked



Our Options



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Board Work of the Future



Issuing the License

- Delegate administrative authority to staff to approve “traditional path” applicants and the Board focuses on the “non-traditional” applicants

Enforcement and Discipline

- Consistent application in rulings
- Document complaints
- Preventative measures vs. reactive



Regular Review of Statutes and Regulations

- Evaluation for reducing bias and increasing equity
- Positive changes = wins for legislatures, boards, and applicants
- Increase frequency of reviews

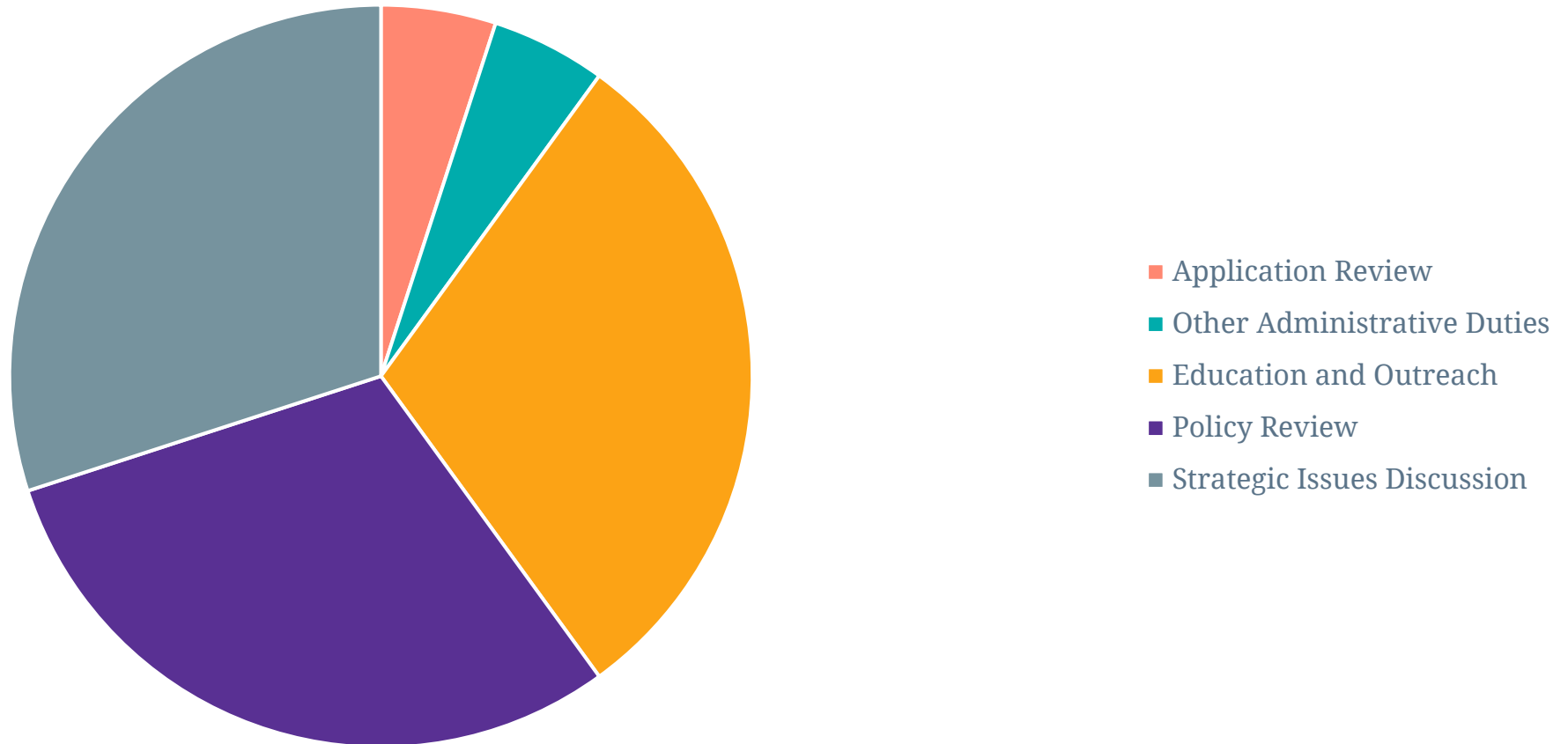
Exercise Your Voice

	Stakeholders	Tactics
Education – Internal Audiences	Students	<ul style="list-style-type: none"> • Presentations to local universities on the path to licensure • Involvement in student chapter events
	Emerging Professionals	<ul style="list-style-type: none"> • Involvement in state chapter events • Engage on social media channels
	Licensees	<ul style="list-style-type: none"> • Communications on statute, rule changes
Outreach – External Audiences	Governor’s Office	<ul style="list-style-type: none"> • Annual reporting on board activities • Engage in the appointment process
	Legislature	<ul style="list-style-type: none"> • Providing testimony when asked • Find opportunities to educate on importance of licensure and vital board role in public protection
	The Public	<ul style="list-style-type: none"> • Does the public in your state know that you exist to protect THEM?

Engagement in National Associations

- Your voice in setting national policy in the disciplines you regulate
- Vital check on national association work
- Opportunity to serve in leadership and provide input on national direction
- Exposure to best practices across the country

Refocus Time



Small Group Discussion

Discussion Topics

- Brainstorm ideas for how board work can evolve to create more/new value.
- Identify your best two ideas to share with the large group.
- Consider things you could/should STOP doing to create more capacity to take on higher-value activities.



Report Out



Call to Action

Do **One** Thing

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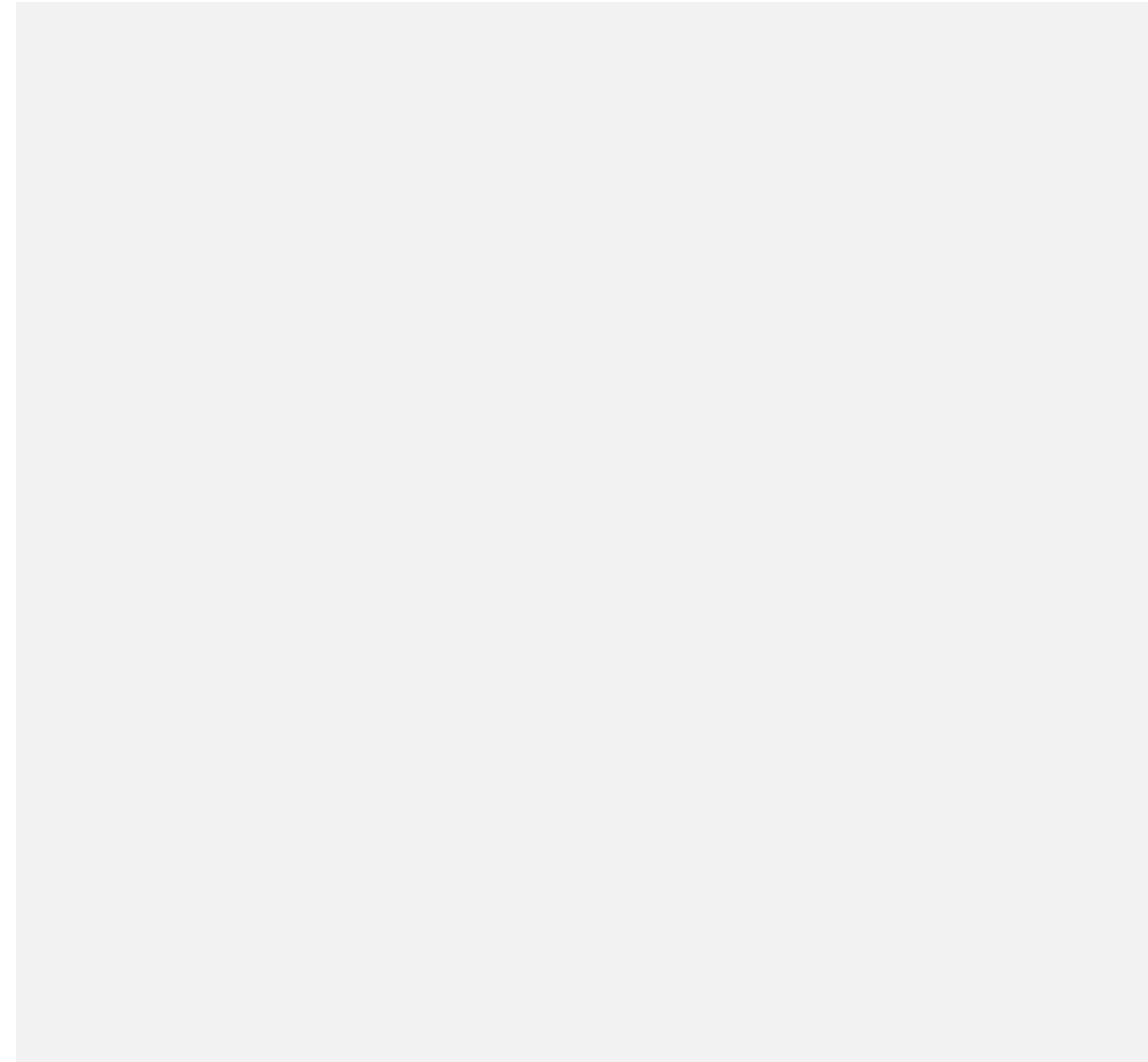
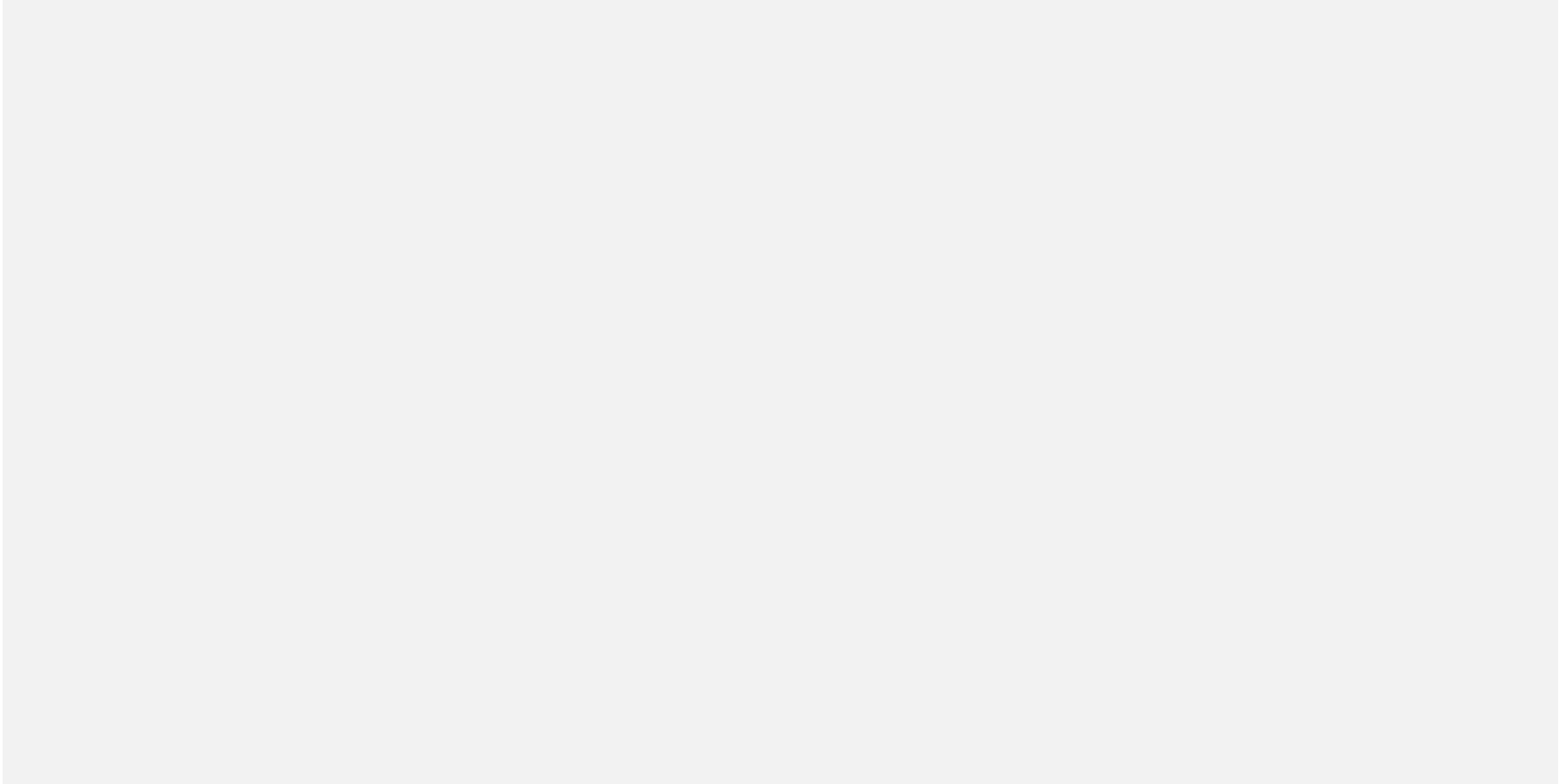




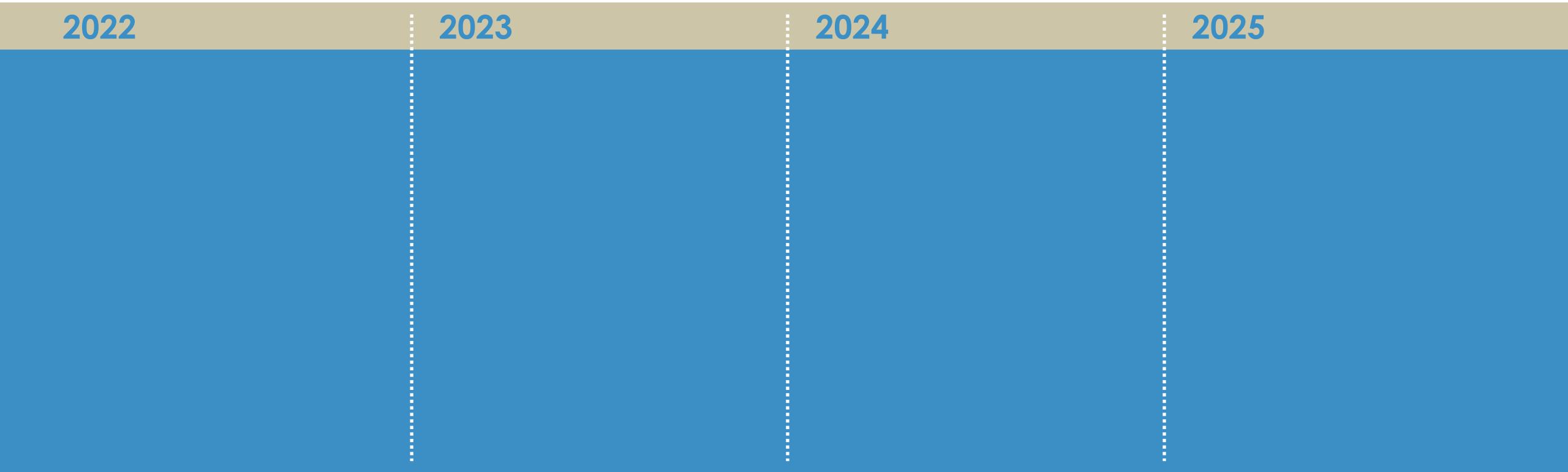




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Timeline slide



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For more information, FAQs and updates,
visit the BOC website at BOCATC.org.