



2022 ANNUAL BUSINESS MEETING REPORTS

November 16, 2022 8-9pm Eastern

Agenda

1. 8:00pm: Call to Order and Welcome
2. 8:05-8:30pm: Board Reports
 - A. President: Linda Redhead
 - B. Vice President: Kara Reiser
 - C. Immediate Past President: Dawn Worsley
 - D. Secretary: Penny Cook
 - E. Treasurer: Tom Trexler
 - F. Special Projects: Debbie Hommel
3. 8:30-8:45pm: CEO Report and Strategic Priorities
 - A. Overview
 - B. Standardized MEPAP
 - C. Licensed Instructor Model
 - D. Professional Networks
4. 8:45-9pm: Q & A

A. President Report: Linda Redhead, ACC

Greetings to all our NCCAP certified activity professionals, and thank you for your commitment to caring for our residents and older adults using life-enriching activities. My name is Linda Redhead, I am Activity Consultant Certified with NCCAP, and I am honored to be the new President of NCCAP, having been elected in June of this year to serve a 3 year term. I believe my formal education, training and practicum preparation through NCCAP helped me fall in love with the Activity Profession. I am convinced that NCCAP certification always has been and remains the highest quality credential that best prepares a person to work in activities programming and run an activity department. The knowledge and skills I learned, and continue to develop through on-the-job experience and annual Continuing Education, ensures I can engage, communicate, interact, motivate and advocate for my residents, my staff and my colleagues.

As a woman of color, I am passionate about diversity, equity and inclusion in our profession. We know that the majority of caregivers, including those working in our activity departments, are females and minorities. We know this demographic is consistent across most healthcare staff, especially in the trenches where we work with other frontline and direct support colleagues. However, this demographic does not transfer to the more highly trained, skilled and licensed positions like Nursing Home Administrator, Medical Director and Director of Nursing. Thus, as Activity Professionals, we have the challenge to ensure our voice is heard. I believe the knowledge and skills obtained through NCCAP



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certification is the best way to make our voices heard. The advocacy skills I learned have prepared me to fight for our residents, myself, my colleagues and the Activity Profession. I know many of you share this belief. I look forward to working with you, and especially our colleagues of color to advance the respect and compensation we deserve.

I took over from former President Dawn Worsley who is now an Administrator in Training with her company in the state of Maryland. Congratulations to Dawn on your career advancement. I would like to personally and professionally thank Dawn for her leadership over the past years to create a new and stronger foundation for NCCAP. Her selfless commitment to guide and direct our national credentialing body helps us remain relevant in a long-term care sector severely disrupted by the COVID pandemic and a frenzy of buying and selling nursing homes for profit.

I believe in the value of partnership. As undertaken prior to my term, the NCCAP and NAAP Presidents speak regularly to ensure our organizations, our missions and our respective voices are and remain aligned. We have such high hopes for the positive impacts NCCAP and NAAP can make together for our Activity Profession. And we encourage all our certified professionals to join NAAP as our Professional Association.

In my role as President, I consult with our independent Clinical and Curriculum Advisory Board of recognized geriatricians, researchers, academics and industry experts. The guidance they provide is essential to make sure our credential remains relevant in our disrupted and constantly changing sector.

I also would like to acknowledge the hard work and efforts of our CEO Peter Illig. His professionalism and strategic insights are invaluable to guide us forward. Peter has masterfully engaged with many healthcare industry leaders in Washington, DC and across the nation to gain an understanding of where the long-term care sector is going. This allows NCCAP to adjust to meet the changes and new realities of the market within which we work as Activity Professionals.

In closing, I want to personally address all our NCCAP Certified Activity Professionals and thank you for your service. Thank you for your commitment to serving vulnerable older adults. Thank you for working through the most incredible and disruptive time most of us have ever experienced with the COVID pandemic. Thank you for your strength and resilience to stay the course and ensure your residents are cared for. And most of all, thank you for your continued support and belief in NCCAP.

My commitment to you is that I will be a voice for the under-represented in our profession and I will fight for NCCAP to be embraced as the nationwide standard that best prepares us to care for the physical, mental and psychosocial well-being of our residents.

B. Vice President Report: Kara Reiser, ACC

Hello. My name is Kara Reiser and I am Activity Consultant Certified with NCCAP and work as an Activity Director in Minnesota. I work with my friends and colleagues in Minnesota including formal positions with state Activity Association of MN SWAP. I was honored to be elected this past June to serve a 3 year



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term as NCCAP Vice President. In this role I support Linda Redhead the NCCAP President, and I continue many of my previous duties related to support of certified Activity Professionals.

Specifically, I am responsible for supporting our members through the renewal process for their certification. In this role I have literally contacted thousands of individuals by email and phone. I have personally spoken with hundreds of our care professionals to hear their stories and learn about their experience as certified Activity Professionals. During the COVID pandemic I learned that many of our members lost their job. Job losses were due to things like operational changes and budget cuts in their nursing home. Others chose to retire because of changes to their pay or work schedule, again, due primarily due to the pandemic negatively impacted nursing home operations. And still others chose to retire or leave the profession due to stress, anxiety, burnout and caregiver fatigue. Unfortunately, the COVID pandemic and disruption it caused across the long-term care sector has resulted in many Activity Professionals retiring and not renewing their certification. This is detrimental to NCCAP and our profession.

With respect to the emotional challenge of caregiver fatigue, I referred many to the free resource NCCAP has available on our website called the [Emotional First Aide Handbook](#). This free publication offers insights into why so many of us do what we do. It explores the personality traits that many, if not most of us possess, and why we are particularly vulnerable to caring for others while not caring for ourselves. I encourage you all to download and read this excellent and supportive resource.

On a positive note, I heard many stories about innovations created to help deliver activities to our residents during the extreme infection control restrictions imposed by the COVID pandemic. As social gatherings were cancelled and many residents were confined to their rooms, our Activity Professionals created solutions to keep engaging residents and ensure their quality of life. This included things like the use of the internal cable TV system to broadcast activities on the in-room television, hallway bingo and sing-a-longs, and the use of hand-held technology for entertainment and communicating with loved ones.

In my own nursing home, I created specialty-themed activity carts with a large variety of themes, from holidays, to birthdays to season celebrations. This was fun, well-received and frankly, a life-saver for so many residents who were experiencing loneliness due to social isolation.

As Vice President I remain committed to the positive contribution that the knowledge and skills that NCCAP certification makes to the quality of life of the older adults we serve. It is part of my personal and professional mission to ensure we take care of ourselves as well as our residents for the important work we do. I believe that self-care is an essential skill we need to enhance across the Activity Profession. By doing so this, we can growth and strength our profession.

Please feel free to let me know if I may be of assistance to you in advancing your career or renewing your certification. I would like to thank each and every one of you, and especially my colleagues in Minnesota and the surrounding states, for your support and kindness. I am encouraged by all the positive feedback I have received regarding the future of our profession.



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C. Immediate Past President Report: Dawn Worsley, ACC

Firstly, I would like to thank everyone attending for being a Certified Activity Professional with NCCAP. While you know that I no longer serve as NCCAP President, I am most excited about having Linda Redhead in the role of leading and directing our certification council. Linda brings her New York City, no-nonsense attitude to a table full of initiatives and projects that were initiated during my terms as President. At the request of Linda, I remain active in supporting many of these projects, the most important of which is the educational curriculum for NCCAP certification known as the Modular Education Program for Activity Professionals, or MEPAP.

I continue to communicate and receive direction from the NCCAP Clinical and Curriculum Advisory Board of subject matter experts. Many of these individuals provide essential insights into what NCCAP as a national certification must do to stay relevant given the upheaval in long-term care. From the COVID pandemic to the buying and selling of nursing homes by private equity investors motivated by the desire to maximize profit, it has never been more clear that we have to adjust the organization and structure of how we deliver the knowledge and skills verified through NCCAP certification.

As many of you know, we launched new standardized content for the MEPAP 1 for Activity Professional Certification, or APC. This content is legally registered with the US Patent and Trademark Office and US Copyright Office and is the intellectual property of NCCAP.

This allows NCCAP to demonstrate to any federal or state regulator or surveyor, any owner or operator, any allied healthcare professional, any family member or volunteer, any resident and any individual who holds the position of Activity Director or equivalent title, that NCCAP certification is based on a single, evidence-based curriculum offered nationwide. This strengthens our profession.

In my role, I am now working on reviewing and adjusting the content of MEPAP Part 2 for Activity Director Certification. The objective remains the same: to ensure the essential knowledge and skills to work as a qualified and competent Activity Director. Our goal is as always, to ensure we meet the highest CMS standard to direct and activity program, and to ensure our certified professionals possess the competencies for F Tag 679 to optimize physical, mental and psychosocial well-being.

In closing I would like to thank each and every one of you for your commitment to the values and principles advanced through NCCAP certification.

D. Secretary Report: Penny Cook, President and CEO, Pioneer Network

I am the President and CEO of the Pioneer Network in addition to serving NCCAP as your Board Secretary. Since joining the NCCAP board in 2019, I have witnessed the amazing evolution of NCCAP to professionalize the organization and better serve Activity Professionals.

From the creation of the independent Clinical and Curriculum Advisory Board, to the infusion of Pioneer's person-centered care values and principles into the certification curriculum, NCCAP continues to make changes that ensure activity professionals remain visible, heard and acknowledged. I believe



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the best way for this to happen is through NCCAP certification which best prepares a person to lead an activities program and provide the highest quality care and services.

This past April, NCCAP made a significant contribution at the Pioneer Network annual conference in Denver, Colorado. The first in-person conference in a couple years due to the COVID pandemic, NCCAP invited NAAP to share booth space and thereby jointly represent the Activity Profession among nationwide leaders that support the critical importance of a culture of person-centered care.

An important point I would like to mention is the recent merger of Pioneer Network with the Green House Project. As many of you know, Dr. Bill Thomas was the founder of both Pioneer and Green House, as well as the Eden Alternative. Dr. Thomas is known as a champion of resident-directed, person-centered care and life-enriching activity programming. Thus, the Activity Profession is close to our hearts. Given the complementary missions of Pioneer Network and Green House, we are now collaborating and integrating our programs to more efficiently and effectively impact the long-term care sector.

I remain enthused for the exciting projects NCCAP continues to advance and I look forward to supporting these efforts as your Board Secretary.

E. Treasurer Report: Thomas Trexler, CPA, CEO Corporate Finance Institute

For the past 5 years through the end of 2020, NCCAP has been investing significantly in long-overdue restructuring, reorganization and major projects. This is a long-term strategy that has also been disrupted by the impacts of the COVID pandemic and other long-term care market forces.

These investments include things such as the MemberClick website platform and related software and information technology, the professionalization of our bookkeeping and accounting processes and procedures, the review and confirmation of our legal status, reporting and filing, appropriate insurance, and human resource policies. This also includes significant investment in creating new certification content, curriculums and related resources like a new coursebook.

We continue to migrate to a new accounting platform that uses QuickBooks and is reviewed by a new accounting firm. This process is expected to be completed by the end of this year.

The best news I have to report is that NCCAP had positive cash flow in 2021.

Despite these positive developments, there have been some challenges that we expect to continue. These challenges are primarily due to the ongoing impacts of the pandemic on nursing home operations, as well as market forces that include many nursing home organizations being bought, broken up, and sold by private equity firms. This of course impacts NCCAP strategic planning which must be continuously revisited and adjusted.

Changes in the long-term care market, and the ongoing impacts of the COVID pandemic coupled with the breakup of nursing home chains where NCCAP has been engaged in strategic work, has disrupted



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our financial targets for this year. We won't know the full extent of these impacts until end of the year reporting is completed in the first quarter of 2023.

Related, Year-To-Date financials reflect the downward trend in our financial reserves. Fortunately, these investments are professionally managed by Truist Wealth Management and we expect to weather current market conditions.

These financial details will all be reflected in the 2022 IRS 990 financial disclosure report we and all nonprofits are required to prepare and share publicly, and which I personally oversee.

F. Special Projects Report: Debbie Hommel, ACC

After more than a decade of service to NCCAP, I completed by formal Board roles, concluding in June as Immediate Past President. At the same time, since June I remain active on several projects, including reviewing and adjusting the educational curriculum for the standardized MEPAP for Activity Professional Certification.

In my role as Chair of the Special Projects Committee, I help support and answer questions from the forty new Licensed Instructors we are delivering the new standardized MEPAP content. I continue to assist with providers of Continuing Education as well as our new National Exam that now has a new online exam provider. Importantly, as required to meet the standards of the National Commission for Certifying Agencies, or NCCA, and the Institute for Credentialing Excellence, or ICE, our national exam has been adjusted to 100 multiple choice questions instead of the previous 50. And I can assure you that all questions reflect knowledge from within the MEPAP.

Finally, I continue to work with Dawn Worsley and our Clinical and Curriculum Advisory Board to develop a standardized MEPAP Part 2 for Activity Director Certification. I'd like to thank our Board for all their hard work that I know in my heart was necessary to maintain the relevance of our Activity Profession at a time of major change in the long-term care sector.

G. CEO Report and Strategic Priorities: Peter J. Illig, CEO and General Counsel

Thank you for the opportunity to serve you as the CEO of NCCAP. I remain inspired by the dedication and commitment of the NCCAP Board and every NCCAP Certified Activity Professional who remains committed to ensuring the highest quality of life to the older adults they serve.

As an overview, I'd like to start with some highlights from the latest news about our long-term care sector. Firstly, the American Health Care association, and as covered in McKnight's Long-Term Care News, the impacts of the COVID pandemic continue to impact and disrupt nursing home operations. Census is low, costs are high and as a result, the federally declared Public Health Emergency has been extended until at least January. This frees up nursing homes in some areas and allows access to funding.

And, while reports indicate that workforce disruption may be starting to stabilize, the focus and attention remains primarily on clinical care. In particular, the need for nurses and especially CNAs. This makes it difficult to gain the attention of policy makers and decision makers for the Activity Profession.



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Related, USA Today this week published the news article: *“Sick Profits: Private equity’s stealthy takeover of health care.”* This piece stated that private equity firms have spent nearly \$1 trillion to acquire health care businesses with the result of higher prices, lawsuits and complaints about care.

Related, the large nationwide nursing home chain Genesis, with whom NCCAP was exploring potential collaboration went from over 400 communities in 2018 to about 250 by the end of 2021. While still a significant number of communities, there is a completely new organizational structure that requires NCCAP to start over in establishing and building relationships.

I share all these items to demonstrate the major challenges we face due. At NCCAP we often quote the statement of Albert Einstein that the problems we face today cannot be solved with the same thinking that existed when these problems were created. Thus we need a new way of thinking and this requires NCCAP to explore new ways of doing business to advance our credential and the Activity Profession.

The new changes we have started include the creation and introduction of a standardized certification curriculum. We launched the standardized MEPAP for Activity Professional Certification. All indications are that this has been successful. We are now working on the standardization of the content for Activity Director Certification, and this should be completed this year.

Importantly, this allows NCCAP to offer consistent content nationwide that includes the NAAP Professional Standards of Practice, the NAAP and NCCAP Code of Ethics, and the Values and Principles of Pioneer Network for person-centered care.

Our new Licensed Instructor model, in which new or any existing instructor can take a 2-day Train the Trainer to become licensed to deliver our standardized MEPAP content continues to gain traction. We have 40 Licensed Instructors who benefit from receiving the entire curriculum, along with all teaching materials. Importantly for the nationwide market, this includes a fixed price and an online system for students to register and pay. Licensed Instructors benefit from NCCAP handling the administrative burden of setting up and managing payment plans.

We continue to work with Meaningful Measurement, Inc., a consulting company that advises credentialing and certification organizations like NCCAP on meeting the requirements of the National Commission for Certifying Agencies and the Institute for Credentialing Excellence. We are certain that the many adjustments we have made, including pathways such as the Experiential Track and Professional Equivalency Track, allow us to meet these requirements.

Finally, I continue to represent NCCAP in a number of professional networks. This includes servicing on the Advancing Excellence in Long-Term Care Collaborative (AELTCC), Leader Engaged for Alzheimer’s Disease (LEAD) and the Maryland Regional Direct Services Collaborative. Through our NCCAP Board Secretary Penny Cook, we are kept apprised of developments via the professional contacts of Pioneer Network and Green House. Additionally, we are kept apprised of the many important contacts and relationships maintained by our Professional Association NAAP.

H. Questions & Answers



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Addendum: 2021 IRS 990 (Page 1)

Form 990	Return of Organization Exempt From Income Tax	OMB No. 1545-0047			
Department of the Treasury Internal Revenue Service	Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)	2021 Open to Public Inspection			
▶ Do not enter social security numbers on this form as it may be made public. ▶ Go to www.irs.gov/Form990 for instructions and the latest information.					
A For the 2021 calendar year, or tax year beginning <u>2021</u> , and ending <u>2021</u>					
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization <u>NATIONAL CERTIFICATION COUNCIL FOR ACTIVITY PROFESSIONALS</u>	D Employer identification number <u>36-3479935</u>			
	Doing business as	E Telephone number <u>(202) 394-3121</u>			
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>317 OFFICE SQUARE LANE 202A</u>	G Gross receipts \$ <u>492,368.</u>			
	City or town, state or province, country, and ZIP or foreign postal code <u>VIRGINIA BEACH, VA 23462</u>	F Name and address of principal officer: <u>DAWN APPLER WORSLEY, 317 Office Square Lane Suite 202a, Virginia Beach, VA 23462</u>			
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527	H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions. H(c) Group exemption number ▶				
J Website: ▶ <u>nccap.org</u>	K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶	L Year of formation: <u>1989</u> M State of legal domicile: <u>VA</u>			
Part I Summary					
1 Briefly describe the organization's mission or most significant activities: <u>SEE STANDARDS & GIVE CREDENTIALS FOR ACTIVITY PROFESSIONALS</u>					
Activities & Governance	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.				
	3 Number of voting members of the governing body (Part VI, line 1a)	3 <u>5,200</u>			
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4 <u>5,200</u>			
	5 Total number of individuals employed in calendar year 2021 (Part V, line 2a)	5 <u>3</u>			
	6 Total number of volunteers (estimate if necessary)	6 <u>18</u>			
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a <u>0.</u>			
	7b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b <u>0.</u>			
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year <u>158,178.</u> Current Year <u>235,119.</u>			
	9 Program service revenue (Part VIII, line 2g)	<u>131,812.</u> <u>149,712.</u>			
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<u>103,346.</u> <u>91,807.</u>			
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<u>15,730.</u>			
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<u>393,336.</u> <u>492,368.</u>			
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	<u>10,850.</u> <u>5,300.</u>		
14 Benefits paid to or for members (Part IX, column (A), line 4)					
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		<u>299,824.</u> <u>325,914.</u>			
16a Professional fundraising fees (Part IX, column (A), line 11e)					
b Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>0.</u>					
17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)		<u>138,649.</u> <u>147,772.</u>			
18 Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	<u>449,323.</u> <u>478,986.</u>				
19 Revenue less expenses. Subtract line 18 from line 12	<u>-55,987.</u> <u>13,382.</u>				
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year <u>740,151.</u> End of Year <u>685,378.</u>			
	21 Total liabilities (Part X, line 26)	<u>199,035.</u> <u>154,186.</u>			
	22 Net assets or fund balances. Subtract line 21 from line 20	<u>541,116.</u> <u>531,192.</u>			
Part II Signature Block					
Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.					
Sign Here	Signature of officer	<u>05/23/2022</u> Date			
	<u>DAWN APPLER WORSLEY, PRESIDENT</u> Type or print name and title				
Paid Preparer Use Only	Print/type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	<u>Brenda M. Aguinaldo</u>	<u>Brenda M. Aguinaldo</u>	<u>05/24/2022</u>		<u>P00392879</u>
	Firm's name ▶ <u>VIRGINIA ACCOUNTING SERVICES</u>	Firm's EIN ▶ <u>54-1750896</u>			
	Firm's address ▶ <u>965 Denison Ave, Norfolk, VA 23513</u>	Phone no. (<u>757</u>) <u>857-1880</u>			
May the IRS discuss this return with the preparer shown above? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
For Paperwork Reduction Act Notice, see the separate instructions. BAA REV 04/04/22 PRO Form 990 (2021)					