



Past Event: 2026 NCSBN Annual Meeting – Member Engagement Update Video Transcript

Event

2026 NCSBN Annual Meeting

More info: <https://www.ncsbn.org/past-event/2026-annual-meeting>

Presenter

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What I am going to do, and I'll just take a show of hands here, no need to get out of your seat, but who in the audience likes puzzles? I know we had a self-professed nerd already. Who likes puzzles? Raise your hand. Okay, I'm going to give you one then. If you've got a pen, if you've got a notepad, it might make it easier, or you could just do it all up here.

We'll see how it goes. Get ready for this. Networking, collaboration, sharing success stories, best practices, and now I have to cheat a little bit, knowledge. Anybody solve the puzzle? NCSBN, yeah. So that's not actually what the acronym stands for, but that's certainly something the organization supports this week that we have together, supports, and I would say member engagement really supports.

So with that, you have heard from the two Ps, or P squared. Well, I'm going to bring you the four Ps, or P to the fourth power, which is P squared squared for the math folks out there. Member engagement update. I'm going to talk a little bit about the people on the team, why we're here, what we do, some of the things we accomplished last year, and then the pillars that we're going to be building on for the future.

So let's just get right into it. I would say this is a small but mighty team, but it's actually not small. It includes all of you. It includes everybody back at 111 East Wacker. So it's actually a large but mighty team. We report in to Jen Gallagher, our COO. Our lead is Alicia Byrd, director of member engagement.

I'm your director of member outreach. And this year we were really happy to hire a coordinator, Mia Romero, who's also here this week, and you've probably bumped into her. So why are we here, and what do we do? I would put it this way. We support One NCSBN, that's all of you, by connecting you to the organization, its resources, its people, and I would say more and more, each other.

Obviously, a week like this gives you a great chance to connect with each other, but what about the other 51 weeks? I'll get to some of that. So let's go through some of the highlights of FY26. You've got them in the business book. I'll just share some thoughts on a few of them. So one of the things we do in

member engagement is we help the board of directors fill committees, and a highlight this past year was two brand-new committees, substance use disorder resources and regulatory metrics.

We also are the staff liaisons to the awards committee. You probably saw their booth and their photo thing and all that out there. And we put together with the awards committee a series of three webinars to make the nomination process a little friendlier, more transparent, and also give you some help on those essays that can be hard to write. Looks like it paid off.

We got a lot of great nominations, and tonight you're going to see a really impressive crop of winners, recipients. So what else? Well, we welcome and orient new executive officers, and usually that's at 111 East Wacker, Chicago, in January this year. Don't ask me why people don't want to come to Chicago in January. No, I'm kidding.

But schedules were a little tied up, so necessity being the mother of invention, we went virtual, and we also put a little twist on it. So the traditional new EO orientation, many of you, I know, have been to it. It's about 16 hours of stuff, right, in 2 days. So you are drinking from a fire hose, but luckily there are fewer thirsty people out there in the universe than brand-new EOs, right?

These are thirsty people, so the fire hose is okay. But with the new EO virtual orientation series that we went this year, it was a little more spread out over the course of about a month and a half or even two months. We covered all the same topics, but in little packets of, let's say, one hour, maybe two hours max at a time. So that was something new that we tried this year with success.

I am excited that I have seen all six authors in the audience this week for the succession and mentoring guides. So this was something that we actually began in FY 2025. We convened a special work group of six EOs to take a look at some materials called the EO Succession Toolkit that were published back in 2013 and see if they might be ready for a few updates.

And this was a committee or a work group, I should say more formally, that said, "You know, we could probably do that pretty quick, or we could spend a lot longer and really make these awesome." And so they chose the latter, and it was a pleasure to work with them. These were published right after midyear this year, which would have been, I believe, March 31st, onto the website, ncsbn.org/eoguides in the Members-Only section.

So great work to that group. What else did we do? EO Summit. We do the EO Summit every year. I have to acknowledge that what happens in Nashville typically stays in Nashville, so I'm not at liberty to share there, but you can certainly picture a rich agenda over two days covering a range of hot topics and important topics with terrific speakers and even better discussion.

What else? Mentoring is something big for us, and I'm going to go a little off script because I got something wonderful this morning that I am going to share. But we have new EOs coming in, right? And always their work is best supported by an experienced EO who can serve as mentor. We take this job very seriously when we think about it sort of like matchmaking, "Oh, the new EO is at an umbrella board, who do we have at an umbrella board?"

or "This state has a lot of licensees, what's another state with a lot of licensees?" or "This state is facing these three big challenges, who's another EO who perhaps has already surmounted those same challenges or might actually be partway in the middle of them as well." So we take that very seriously.

And I got an email actually this morning, it was during one of the sessions, and I'm going to go ahead and just share the...

I'm going to jump to the end. It was a new pairing, and yeah, I'll try not to break down, I was really touched. So the new EO said to her mentor, "Once again, thank you for your time and generosity. It's reassuring to know that I'm not alone, and despite the distance between us, we are navigating similar challenges with the same sense of purpose."

Now I want to mention the distance between them. It's literally 9,000 miles, right? Sometimes the mentor and mentee are in neighboring states. The distance here is literally 9,000 miles, and because the mentor is Canadian, it's even farther. In kilometers, it's 15,000. All righty.

Definitely too far to drive. The email continues, "As I reflect on our conversation, I'm reminded of why connections like this matter so much. Not just for the practical insights, but for the sense of community and shared purpose they bring." And it closes, "I'm truly grateful to have you as my mentor, and look forward to growing through our future exchanges."

So these two just started, right? But this gives you a sense of the power of the mentorship program. So I just got that this morning, and I thought, "Oh, I need to bring this with me." So thank you, Jerome, for sending that to me. You might not have known I was going to read it here. Anyways, what else did we do? We supported the successful launch of the Loop.

You can't miss it. It's that nice little living room setup as you make your way to the escalator. But what is the Loop, really? If you have used Hive, let's just see a show of hands. Who's used Hive in the past? Beautiful. Keep your hand up if you've used Hive since January 2025.

Perfect, well, you automatically have accounts. The rest of you, we'll talk. We want to get you in there, too. But think of the Loop not just as the next generation of Hive, but if I have any baseball fans in the audience, first I'm going to start with my Canadians. This is not Vlad Guerrero to Vlad Guerrero, Jr., right, which would be the next generation, but kind of does the same stuff about as well.

No, this is...if I've got Missouri in the house, this is Bobby Witt to Bobby Witt, Jr., okay? This next generation of Hive that we call the Loop is just game-changer potential. So we have a webinar coming up. That gives me a chance to hype it. It is August 31st.

We have nearly 100 of you already registered. I would encourage those of you that want to take a look at the Loop, kind of a guided tour. Myself, the other business owners on the Loop, Jennifer Cole, Jeff Kendall will all be part of this, showing you some of the fun features, some of the most useful features, how to do certain things, and what you can do to take advantage of the Loop. We are trying to do a lot more here than we were at Hive because this platform just supports an awful lot more, a lot of cool stuff.

You can also see kind of a fun, modern, fresh look. But if the Loop is today, and, in fact, it only launched a week ago, and those other FY26 accomplishments were over the past 12 months, right? This is the past. This is the present. What about the future? Well, we have a strategic objective right from the Board of Directors, member engagement evolution. No word yet if it will be pronounced me.

Probably not. I might. I might but not in official meetings. Anyways, it's a strategic objective. It runs through 2030. Executive sponsor is Jen. Business owner is Alicia.

And from our project management team, Karri DeSelm. And that's the governance. What are we doing? It's about three pillars. So for those of you who are too young to recognize that heart walk up music, I'm just going to have to tell you that first purple thing, that's a telephone. That's a telephone from when I was a kid, anyway. Actually, when I was a kid, it didn't have the buttons that you get to press.

You had to do something else. But it's a telephone. So anyways, communication, one of the pillars. I'll say a little bit more about each of these. So this is just a little introduction to the three pillars. The handshake, of course, is mentoring. And then, interesting choice of graphic here, I suppose, AI.

No, it wasn't even AI. But the three people on the roller coaster who are totally not scared, that is networking. So I think there's a good metaphor there, right? Okay. Let's start with the communication pillar. And the way I like to say it is, how do we get the right information to the right people at the right time?

There was a time in this world, right, where we suffered from too little communication. And now I think much more often it's almost communication overload, right? We might get too many emails, right, or get invited to too many webinars, right? And so how do we get it just right? How can we be most efficient so that all of you get just the information you need to know when you need to know it?

How many times, right, do you click an email and you go, "Oh, great, I needed to know that?" Well, we still do that sometimes. But other times, maybe you click an email and you say, "I didn't really need to know that." Other times, you don't click the email, it turns out you needed to know that, right? So anyways, we want to get that right at the risk of sending you one more email. There are some phases here.

The first one is a little bit of discovery. What are we doing now, and how is it working for you, right? So expect an email, expect a survey. Listening to membership is where it all starts. What can we learn from others if there's any benchmarking with organizations that are similar? We know we're pretty unique at NCSBN. There's no twin to NCSBN.

There's nobody exactly like NCSBN. But there are organizations that are trying to solve similar problems, getting the right information to the right people at the right time. What can we learn? And what about technology? I just briefly introduced the Loop. The Loop certainly will become yet another source of information. Will it replace some of the things you're getting now?

I would actually say yes. Discussions in the Loop might replace some reply-all emails that you might be having on committees or in knowledge networks. Let's go to pillar number two, which is mentoring. So I read that touching letter, but the idea behind the mentoring pillar is taking a look at the current EO mentoring program and really building on its success.

Now, one of the ways that can happen is toward an audience of EOs, right? So we have an EO mentorship program. Can we make it even better for new EOs, okay? But it also looks beyond the EO role. So things that we're going to think about and explore might include, for instance, somebody is a new board president or board chair.

Might there be a mentor out there? Somebody is a new director of operations. Might there be a mentor out there? Or potentially even, right, and this is all exploratory, right? So don't jot down the thing with the date attached or anything like that. Although by 2030, we will be finished with the mentoring

engagement evolution project. But potentially, even apart from title, maybe you are helping your NRB implement ORBs.

Is there somebody else out there in the NCSBN universe who did that recently that might be able to give you some good advice? So that sort of thing. Building on the mentoring program, not only in terms of the depth with EOs, but even the breadth across other roles potentially. Finally, we come to networking.

And it says here, and this is really a restatement of why we're here in member engagement. How do we enhance the connections that all of you have to our resources, our people, our organization, and each other? So I've got a few examples here. I'll go through them a little bit. Start with virtual events. We'll certainly continue to do things like that. We've had a number of webinars.

We can certainly have more. One thing that Alicia and I have talked about that's kind of fun is sort of a flipped model. I'm going to borrow a phrase from Phil. He talks sometimes about the sage on a stage, right? That presents maybe 45 minutes of information, and then there's some discussion or questions for maybe 10 minutes. Well, flip that around a little.

Now picture a facilitator setting the table on a hot topic and then inviting 45 minutes of discussion. So a little bit more organic. That's something that we're looking at possibly doing. It could be a little chaotic, but maybe some controlled chaos. Direct member connect opportunities. That implies the existence of indirect member connect opportunities, but that is a thing. So, for example, what is in direct member connect?

Well, I'll say it this way. Often people come up to Alicia, or they come up to me, and they say, "You know what? At our NRB, we're looking to do X, Y, and Z. Is there somebody else out there that would be good to talk to?" And we will point them to somebody in the organization or perhaps at another NRB. But we're the intermediaries, and we love doing that. So don't stop asking.

But direct member connect. Let's talk about something that the Loop does. So when you set up your profile in the Loop, one of the things you're going to do is self-assign expertise. What are the things that you know quite a bit about and you wouldn't mind being contacted about, right? And so what does that look like? When everybody's done that, pretend now that you're at an NRB and you say, "You know what? We really want to speed up the time we take processing license renewals. We want to speed that time up."

We've heard, and now I know I'm not talking to all NRBs, but I'll get to the rest of you, we've heard that AI can pay dividends speeding up license renewal applications. Boy, who out there could we ask about that? Well, in the Loop, this is direct member connect. You type in artificial intelligence in the skill search, and it will pull up for you. I guarantee Kyle Martin, I'm pretty sure Shan Montgomery, I'm pretty sure Adrian Guerrero and some other names, and certainly even some folks at NCSBN staff.

Now what about the rest of NRBs? You may say, "We're not quite there with the AI, but we sure would like to attack that same problem from more of just a traditional process improvement perspective." Well, you select process improvement, and you again get that searchable membership directory by skills and expertise.

That's something we've never had before, and we already have it today. You can go in the Loop, and you can do that search, and you will find a number of process improvers, and as many of you add your own profiles and your own expertise, then people will find even more process improvers. Now I don't want to

pretend Member Connect is all about need, right, or driven by challenges. Sometimes it's as simple as this.

Maybe you love process improvement, and you're getting ready to hit the midyear, and you're wondering who else loves it as much as you. You can do that same search and figure out whose lunch table to sit at. So the possibilities are endless. Sharing success stories is something I really believe in. So one of the ways that I think about networking, it's probably a broader definition of the term than what you'd find in the dictionary, but what I like to think is what one regulator knows somewhere, any regulator can know anywhere.

So how does that come about, right? It's not just networking in the sense of "Here are these people I ran into at the annual meeting. We're going to stay in touch," right, or sort of traditional person-to-person, but it's also information-to-person, right? So sharing success stories, we use things like NCSBN "In Focus" magazine today. I'm sure the Loop also will offer possibilities.

The awards banquet tonight, I think, are going to show... We will see some of the biggest success stories of the past year, and as you applaud the recipients, it's not only for their achievements, but the wheels might be spinning as you think about: is there some version of that that could work at our own NRB, right? But ultimately, part of the member engagement evolution project involves looking at even more ways to share those success stories so that what things are working at a particular NRB, right, can be benefited from by other NRBs as well, right?

Can we do that even more? So I've told you a little bit with that member engagement evolution. I'll only say it one last time, me. Right, I've told you a little bit what that project entails, but what about the how? How are we going to get that done? And by now you probably have noticed evidence in action is a bit of a theme for the year or for the conference or even for the organization.

So the how does look a lot like that. If you look at the ESPN Scott Van Pelt logo and it says Listen to Membership, right, his Sports Center logo, Listen to Membership, you all or many of you participated in member engagement focus groups, you were part of Phil Dickison's listening tour. You've taken countless surveys, and you probably wondered at times, does anybody do anything with this information?

And of course, the answer is yes. Everything that I just went over came from you. Everything... If I could speak for Cheryl, I would say, as she presented, I think she acknowledged as such, everything that she was sharing came from you. So our approach is identical. It begins with listening to membership. We've got this middle step, magnifying glass, gather evidence.

And what does that mean, really? That just means assessing what do we have right now? What else is out there? What are some of the options that we have? We certainly went through that as we chose the Loop among the possible other platforms available, right, to make that good decision. And then closing it out there, where you see the box of saltines falling on the microwave, right, because you got a little too much in the cupboard.

That's my house anyways. But I don't want to disappoint Michael. I will say, under the clapperboard, as it's known, it's called take action. So take action. This is really what it's all about, is getting things done with the benefit of listening to you and through evidence, right?

It's really easy. It's really easy to sort of jump to that third one, right? We can be really excited to get things done, not just in member engagement, just in life. We can be really excited to get things done, but we can skip those first two steps. In fact, I walked up to Heart music, and those of you that know the lyrics, right, it says, "If the real thing don't do the trick, we'll go and make up something quick," right? So that is not our approach.

But it's also really easy to do the first two and never really get to the third one. So obviously, what we're looking for here is a balanced approach that goes through all three steps in order, and that's the beauty of that end date for the project, is really making sure that, of course, we do really good things to benefit all of you. So with that, I know I speak on behalf of not just Alicia and Mia, but really on behalf, if it's okay, of all my colleagues at NCSBN, to just say what a pleasure it is to get to serve a great group like this.

And if you have any questions at all, there we go. I'm yours.