



**February 5, 6 & 7, Austin, TX**

**February 5, 2019 – Day One**

**Members Attending:** Dina Burstein, Tammy Franks, Sarah Tilton, Lonny Haschel, Laura Dunn, Kerry Chausmer, Amy Artuso, Meg Miller, Marilyn Bull, Charlie Vits, Amber Kroeker, Michael Chappell, Terry Emerson, Mandi Seethaler, Ron Kremer, Randy Chhabra, Alexis Kagiliery, Jennifer Pelky

**Via Videoconference:** Judy Hammond, Krystal Heinzen

**Members Not Present:** Bob Stevens

**Guest(s) Present:** Marietta Brown (NHTSA; via videoconference), Jenny Burke (NSC), Lindsay Pollok (Past Board Member)

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**Welcome and Introductions: Dina Burstein, 8:08 AM**

- Board Statement

**Approval of November Meeting Minutes:**

Minutes approved. All present were in favor with none opposed.

**NHTSA Update: Laura Dunn and Meg Miller**

- Government Shutdown Update
- New CPS and Tweens Campaign: “[If You Love Them Enough](#)” assets available on [TSM.gov](#).
  - Contact [Laura Dunn](#) with feedback
  - Contact [Elizabeth Nilsson](#) for assistance with local tagging
- Recent research projects will be featured in a Lifesavers conference session “Where’s the Data?” (NSUBS 2017, MVOSS 2017, NRCUSS re-analysis).
  - “Where’s the Data? Current NHTSA Research and Resources”  
Monday, April 1 at 10:45am – 12:15pm
  - [NSUBS 2017](#)
  - MVOSS 2017: Not published yet. Expected in late 2019.
  - NRCUSS re-analysis: Three are published – one is not yet released.
    - [Additional Analysis of the National Child Restraint Use Special Study](#) (October 2017)
    - [Child Restraint Misuse](#) (July 2018)
    - [Characteristics Of Those Not Restrained](#) (October 2018)
- Photo shoot planned for new images for NHTSA image library
  - Send suggestions such as photos of specific seats, installation methods (tether feature planned), diversity in age/gender/race of children, different types of vehicles, etc.

- State CPS Coordinators contact list is being updated regularly
- NHTSA Regions position is transitioning to Judy Hammond. Meg Miller will continue to work on the committee updating the Instructor Development course, will continue to support Module 10 update, and is willing to participate with new curriculum rollout. Thank you, Meg!
- An Administrator update will be provided once an appointment is official.

### **Certification Update: Kerry Chausmer**

- Recertification: 2018 Calendar Year (January – December 2018)
  - Eligible for Recertification: 19844
  - Recertified: 10997
  - Percentage Recertified: 55.4%
    - An increase from 55.3% last month and a decrease from 58.4% this time last year
- Current number of CPS Technicians: 42,343
  - CPSTs: 40,501
  - Instructor Candidates: 33
  - Instructors: 1,809
- 2018 Annual Report is coming.
  - Approximately 50 more cert courses were offered in 2018 than 2017.
  - Number of CPST Instructors has remained consistent.
  - Overall great work to techs in the field – all states and territories!
- Update provided regarding upcoming webinars; See [CPS Express](#) for updates.
- To submit content for CPS Express, information must be submitted by the 10<sup>th</sup> of the month preceding the next issue. For example, the deadline to submit content for the March/April issue is February 10<sup>th</sup>.
- May is CPST Month! Please consider teaching a course. There is a new lapel pin for instructors.
- Certification and recertification fees increased. Approximately eight months notice was given to field, and so far no feedback.

### **Awards Update: Randy Chhabra**

- Overview provided of selection process and finalists
- Preparations for Awards presentation at 2019 Lifesavers conference
- Discussed feedback for changes in next nomination period
  - Application and eligibility
  - Scoring
  - Awards presentation and sponsors
- Next steps and lessons learned discussed
  - Refine clear and objective goals, intent and criteria
  - Updates for nomination process

### **Curriculum / Curriculum Rollout: Mandi Seethaler and Sarah Tilton**

- Discussed remaining needs prior to printing of updated curriculum.
- Assignments for curriculum document reviews and updates. Such as:
  - Planning and Logistics Guide
  - Acknowledgements
  - Instructor Preparation section of IG
  - Glossary update
- Discussed implementation options for new Skills 3 assessment.

- Steps for finalizing TG, IG and PPT slides and NHTSA final approval
- Plan for pilot courses – Curriculum Rollout committee to select during NHTSA final review.
  - Will select pilot sites from registered courses
  - Looking for a mix of experienced and new instructors on Instructor Team
  - Lead Instructor will be asked to hold course over four days.
  - No current or past board members will serve on the Instructor Team.
  - A member of this Board will observe the course.
- Process for printing and shipping materials to Instructors.
- Orientation plans and resources
- Confirmation of official start date for use of new course in the field

### **Lunch – Thank you to the Center for Safe Alaskans for lunch!**

### **Curriculum / Curriculum Rollout continued: Mandi Seethaler and Sarah Tilton**

- Spoke with Curriculum Designer via conference call
- Updated CPST Code of Conduct
- Discussed Renewal Course; consider changes with curriculum update.
- Discussed plans for curriculum rollout
  - Orientation Webinar
  - Instructor emails
  - Social Media
  - Outreach to states: Board members assigned to NHTSA Regions
    - Region 1: Dina Burstein
    - Region 2: Jennifer Pelky & Kerry Chausmer
    - Region 3: Laura Dunn
    - Region 4: Alexis Kagiliery
    - Region 5: Marilyn Bull & Ron Kremer
    - Region 6: Randy Chhabra & Krystal Heinzen
    - Region 7: Lonny Haschel
    - Region 8: Judy Hammond
    - Region 9: Mandi Seethaler
    - Region 10: Tammy Franks
    - Amy Artuso is support for hosting videoconference sessions.
  - Develop PPT and script for consistent orientations and outreach
  - Videoconference meetings available
  - Conferences
    - Lifesavers: Preconference session and FB Live, March 30, 2019
    - KIDZ IN MOTION: Curriculum Plenary, August 22, 2019
    - There will not be a session at PrevCon

### **Closing: Dina Burstein**

- Information provided in preparation for Day 2 of meeting.

### **Day 1 Adjourned at 4:48 PM**

**February 6, 2019 – Day Two**

**Members Attending:** Dina Burstein, Tammy Franks, Sarah Tilton, Lonny Haschel, Laura Dunn, Kerry Chausmer, Amy Artuso, Meg Miller, Marilyn Bull, Charlie Vits, Amber Kroeker, Michael Chappell, Terry Emerson, Mandi Seethaler, Ron Kremer, Randy Chhabra, Alexis Kagiliery, Jennifer Pelky

**Via Videoconference:** Judy Hammond, Bob Stevens (afternoon)

**Members Not Present:** Krystal Heinzen

**Guest(s) Present:** Marietta Brown (NHTSA; via videoconference), Jenny Burke (NSC), Lindsay Pollok (Past Board Member)

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**Welcome: Dina Burstein, 8:00 AM**

- Meeting Called to Order / Day 2 Overview

**Educational Moment: Amy Artuso**

- Reminder that even if available products are not designed specifically to address child passenger safety, items not approved by the child restraint manufacturer should not be used with a car seat.

**Motion to Approve Updated Code of Conduct: Dina Burstein**

- Ron Kremer made a motion to approve the updated Code of Conduct.
- Terry Emerson supported the motion.
- All in favor with none opposed.

**Strategic Planning: Tammy Franks**

- Reviewed Board Mission developed during July 2018 meeting.
- Discussed Board Vision.
- Direction Board was taking is beyond the curriculum. Members have different reasons for joining board.
- Discussed increased standardization for the field of child passenger safety with NCPSB having oversight of additional curriculums, such as school bus and special needs.
  - Open discussion of ideas today with plan for NHTSA and NSC to review information following meeting.
- Is the Board supporting technicians or remaining focused on one curriculum?
- The job is not done once the certification course is completed. There is a lot of change going on in the field of child passenger safety with virtual car seat checks, electronic check forms – members shared an interest in not limiting board to the curriculum only.
- Focus on working collaboratively towards a common goal.
- Improve technician understanding of how to access additional trainings.
  - Support deployment of multiple curriculums.
- NHTSA has final approval. For example, the board will not participate in sending surveys.
- Goals: Education, Mentorship and Engagement.
- Worked on reducing Core Values to five to eight values.
- Moving forward efforts should focus on core values and providing this Board with the opportunity to be more involved in materials beyond the certification curriculum.
- Suggestion to create an internal support document regarding Core Values.

**Board Photo****Recognition Luncheon: Thank you to Austin EMS Association for lunch!**

- Recognition of outgoing Board Members: Laura Dunn
- Changeover of Executive Officers

**Strategic Planning (continued): Tammy Franks**

- Discussed and approved revised slate of membership.
  - Direction taken from NHTSA for discussion starting point.
  - Reviewed and discussed overall slate of member positions.
  - Reviewed individual position titles and definitions.
- Motion to approve revised slate of membership made by Charlie Vits.
  - Motion supported by Dina Burstein.
  - Motion carried with all in favor and none opposed.
- Dina Burstein will draft a one page MOU to outline expectations for appointed members.
- Updated Mission, Vision and Core Values.
- Will discuss goals at July 2019 meeting.
- Discussed and approved future meeting locations and schedule.

**Membership: Lonny Haschel**

- JPMA to appoint new Child Restraint Manufacturers Representative
- Reviewed positions open for application during 2019; terms to begin in 2020.
  - Child Passenger Safety Advocate – At-risk populations
  - Injury Prevention – Public Health
- Reviewed and updated position descriptions.
- Reviewed 2017 Membership challenges and opportunities for improvement
  - Feedback from previous Membership committee members.
  - Application
  - Reference Checks
  - Scoring Applications and Interviews
  - Overall scoring and slate selection
- Updated Application, Instructions, Signature Page and Reference Check documents.
- Reviewed and updated Roles and Responsibilities of National CPS Board Members document.
  - Positions
  - Committees
  - Slate of Membership
- Reviewed proposed interview questions.
- Lonny will update application and selection timeline based on shift in meeting schedule and term dates.

**Closing: Tammy Franks****Day 2 Adjourned at 4:51 PM**

**February 7, 2019 – Day Three**

**Members Attending:** Dina Burstein, Tammy Franks, Sarah Tilton, Lonny Haschel, Laura Dunn, Kerry Chausmer, Amy Artuso, Meg Miller, Marilyn Bull, Amber Kroeker, Michael Chappell, Terry Emerson, Mandi Seethaler, Ron Kremer, Randy Chhabra, Alexis Kagiliery, Jennifer Pelky

**Via Videoconference:** Judy Hammond, Bob Stevens

**Members Not Present:** Krystal Heinzen, Charlie Vits

**Guest(s) Present:** None

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**Welcome: Tammy Franks, 8:05 AM**

**Membership: Lonny Haschel**

- 2019 Membership Committee formed
- Discussed new format to interviews
  - Toyota STAR Format reviewed as an example.
  - Plan for 1 – 2 members conducting interview, record and review later with larger board group, or
  - Don't open video cameras of additional board members; inform candidates of those present.
  - Create a one page description of participating members and share with candidates in advance.
  - For 2019:
    - Lonny Haschel will lead interviews.
    - Lonny will inform candidates which board members are on the line listening.
    - Start with getting to know the candidate.

**Lifesavers Conference: Alexis Kagiliery and Kerry Chausmer**

- Instructor Preconference session: Saturday, March 30, 2019
- Board to create a video library of instructors sharing tips for others.
  - Board members assigned to specific questions.
  - One question, one answer; keep to 30 seconds or less
  - NHTSA media releases to be used for participants to sign.
  - A positive and interactive experience.
  - Can be used later for social posts or incorporated in to webinars.
  - Questions will be based on Curriculum presentation and NCPSB Core Values.
  - Adds additional standardization of expectations for field.
- Developed question suggestions.
- Reminder to see Kerry at Lifesavers to receive board ribbon for conference name badge.

**Motion to Approve new NCPSB Mission, Vision and Core Values: Tammy Franks**

- Motion to approve made by Jennifer Pelky.
- Motion supported by Alexis Kagiliery.
- All in favor with none opposed.

**Instructor Update: Kerry Chausmer**

- Curriculum update drafted and sent to Instructors via email this morning.
- Will include in the next CPS Express.
- New curriculum is anticipated to be released in Fall 2019.

**Committees: Tammy Franks**

- All NCPSB Members participated on the following committees during 2018:
  - Curriculum
  - Communications
  - Membership
- Executive Committee:
  - Officers: Chairperson and Vice-Chairperson
  - NHTSA Headquarters Representative
  - Certifying Body Representative (Safe Kids Worldwide)
  - Board Secretariat (National Safety Council)
- Cert/Recert: Kerry Chausmer, Committee Chair
  - Move work of past Quality Assurance committee to this committee.
  - Policy and procedures changes; For example, Tech Proxy process and requirements.
  - Appeals
  - Instructor Candidate (IC) application process
  - Online Basic CPS Awareness Course
- Diversity Committee:
  - Will no longer be a stand-alone committee.
  - Incorporate past Diversity committee work in to efforts of all committees.
  - Should result in more robust resources.
  - Inclusivity is a Board Core Value.

**Communications: Amy Artuso and Randy Chhabra**

- Social Media analytics update: Ron Kremer
  - Sprout Social reports for NCPSB FB and Twitter.
  - Native files for videos requested for social posts (rather than a YouTube link.)
    - Original mp4 video
  - The NCPSB does not have a budget to support social media, all efforts are organic.
- Discussed primary audience for the NCPSB on social media, website and public outreach.
  - Discussed importance of remaining diverse.
    - Techs and Instructors
    - Parents and Caregivers
    - General audience
  - Different people engage with different topics. Not all posts have to be educational.
  - Meg Miller shared tips she learned at a PIO seminar.
  - Have to include some fun (While being mindful of board representation.)
  - Discussed importance of timely posts.
  - 2019 schedule for member post submissions
- Curriculum rollout: discussed previously during meeting agenda.

- National CPS Awards: Randy Chhabra
  - Positive feedback from board members regarding 2019 awards process.
  - Will increase public recognition of all 2019 award nominees.
    - National conferences
    - CPSboard.org
    - Social Media
    - CPS Express
  - Awards recognition will be included at Lifesavers during:
    - Saturday preconference (Awards Presentation)
    - Conference OPC Workshops
    - Exhibit Hall
      - Certification Booth (SKW)
      - National Safety Council
    - Poster in main conference Registration area
    - Mention during Opening Plenary
    - NSC Reception
  - Discussed next nomination period for 2020 awards.
    - Goal to open nomination period during 2019 Lifesavers conference.
    - Add to PPT slides: See yourself or a colleague on this list next year!
    - Discussed potential of sponsors and travel support for winners.
      - Important to increase visibility of sponsor(s).
    - Discussed venue of awards presentation.
      - Will remain at Lifesavers conference.
      - Certification will continue to provide a blue ribbon for conference badges.
      - Winner does not have to be present for presentation.
  - Motion made to provide additional support to awardees when available by Mandi Seethaler.
    - Motion supported by Ron Kremer.
    - Motion carried
- Website update: cpsboard.org
  - Deferred due to work on curriculum update.
  - Plan to present Dev site for Board review at July meeting.
- National Digital Car Seat Check Form (NDCF): Amy Artuso
  - Overall program update provided.
  - Board to begin decision-making in response to questions/edit suggestions from the field.
  - Discussed creation of a Data committee on NCPSB.
    - NDCF to become part of Data committee.
  - Motion made by Tammy Franks to move NDCF from Communications committee to newly formed Data committee, and requested changes submitted by field to be vetted by Data committee moving forward.
    - Motion supported by Randy Chhabra.
    - Motion carried with all in favor and none opposed.
- Future of Communications committee:
  - Moving forward Communications Committee will transition to two separate committees:
    - Communications and Engagement
    - Data Committee

**Committees revisited: Tammy Franks**

- All NCPSB Members are required to participate on at least two committees each year in addition to the Curriculum Committee.
- Board members will select committee participation on the following:
  - Certification/Recertification
  - Communications and Engagement
  - Data Committee
  - Membership
- Executive Committee structure remains unchanged.
- NHTSA Headquarters and Board Secretariat will participate with all committees.

**Closing Remarks: Tammy Franks**

- Thank you to Randy Chhabra for all he did as local host for this meeting!
- Thank you to all board members for their leadership, energy and enthusiasm.
- Thank you again to outgoing board members!

**Future In-Person Meeting Dates:**

To be held at National Safety Council Headquarters in Itasca, IL.

- July 30 – August 1, 2019
- May 5 – May 7, 2020
- November 4 – November 6, 2020

**Day 3 Adjourned at 11:47 AM**

Minutes respectfully submitted by Amy Artuso, Board Secretariat