The virtual meeting was called to order by Mandi Seethaler at 11 AM EST.

Members Attending:
☒ Mandi Seethaler, Chair
☒ Jennifer Pelky, Vice-Chair
☒ Jim Savage, Vice-Chair Elect
☒ Laura Dunn
☒ Marilyn Bull
☒ Denise Donaldson
☒ Scott Downing
☒ Tammy Franks
☒ Judy Hammond
☒ Drew Kitchens
☒ Ron Kremer
☒ Krystal Phillips
☐ Kellie O’Riordan (excused)
☐ Bob Stevens (excused)
☒ Beth Warren
☒ Justin Young

Guest(s): Jessica Butterfield and Curriculum Committee representatives including Lonny Haschel and Debbie Landoskey

Reminder: Members are asked not to call in to the meeting while driving a motor vehicle. Employees of the National Safety Council cannot continue to host a call while any individual is driving a motor vehicle and using a cell phone regardless if using it hand-held or hands-free. Thank you!

Welcome – Mandi Seethaler
- The Board was welcomed to the September 2021 full Board meeting.
- The Board was reminded that we meet in executive session and meeting participation while driving a motor vehicle is not allowed.

Program Update: NHTSA - Laura Dunn and Judy Hammond
- Laura reported that the 2020 preliminary estimates of crash fatalities are up by 7.2% over 2019. This is the largest projected number of fatalities since 2007. The increase is attributed to impaired driving, speeding and lack of wearing seat belts.
- Heatstroke prevention campaign is continuing. Nineteen children have passed away this year due to pediatric vehicular heatstroke. Please share messaging. This is 100% preventable. Resources are available on Traffic Safety Marketing: https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention.
- We are gearing up for CPS Week! Seat Check Saturday is September 25. Please consider participating in the national virtual seat check event.
- Please visit Traffic Safety Marketing. There are new materials being released to support CPS Week including GIF’s, PSA’s, social media assets and videos:
Judy reported that the NHTSA Regions have been busy getting occupant protection grant applications submitted.

Judy shared state updates. Thanks to states and regions for all of the good work and support of CPS Week!

Program Update: Safe Kids Worldwide/Certification – Beth Warren

Certification is actively working with Cyzap to determine changes needed to support the hybrid curriculum delivery.

Program Update: National Safety Council – Tammy Franks and Ron Kremer

Thank you to Ron for all his help with migrating delivery of *Car Seat Basics* e-learning over to [cpsboard.org](http://cpsboard.org) helping to improve user access and user experience. Access is now available after creating a [cpsboard.org user account](http://cpsboard.org). This change is being promoted on social media and has been promoted at the KIDZ IN MOTION and GHSA conferences.

Ron reported that [cpsboard.org](http://cpsboard.org) receives ~27,000 to 30,000 page views per month and the [cpsboard.org/training](http://cpsboard.org/training) page is accounting for ~2,200 of the views.

Executive Committee – Mandi Seethaler

Drew Kitchens, Child Restraint Manufacturer representative, is resigning from the Board effective immediately.

- Drew currently co-chairs the Certification/Recertification Committee with Denise.
  - A call for co-chair candidates was included in the NCPSB weekly email. Please consider applying.
  - Mandi will assist Denise until the October Certification/Recertification meeting.
- The Executive Committee reviewed options for filling the Child Restraint Manufacturer representative position.
  - **Motion**: Denise moved that the NCPSB moves to work to fill the Child Restraint Manufacturer representative position immediately by holding a Membership drive in September, interviewing candidates in November and onboarding the new Member for the January 2022 meeting.
  - **Second**: Justin seconded the motion.
  - **Discussion**: None
  - **Decision**: The motion carried.

The November 2021 meeting will be a hybrid offering both in-person and virtual participation.

- Please complete the survey to report if you plan to participate in-person or virtually.
- In order to meet at the NSC, all people participating in-person must be fully vaccinated against COVID-19.
  - If we meet at the NSC, masks will be required at all times.
- No pre-meeting events are planned.
Curriculum Committee – Tammy Franks

- Hybrid Curriculum Development
  - An update of the hybrid curriculum development was provided.
    - All module content will be reviewed with audio content approved by the end of September 2021.
    - The e-learnings will be housed at cpst.talentlms.com.
    - Pilots are expected to be conducted in November 2021.
    - Launch is on schedule for January 2022.
  - Open Issues
    - The Board discussed wording used on Learn Practice Explain activities to encourage participation but not criticism.

Membership Committee – Jennifer Pelky and Krystal Phillips

- An update on the 2022-2025 Public Health/Data representative Membership drive was provided.
  - Membership interviews will be conducted on November 17 and 19, 2021.
- Thank you to the Membership Committee for taking on a 2nd Membership drive for the Child Restraint Manufacturer representative position.

Communications and Engagement Committee – Ron Kremer and Jim Savage

- An update on the 2022 CPS Awards campaign was provided.
- Social Media Report
  - The C&E Committee is sending out an email to immediate past Board Members encouraging them to submit social media posts as their schedules allow.
  - August Analytics highlights
    - Facebook daily total reach – 2.6 million (increase)
    - Twitter impressions – 24.9K (increase)
    - Instagram followers are increasing
    - YouTube views - ~10K (increase)
    - Social Media Standouts: Jim, Krystal, Justin and Mandi
- Ron has been working on cpsboard.org updates.
  - NDCF has been added to toolbar on the main page.
  - A clean-up of cpsboard.org/NDCF is completed.
- Check out the new social media library.

Certification/Recertification Committee – Tammy Franks and Denise Donaldson

- Upcoming CEU Webinar: Leaving on a Jet Plane and Bringing the Kids with Me…
  - Tuesday, Oct. 19 @ 2 pm ET
  - Presenters: Tammy Franks and Sarah Haverstick
  - 1 CEU
- Denise is working on the CPST Recruitment Project to identify intended audiences to promote the certification courses, both in-person and hybrid offering.
  - Please share ideas on audiences and how to reach them with Denise at denise@saferidenews.com.
Data Committee – Denise Donaldson
- Denise shared updates on NDCF activities at the KIDZ IN MOTION Conference and Idaho State CPS Conference.
- July data is now available on the NDCF Data Dashboard.
  - 50,520 check forms have been submitted to date.
- Denise provided an update of states who have or are considering adopting use of the NDCF.

Closing Announcements
- Tammy Franks
- The 2022 NCPSB meeting calendar will be out soon.
  - Please review ASAP and let Tammy know if you have any concerns.

Honoring Drew Kitchens
- Thank you Drew for your service on the Board. You will be missed!

The virtual meeting was adjourned by Mandi at 12:30 pm ET.