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# 2022-2023

# Member Handbook

(Revised January 2023)

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*[cpsboard.org](https://cpsboard.org)*

# National Child Passenger Safety Board Member Handbook

## Contents

Purpose of <i>Member Handbook</i> .....	6
Principal Office .....	6
Statement of Intent .....	6
Mission .....	6
Vision .....	6
Core Values .....	6
Strategic Plan .....	7
Board Membership .....	7
Permanent Non-Voting Positions .....	7
Permanent Voting Positions .....	9
Rotating Voting Positions .....	11
Subject Matter Experts .....	13
Field Representatives .....	13
Member Resignation .....	14
Member Removal .....	14
Membership Configuration .....	14
Voting Power and Privileges .....	14
Expectations of Members .....	14
Member Responsibilities .....	14
Child Passenger Safety Technician Code of Conduct .....	14
Public Contact Information .....	14
Meeting Participation .....	15
Confidentiality .....	15
Conflict of Interest Disclosure .....	15
Product Endorsement .....	16
Public Speaking .....	16
When Representing the Board .....	16
When Not Representing the Board .....	17
Compensation .....	17
Full Board Meetings .....	17
Meetings .....	17
Special Meetings .....	17
Guest Participation .....	18

# National Child Passenger Safety Board Member Handbook

Meeting Agendas .....	18
Meeting Format .....	19
Quorum .....	19
Voting .....	19
Virtual Meeting Guidelines .....	19
Meeting Minutes .....	20
In-Person Board Meeting Travel .....	20
Arrival and Departure Times .....	21
Airport .....	21
Ground Transportation .....	21
Lodging .....	21
Travel Reimbursement .....	21
Board Leadership .....	21
Officers of the Board .....	21
Officer Terms .....	22
Vice-Chairperson Elect Eligibility .....	22
Vice-Chairperson Elect Election .....	22
Officer Resignation .....	22
Officer Removal .....	22
Officer Vacancies .....	22
Committees .....	23
Committee Responsibilities .....	23
Standing Committees .....	23
Ad Hoc and Special Committees .....	24
Selection of Committee Chairpersons .....	24
Committee Chairperson Responsibilities .....	25
Committee Membership .....	25
Committee Member Responsibilities .....	25
Committee Member Voting Power and Privileges .....	25
Committee Meetings .....	25
Guest Participation .....	26
Committee Meeting Agendas .....	26
Committee Meeting Format .....	27

# National Child Passenger Safety Board Member Handbook

Quorum .....	27
Committee Voting.....	27
Virtual Committee Meeting Participation While Operating a Motor Vehicle.....	27
Committee Meeting Recordings.....	27
Board Activities .....	27
<i>National Child Passenger Safety Technician Certification Training Curriculum</i> .....	27
National CPS Awards Program.....	28
National Digital Car Seat Check Form .....	28
CPS Coordinators Forum.....	28
NCPSB Webinar Series .....	28
Review and Maintenance of CEU and Community Education Webinars .....	29
Position Statements .....	29
Board Communication.....	30
Public Board Communication.....	30
Weekly Board Email.....	30
Board Website.....	30
Social Media.....	30
Public Comment.....	31
Additional Resources .....	32
Board Website.....	32
Board File Transfer Protocol (FTP) Site.....	32
Appendix A: Core Values .....	33
Appendix B: Strategic Plan (DRAFT).....	34
Appendix C: 2023-2024 NCPSB Members.....	37
Appendix D: National Child Passenger Safety Board                      Permanent Member Representative Designation Form.....	38
Appendix E: Member Onboarding Activities .....	39
Appendix F: Rotating Voting Position Selection Process .....	40
Appendix G: NCPSB Confidentiality Agreement .....	41
Appendix H: NCPSB Conflict of Interest Disclosure Agreement .....	42
Appendix I: 2023 Meeting Schedule .....	43
Appendix J: Vice-Chairperson Elect Election Process .....	44
Appendix K: Board Activities Timeline .....	45
Appendix L: National CPS Awards Program Process .....	47

# National Child Passenger Safety Board Member Handbook

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Appendix M: Webinar Creation and Delivery Process .....	48
Appendix N: Board Position Statements .....	50
Ridesharing .....	50
Appendix O: Communications Style Guide .....	51
Appendix P: Social Media Content Creation Guidelines.....	53
Revision History .....	55

# National Child Passenger Safety Board Member Handbook

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## **Purpose of *Member Handbook***

The *Member Handbook* provides guidance on the effective management and activities of the National Child Passenger Safety Board, hereinafter referred to as “the Board,” to maximize consistency between Board transitions.

If at any time the *Member Handbook* conflicts with the Board *Bylaws*, the *Bylaws* take precedence over the *Member Handbook*.

## **Principal Office**

The principal office of the Board is the National Safety Council, 1121 Spring Lake Drive, Itasca, Illinois 60143.

The National Safety Council (NSC) is responsible for the implementation and management of the Board.

## **Statement of Intent**

The Board works with the National Highway Traffic Safety Administration (NHTSA) and the National Child Passenger Safety (CPS) Certification Program (hereafter referred to as “the National CPS Certification Program”) as follows:

- NHTSA is responsible for assuring the technical accuracy of the curriculum used to teach child passenger safety Technicians and Instructors.
- The National CPS Certification Program, a program of Safe Kids Worldwide, administers all aspects of CPS certification and maintains a directory of nationally certified CPS Technicians and Instructors.
- The Board maintains the *National Child Passenger Safety Technician Certification Training* curriculum.

## **Mission**

The mission of the Board is to save lives and prevent injuries by promoting child passenger safety through education, mentorship, engagement and innovation.

## **Vision**

The vision of the Board is to keep children and their families safe in and around vehicles.

## **Core Values**

The core values of the Board are:

- Leadership
- Service
- Professionalism
- Inclusivity

Refer to [Appendix A](#) for further explanation of the core values.

# National Child Passenger Safety Board Member Handbook

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## Strategic Plan

The Board utilizes a strategic plan to guide its priorities and activities.

Originally developed in March 2010, the plan is reviewed annually at the May Board meeting.

Currently, the Board is revising the strategic plan to align with the Board's updated mission (2019). The Board's goals support the four (4) pillars of the Board's mission: education, mentorship, engagement and innovation.

Refer to [Appendix B](#) for the DRAFT strategic plan.

## Board Membership

Members of the Board are representatives from national, state and local agencies such as injury prevention organizations, public health, healthcare, fire and emergency medical services, law enforcement, child restraint and vehicle manufacturers, safety research organizations and safety advocates.

The Board consists of no fewer than nine (9) and no more than seventeen (17) Members.

At least eight (8) Members, including the Child Passenger Safety Advocate and Child Passenger Safety Advocate: At-Risk/Underserved Populations, must be currently certified CPS Technicians or Instructors. A minimum of four (4) Members must be currently certified as CPS Instructors.

Refer to [Appendix C](#) for a list of current Members.

There are three types of Member positions on the Board: permanent non-voting, permanent voting and rotating voting.

## Permanent Non-Voting Positions

Permanent non-voting member organizations appoint a representative to serve on the Board.

Permanent non-voting member organizations include:

- **NHTSA Headquarters**  
The NHTSA Headquarters representative, appointed by NHTSA Headquarters, provides a national perspective on emerging child passenger safety issues. This representative also manages the NHTSA cooperative agreement funding the Board.
- **NHTSA Regions**  
The NHTSA Regions representative, appointed by NHTSA Headquarters, provides a state/regions perspective regarding issues faced and how to better disseminate information to reach people in the field.
- **National Safety Council: Secretariat**  
The Secretariat, appointed by the NSC, provides ongoing daily support of the Board's activities.
- **Safe Kids Worldwide: National CPS Certification Program**  
The National CPS Certification Program representative, appointed by Safe Kids Worldwide, provides a national perspective regarding certification-related issues and support for CPS Instructors, Technicians and potential Technicians.

# National Child Passenger Safety Board Member Handbook

## **Term Limits – Permanent Non-Voting Representatives**

There is no limit to the number of years that a representative may serve in a permanent non-voting position.

## **Confirmation – Permanent Non-Voting Representatives**

Permanent non-voting member organizations must confirm their representative every three (3) years based on the schedule in *Table 1*.

**Table 1: Confirmation Schedule – Permanent Non-Voting Representatives**

Position	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
NHTSA Headquarters		X			X			X			X
NHTSA Regions			X			X			X		
NSC: Secretariat	X			X			X			X	
SKW: Nat'l CPS Cert Program			X			X			X		

## **Confirmation Process – Permanent Non-Voting Representatives**

According to the schedule in *Table 1*, the Secretariat sends the permanent non-voting member organization a request to confirm their representative at the same time as the current year's membership drive is opened.

The permanent non-voting member organization is asked to confirm or, if preferred, change their respective representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* by the closing date of the current year's membership drive.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

If a new representative is named, the new representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

## **Change in Representation – Permanent Non-Voting Positions**

Permanent non-voting member organizations may change their representative at any point in time by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

# National Child Passenger Safety Board Member Handbook

## **Vacancy – Permanent Non-Voting Position**

In the event of an unplanned vacancy of a permanent non-voting position, the permanent non-voting member organization is asked to submit a representative for the respective position by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* no later than one (1) month after the start of the vacancy.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

## **Interim Representative – Permanent Non-Voting Position**

If the permanent non-voting member organization is unable to name a permanent representative within one (1) month of the start of a vacancy or a permanent non-voting member will be on an extended leave of absence, the permanent non-voting member organization may name an interim representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* within one (1) month of the start of the vacancy. The permanent non-voting member organization must indicate an end date for the interim representative. As needed, the interim representative's term may be extended by the permanent non-voting member organization by submitting an updated *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The interim representative will have the same voting power, privileges and responsibilities of a permanent representative.

## **Onboarding – Permanent Non-Voting Position**

All permanent and interim non-voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

Refer to [Appendix E](#) for a list of Member onboarding activities.

## **Permanent Voting Positions**

Permanent voting member organizations appoint a representative to serve on the Board.

Permanent voting member organizations include:

- **American Academy of Pediatrics (AAP)**  
The AAP representative, a national appointment, must be actively involved with the AAP and possess expertise in special transportation needs.
- **Governors Highway Safety Association (GHSA)**  
The GHSA representative represents GHSA to promote Board activities to within the GHSA network.

# National Child Passenger Safety Board Member Handbook

- **National Safety Council: Curriculum**  
The Curriculum representative serves as the project manager for the maintenance of Board curricula.
- **Safe Kids Worldwide: Safe Kids Coalitions**  
The Safe Kids Coalitions representative provides expertise in the field and access to the Safe Kids coalition network.

## **Term Limits – Permanent Voting Representatives**

There is no limit to the number of years that a representative may serve in a permanent voting position.

## **Confirmation – Permanent Voting Representatives**

Permanent voting member organizations must confirm their representative every three (3) years based on the schedule in *Table 2*.

**Table 2: Confirmation Schedule – Permanent Voting Representatives**

Position	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
AAP	X			X			X			X	
GHSA		X			X			X			X
NSC: Curriculum			X			X			X		
SKW: SK Coalitions	X			X			X			X	

## **Confirmation Process – Permanent Voting Representatives**

According to the schedule in *Table 2*, the Secretariat sends the permanent voting member organization a request to confirm their representative at the same time as the current year’s membership drive is opened.

The permanent voting member organization is asked to confirm or, if preferred, change their respective representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* by the closing date of the current year’s membership drive.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

If a new representative is named, the new representative’s service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

## **Change in Representation – Permanent Voting Positions**

Permanent voting member organizations may change their representative at any point in time by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The representative’s service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

# National Child Passenger Safety Board Member Handbook

## **Vacancy – Permanent Voting Position**

In the event of an unplanned vacancy of a permanent voting position, the permanent voting member organization is asked to submit a representative for the respective position by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* no later than one (1) month of the start of the vacancy.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

## **Interim Representative – Permanent Voting Position**

If the permanent voting member organization is unable to name a permanent representative within one (1) month of the start of a vacancy or a permanent voting member will be on an extended leave of absence, the permanent voting member organization may name an interim representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Confirmation Form* within one (1) month of the start of the vacancy. The permanent voting member organization must indicate an end date for the interim representative. As needed, the interim representative's term may be extended by the permanent voting member organization by submitting an updated *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

Refer to [Appendix D](#) for the *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

The interim representative will have the same voting power, privileges and responsibilities of a permanent representative.

## **Onboarding – Permanent Voting Position**

All permanent and interim voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

Refer to [Appendix E](#) for a list of Member onboarding activities.

## **Rotating Voting Positions**

There are two types of rotating voting positions: subject matter experts and field representatives.

### **Rotating Voting Positions: Subject Matter Experts**

The subject matter expert positions include:

- **Child Restraint Manufacturer Representative**
  - The Child Restraint Manufacturer Representative must be employed by a child restraint manufacturer selling products in the United States (U.S.) that meet U.S. regulations and standards.
  - The Child Restraint Manufacturer is required to have a background in one (1) or more of the following areas: safety, regulatory affairs, engineering or research and development.

# National Child Passenger Safety Board

## Member Handbook

- Ideally, the Child Restraint Manufacturer Representative has knowledge in multiple sub-categories of child restraints including different types of car seats and booster seats.
- The Child Restraint Manufacturer Representative should possess a global view of child passenger safety with knowledge of technical issues and technical developments of child restraints.
- Current certification as a CPS Technician or Instructor is preferred.
- **Vehicle Manufacturer Representative**
  - The Vehicle Manufacturer Representative must be employed by a vehicle manufacturer selling products in the United States (U.S.) that meet U.S. regulations and standards.
  - The Vehicle Manufacturer Representative is required to have a background in one (1) or more of the following areas: safety, regulatory affairs, engineering or research and development.
  - The Vehicle Manufacturer Representative should possess a global view of child passenger safety with knowledge of technical issues and technical developments in vehicles and their impact on using car seats and booster seats.
  - Current certification as a CPS Technician or Instructor is preferred.

### *Rotating Voting Positions: Field Representatives*

The field representative positions include:

- **Child Passenger Safety Advocate**

The CPS Advocate Field Representative represents constituencies that are not otherwise represented on the Board. This Member must be a CPS Technician or Instructor.
- **Child Passenger Safety Advocate: At-Risk/Underserved Populations**

The CPS Advocate: At-Risk/Underserved Populations Field Representative represents an organization that works with diverse groups – ethnically, socio-economically and/or at-risk populations. This Member must be a CPS Technician or Instructor.
- **Community Engagement Representative**

The Community Engagement Field Representative works to support the engagement pillar of the Board’s mission though involving the CPS community in Board activities and amplifying Board messaging and resources at the state and local level.
- **Injury Prevention/Healthcare**

The Injury Prevention/Healthcare Field Representative represents expertise in healthcare settings, inpatient or out-patient, which may include expertise in CPS programming and hospital discharge policies. This position is inclusive to family practice and healthcare professionals (e.g. physicians, nurses, rehabilitation, child life, social work, community education and health educators).
- **Public Health/Research**

The Public Health/Research Field Representative represents a public health or research organization that provides programming in the community or non-healthcare setting (e.g. CDC, IIHS, UMTRI and CHOP).
- **Public Safety: Fire/Emergency Medical Services**

The Public Safety: Fire/Emergency Medical Services (EMS) Field Representative must be actively working in the fire/EMS field and engaged in current events and issues as related to CPS.

# National Child Passenger Safety Board

## Member Handbook

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- **Public Safety: Law Enforcement**

The Public Safety: Law Enforcement Field Representative must be actively working in the law enforcement field and engaged in current events and issues as related to CPS.

### ***Service Term – Rotating Voting Positions***

Rotating voting Member service terms are three (3) years.

Rotating voting Members begin their service term at the first May Board meeting, following the installation of new Officers. Their service term expires at the fourth May Board meeting.

Rotating voting Members who are appointed to fill an unplanned vacancy of a rotating voting position serve for the remainder of the original service term, unless the position is filled by a new call for applications.

If a rotating voting Member is elected as Vice-Chairperson, the service term extends for up to two (2) years from when they take office as Vice-Chairperson at the May Board meeting following their election, allowing for time to fulfill the Officer terms.

### ***Term Limits – Rotating Voting Positions***

#### ***Subject Matter Experts***

Subject matter experts are not subject to term limits.

When considering applications for a subject matter expert position, preference may be given to applications from individuals and/or manufacturers who have not served on the Board in the past.

#### ***Field Representatives***

Field representatives are limited to one (1) full term in any field representative position and are not eligible to serve in an additional field representative position at any point in the future.

### ***Selection Process – Rotating Voting Positions***

Rotating voting Members are selected by a majority vote of the Board following the review of applications, vetting and interviewing of top candidates and recommendation by the Membership Committee.

If the Board does not receive qualified applications or applicants who meet all criteria for a certain rotating voting position, then the Board may reopen the application process for the respective position or leave the position open until the next membership cycle.

Refer to [Appendix F](#) for the complete rotating voting position selection process.

### ***Vacancy - Rotating Voting Position***

In the event of an unplanned vacancy of a rotating voting position, the position will remain open until the next membership cycle or the Board, at its discretion, may fill the position on an interim or permanent basis as decided by a majority vote of the Board.

### ***Onboarding – Rotating Voting Position***

All new rotating voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

# National Child Passenger Safety Board Member Handbook

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Refer to [Appendix E](#) for a list of Member onboarding activities.

## Member Resignation

A Member may resign at any time by giving written notice of such intent to the Executive Committee.

## Member Removal

A Member may be removed from the Board for failure to uphold Board responsibilities by a majority vote of the Board at any regular or special meeting.

## Membership Configuration

At any point in time, the Membership Committee may recommend changes to membership organizations and/or rotating voting positions in an effort to ensure the inclusiveness and diversity of the Board.

The Board must approve, by a majority vote, any changes to the membership configuration of the Board recommended by the Membership Committee.

Any changes in membership configuration approved by the Board must then be submitted to the NHTSA Headquarters representative for review and approval.

## Voting Power and Privileges

Each Member has one (1) vote with the exception of the permanent, non-voting Members.

## Expectations of Members

### Member Responsibilities

Members support activities to fulfill the Board's mission including, but not limited to:

- Monitoring, updating and maintaining the quality of the *National Child Passenger Safety Technician Certification Training* curriculum.
- Providing feedback on the process for Technician and Instructor certification/recertification.
- Developing and supporting resources for CPS professionals.
- Identifying and providing outreach to at-risk/underserved populations.
- Serving as a point of contact and voice for the constituency they are representing on the Board.
- Facilitating information sharing.
- Selecting CPS Technician, Instructor and Team of the Year Award recipients.

### Child Passenger Safety Technician Code of Conduct

Members are expected to exemplify the *Child Passenger Safety Technician Code of Conduct*.

### Public Contact Information

Members are expected to provide at least one (1) means of communication (email and/or phone number) to be shared with the general public.

# National Child Passenger Safety Board Member Handbook

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## Meeting Participation

Members are expected to attend and participate fully in every Board meeting.

Each Member should feel free to express their opinions and will be given every opportunity to be heard. In turn, each Member must allow other Members to speak opposing opinions or alternative viewpoints. Members must respect each other's diverse opinions and viewpoints.

Voting Members are expected to participate actively in all votes conducted by the Board.

## Confidentiality

All Board meetings are held in executive session.

Members must keep all matters dealt with the Board confidential until such information is deemed public record.

Each Member must review and sign the *NCPSB Confidentiality Agreement* on an annual basis at the May Board meeting.

Refer to [Appendix G](#) for the *NCPSB Confidentiality Agreement*.

### **Failure to Comply: Confidentiality**

Failure to comply with the *NCPSB Confidentiality Agreement* will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply. Refer to the Board Meeting section for additional information on special meetings.

## Conflict of Interest Disclosure

Each Member must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* on an annual basis at the May Board meeting. At that time, the Member must disclose whether or not they have a potential or actual conflict of interest. If a potential or actual conflict of interest exists, the Member must submit an explanation with the *NCPSB Conflict of Interest Disclosure Agreement*.

If at any time during the service term a potential or actual conflict of interest arises for the Member, the Member must resubmit the *NCPSB Conflict of Interest Disclosure Agreement*, as well as supporting documentation to the Secretariat, within two (2) weeks of identification of the potential or actual conflict of interest.

In the case of a potential or actual conflict of interest, the Member must not participate in any Board discussion relevant to the matter or participate in any Board vote relevant to the matter.

When there is doubt as to whether a potential conflict of interest exists, the matter is determined by a majority vote of the Board, excluding the Member with the potential conflict of interest.

Refer to [Appendix H](#) for the *NCPSB Conflict of Interest Disclosure Agreement*.

# National Child Passenger Safety Board

## Member Handbook

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### ***Record of Conflict of Interest Disclosure***

In the case of a potential or actual conflict of interest, the meeting minutes of the Board will reflect the disclosure as well as the fact that the Member did not participate in any Board discussion or vote on the disclosed matter.

### ***Failure to Comply: Conflict of Interest Disclosure***

Failure to comply with the *NCPSTB Conflict of Interest Disclosure Agreement* will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply. Refer to Board Meeting section for additional information on special meetings.

### **Product Endorsement**

Members must not use their position on the Board for implicit or explicit product endorsement.

### ***Failure to Comply: Product Endorsement***

Any Member deemed to be using their position on the Board for product endorsement will be subject to immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply. Refer to Board Meeting section for additional information on special meetings.

### **Public Speaking**

Members must understand that when speaking publicly on behalf of the Board that they speak for all Members and their affiliated organizations. As such, speaking publicly on behalf of the Board is taken very seriously.

PowerPoint presentations must use either the National Child Passenger Safety Board or National Digital Car Seat Check Form template. The templates are available in the Board Resource Library at [cpsboard.org/learn-about-the-board/resource-library](https://cpsboard.org/learn-about-the-board/resource-library). Contact the Secretariat for the password to access the Board Resource Library.

### ***Public Speaking Approval***

Members must not speak for the Board without prior consent.

Members must submit a request to speak publicly as a Member of the Board to the Executive Committee no less than two (2) weeks before the Executive Committee meeting prior to the speaking engagement. This request must include any presentation materials including PowerPoint slides and planned remarks.

Presentations that have been previously approved by the Executive Committee and made available to Members to help promote the Board may be presented without advance notice.

### ***Approved Acknowledgment of Board Participation***

Members must share the following in each situation:

#### **When Representing the Board**

"I am presenting today as a Member of the National Child Passenger Safety Board."

# National Child Passenger Safety Board Member Handbook

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## **When Not Representing the Board**

"I am a Member of the National Child Passenger Safety Board but I am not speaking on behalf of the Board today."

## **Public Speaking Reporting**

Following a presentation representing the Board, the Member must report details of the presentation and audience to the Secretariat within one (1) month.

## **Failure to Comply: Public Speaking Approval**

Failure to seek and receive prior approval to speak publicly as a Member of the Board will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply. Refer to Board Meeting section for additional information on special meetings.

## **Compensation**

As Board membership is voluntary, there is no monetary compensation for serving on the Board.

## **Full Board Meetings**

### **Meetings**

The Board meets in person biannually during the first full week of May and November at the offices of the National Safety Council or any other location approved by the Executive Committee. Typically, the in-person meetings are an afternoon meeting on Day 1 – allowing for morning travel to NSC; a full day meeting on Day 2; and a morning meeting on Day 3 – allowing for afternoon travel home. If warranted, the in-person meeting may be held virtually.

The Board meets virtually for two (2) hours four (4) additional times per year in a format where all Members can hear one another simultaneously. Virtual meetings are scheduled by the Executive Committee by the end of the calendar year prior to the meeting year taking into consideration the timing of national events (e.g. federal holidays, national conferences and National Child Passenger Safety Week).

Refer to [Appendix I](#) for the current year meeting schedule.

### **Notice of Meetings**

Notice of all Board meetings are emailed by the Secretariat to all Members at least one (1) month prior to the meeting.

### **Special Meetings**

Special meetings to address an issue that cannot wait until the next scheduled Board meeting may be called at the request of the Chairperson or at least one-fourth (1/4) of the Members by written request submitted to the Executive Committee.

Special meetings are held virtually in a format where all Members can hear one another simultaneously.

# National Child Passenger Safety Board Member Handbook

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## **Notice of Special Meetings**

Notice of a special meeting is emailed by the Secretariat to all Members at least seven (7) days prior to the special meeting unless circumstances present an issue that must be addressed more quickly than seven (7) days.

## **Guest Participation**

Guests may be invited to participate in Board meetings. All guests must be approved by the Executive Committee.

It is the responsibility of the Chairperson to:

- Inform any approved guest of the meeting expectations, including confidentiality, and have the guest complete and submit a *NCPSB Confidentiality Agreement* to the Secretariat prior to the start of the meeting.
- Inform any approved guest of their responsibility to disclose any potential conflict of interest and have the guest complete and submit a *NCPSB Conflict of Interest Disclosure Agreement* to the Secretariat prior to the start of the meeting.

## **Standing Approval**

The leadership of NHTSA, NSC and Safe Kids Worldwide have standing approval to attend all Board meetings as guests.

Advance notice of attendance by any leadership of NHTSA, NSC and Safe Kids Worldwide is requested to be provided to the Executive Committee at least one (1) week prior to the meeting.

Any leadership of NHTSA, NSC and Safe Kids Worldwide who attends a full Board meeting must review and sign the *NCPSB Confidentiality Agreement* prior to attending the first Board meeting and then again on an annual basis at the May Board meeting.

Additionally, any leadership of NHTSA, NSC and Safe Kids Worldwide who attends a full Board Meeting must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the first Board meeting and then again on an annual basis at the May Board meeting. If at any time during the year a potential or actual conflict of interest arises for such a member of leadership of NHTSA, NSC or Safe Kids Worldwide, the member must resubmit the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the next full Board meeting.

## **Meeting Agendas**

Board meeting agendas are compiled and approved by the Executive Committee.

Any Member may request an agenda item be included by submitting a written request to the Chairperson at least two (2) weeks prior to the scheduled meeting.

The meeting agenda and supporting materials are emailed by the Chairperson to the Board at least one (1) week prior to the Board meeting.

# National Child Passenger Safety Board

## Member Handbook

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### Meeting Format

Allowing for more open discussion, all Board meetings are held in executive session. All discussions at meetings as well as meeting agendas, supporting documents, minutes and recordings are confidential and must not be disclosed to others until such information has been deemed public record by a majority vote of the Board.

Refer to [Appendix G](#) for the *NCPSB Confidentiality Agreement*.

### Parliamentary Procedure

The spirit of parliamentary practice comprised in Robert's Revised Rules of Order guides proceedings of the Board meetings, except where the rules are specifically in conflict with the Board's operating procedures.

Motions for the Board to take an action or a stand on an issue are made using the following format:

- Motion: A Member makes a motion proposing action by the Board.
- Second: Another Member seconds the motion.
- Restate Motion: The Chairperson restates the motion.
- Discussion: Members discuss the motion.
- Vote: The Chairperson restates the motion, then asks for affirmative votes, negative votes and abstentions.
  - Any Member may call for an exact count of a vote.
  - If the Board is in obvious agreement, the Chairperson may save time by stating, "If there is no objection, we will adopt the motion to..." The Chairperson will wait for any objections and then say, "Hearing no objections, (state the motion) is adopted."
- Announce the Vote: The Chairperson announces the result of the vote.

### Quorum

Participation, in person or virtually, of a majority of all voting Members constitutes a quorum to conduct the business of the Board.

During in-person meetings, a voting Member may also participate virtually and be considered "present" for the purposes of establishing a quorum. They may also participate in votes if they have been involved in the discussion on the issue being put to a vote.

### Voting

All issues to be voted on are decided by a majority vote of all voting Members, unless otherwise noted.

#### *Voting Tiebreaker*

In the event of a tie, the NHTSA Headquarters representative casts the deciding vote.

### Virtual Meeting Guidelines

When deemed necessary by the Executive Committee, or as otherwise provided in the *Bylaws*, meetings of the Board may be conducted virtually through use of a communications platform that supports voting and visible displays identifying those participating, identifying those seeking recognition to speak and showing (or permitting the retrieval of) the text of pending motions.

# National Child Passenger Safety Board

## Member Handbook

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These virtual meetings of the Board are subject to all rules adopted by the Board, which may include any reasonable limitations on, and requirements for, Members' participation. A vote conducted through the designated communications platform will be deemed a vote, fulfilling any requirement in the *Bylaws* or rules that a vote be conducted. All aspects of the meeting, spoken or written, will be recorded.

The Secretariat will serve as host for the communications platform. If the Secretariat is unable to host the meeting, the Secretariat is responsible for designating an alternate host.

The Secretariat will email to all Members the URL/web address and codes necessary to connect to the communications platform, and, as an alternative, the phone number and access code(s) the Members need to participate by telephone.

The Secretariat will schedule the communications platform access to begin at least ten (10) minutes before the start of each meeting.

The presence of a quorum will be established by audible roll call at the beginning of the meeting. Thereafter, the continued presence of a quorum will be determined by the online list of participating Members, unless any Member requests a quorum count by audible roll call. Such a request may be made following any vote for which the announced totals add to less than a quorum.

Each Member is responsible for their own audio and Internet connections. No action will be invalidated on the grounds that the loss of, or poor quality of, a Member's individual connection prevented participation in the meeting.

The Chairperson, Secretariat or meeting leader may cause or direct the disconnection or muting of a Member's connection if it is causing undue interference with the meeting. The decision to do so, which is subject to an undebatable appeal that can be made by any Member, will be announced during the meeting.

### ***Virtual Meeting Participation While Operating a Motor Vehicle***

Members are not to join meetings while operating a motor vehicle regardless of whether or not they are using a handheld or hands-free cell phone.

If it is deemed that any Member is participating in a meeting in this manner, the meeting will be ended immediately for all participants.

### **Meeting Minutes**

Written or recorded meeting minutes of all Board meetings are kept on file by the Secretariat.

The Secretariat provides a draft of the public meeting minutes within one (1) month after the Board meeting for Board review. The Board votes to approve the public meeting minutes at the following Board meeting. Approved public meeting minutes are posted to the Board website.

### **In-Person Board Meeting Travel**

The Secretariat coordinates meeting logistics, such as meeting space and a hotel room block, for all in-person Board meetings. At least twelve (12) weeks prior to in-person Board meetings, the Secretariat emails this information in order for Members to make timely travel arrangements.

# National Child Passenger Safety Board Member Handbook

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## **Arrival and Departure Times**

Due to the limited number of in-person Board meetings annually, Members should plan travel to allow attendance for the Board meeting in its entirety.

Late arrivals or early departures to the in-person Board meeting are discouraged as they are disruptive to the business of the Board.

## **Airport**

Chicago O'Hare International Airport (ORD) is the airport in closest proximity to the NSC.

## **Ground Transportation**

Rideshare and taxi service are readily available from/to Chicago O'Hare International Airport.

The Secretariat arranges ground transportation between the meeting site and hotel each day.

## **Lodging**

The Secretariat coordinates a hotel room block for each in-person Board meeting.

## **Travel Reimbursement**

As Board membership is voluntary, the Board typically does not reimburse Members for travel-related expenses incurred in order to attend in-person meetings.

Limited travel reimbursement is available if the Member is not supported by a sponsoring organization.

The Member must work with the Secretariat in advance of each in-person Board meeting for guidance on available funding and funding limits.

If travel reimbursement is approved by the Secretariat, the Member must submit itemized travel receipts to the Secretariat within one (1) month of completing travel for the in-person meeting. Reimbursement is based on itemized receipts not to exceed federal government per diem rates, unless approved in advance.

## ***Special Situations***

The Board recognizes that special situations may create a temporary hardship. Any Member may request travel assistance for an in-person Board meeting by contacting the Secretariat. Such requests may be granted with NSC approval based upon availability of funds.

## **Board Leadership**

### **Officers of the Board**

The Officers of the Board are the Chairperson, Vice-Chairperson and Vice-Chairperson Elect.

#### ***Chairperson***

The Chairperson acts as spokesperson for the Board and facilitates Board meetings.

# National Child Passenger Safety Board

## Member Handbook

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### ***Vice-Chairperson***

The Vice-Chairperson leads the Membership Committee.

The Vice-Chairperson serves on the Chairperson's behalf in their absence.

### ***Vice-Chairperson Elect***

The Vice-Chairperson Elect serves on the Vice-Chairperson's behalf in their absence.

### **Officer Terms**

Officers serve for three (3) years. During the first year, the elected Officer serves as the Vice-Chairperson Elect. During the second year, the elected Officer serves as the Vice-Chairperson. During the third year, the elected Officer serves as the Chairperson.

The elected Officer's Board service term extends for up to two (2) additional years from when they take office as Vice-Chairperson Elect at the May Board meeting following their election, allowing for time to fulfill the Officer terms.

### **Vice-Chairperson Elect Eligibility**

Any Member, with the exception of permanent non-voting Members and current Officers, is eligible to serve as Vice-Chairperson Elect if they have been on the Board for at least one (1) full year as of the May Board meeting of the voting year and have at least one (1) year remaining in their service term.

### **Vice-Chairperson Elect Election**

The Vice-Chairperson Elect election is held annually at the May Board meeting. Election is determined by a majority vote of the Board.

Refer to [Appendix J](#) for the Vice-Chairperson Elect election process.

### **Officer Resignation**

An Officer may resign at any time by giving written notice of such intent to the Executive Committee. The Officer's service term will revert to the original service term.

### **Officer Removal**

An Officer may be removed due to failure to uphold officer responsibilities by a majority vote of the Board at any regular or special meeting. The Officer's service term will revert to the original service term or, at the Board's discretion, the Officer also may be removed from the Board by a majority vote.

### **Officer Vacancies**

#### ***Chairperson***

In the event of an unplanned vacancy in the position of Chairperson, the Vice-Chairperson automatically fills the position for the remainder of the term of the original Chairperson in addition to serving their subsequent term as Chairperson.

#### ***Vice-Chairperson***

In the event of a vacancy in the position of Vice-Chairperson, the Vice-Chairperson Elect automatically fills the position for the remainder of the term of the original Vice-Chairperson in addition to serving their subsequent term as Vice-Chairperson.

# National Child Passenger Safety Board

## Member Handbook

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### ***Vice-Chairperson Elect***

In the event of a vacancy in the position of the Vice-Chairperson Elect, the Executive Committee fulfills the Vice-Chairperson Elect responsibilities until the Board elects a new Vice-Chairperson Elect at the next meeting of the full Board. In this circumstance only, any Member, with the exception of permanent non-voting Members and current Officers, is eligible to serve as Vice-Chairperson Elect if they have been on the Board for at least one (1) full year and their position has not been filled for the upcoming service term.

## **Committees**

### **Committee Responsibilities**

Committees support activities to fulfill the Board's mission.

### **Standing Committees**

The Board has the following standing committees:

- Executive Committee
- Certification/Recertification Committee
- Community Engagement Committee
- Curriculum Committee
- Data Committee
- Membership Committee

### ***Executive Committee***

The Executive Committee includes the Chairperson, Vice-Chairperson, Vice-Chairperson Elect, Secretariat, NHTSA Headquarters representative and National CPS Certification Program representative.

Executive Committee responsibilities include, but are not limited to, executive decision-making as needs are identified to support the quality, operations and policies of the Board, planning meeting agendas and approval of meeting guests.

### ***Certification/Recertification Committee***

The Certification/Recertification Committee works with the National CPS Certification Program to provide feedback and guidance on the policies and procedures related to certifying/recertifying Technicians, Instructors, Instructor Candidates and Technician Proxies. The committee also works with the National CPS Certification Program in handling any appeals relating to certification/recertification. The National CPS Certification Program consults with this committee, when necessary, to develop policy for specific events related to certification/recertification.

### ***Community Engagement Committee***

The Community Engagement Committee is (co-) chaired by the Community Engagement Field Representative.

The Community Engagement Committee works to build CPS community support for the Board through engagement in Board activities and amplification of Board messaging and resources. Additionally, the Community Engagement Committee manages the National Child Passenger Safety Awards Program.

# National Child Passenger Safety Board

## Member Handbook

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### **Curriculum Committee**

All Members serve on the Curriculum Committee. The Curriculum Committee is (co-) chaired by the NSC: Curriculum Representative.

The Curriculum Committee organizes the content and structure of the *National Child Passenger Safety Technician Certification Training* curriculum, including the Instructor Guide, Technician Guide, PowerPoint presentations and supporting documents.

Curriculum subcommittees may be appointed on an ad hoc basis and may include membership from outside the Board.

The NSC Senior Program Manager for Transportation Safety Curriculum is a standing guest of the Curriculum Committee.

### **Data Committee**

The Data Committee collects and analyzes data within CPS and explores means to translate findings into tangible work that impacts both the direction of Board committees as well as informs grassroots CPS programs. Additionally, the Data Committee works with the National Digital Car Seat Check Form (NDCF) Program serving as subject matter experts.

The members of the NDCF Program Team are standing guests of the Data Committee.

### **Membership Committee**

The Membership Committee is (co-) chaired by the Vice-Chairperson and includes the NHTSA Regions representative.

The Membership Committee maintains the quality and integrity of the membership application process, including but not limited to the application itself. The Membership Committee votes on the slated ballot and presents new Member candidates to the full Board for a vote. The committee may identify and recommend additional membership organizations and/or constituencies to participate on the Board in an effort to ensure the inclusiveness and diversity of the Board.

### **Ad Hoc and Special Committees**

Ad hoc committees and special committees needed to address the initiatives of the Board may be formed or dissolved as deemed necessary by the Board and determined by a majority vote of the Board.

### **Selection of Committee Chairpersons**

Unless stated otherwise in the *Bylaws*, committee chairpersons for each committee are selected annually by a majority vote of each committee at the May Board meeting.

# National Child Passenger Safety Board Member Handbook

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## Committee Chairperson Responsibilities

Committee chairpersons have the following responsibilities:

- Lead committee activities that support the mission of the Board.
- Email notice of committee meetings at least one (1) month prior to each meeting.
- Develop committee meeting agendas.
- Hold committee meetings at least six (6) times annually.
- Encourage Member participation on the committee.
- Submit committee meeting notes to the Secretariat within one (1) month of the meeting if the meeting is not recorded.
- Work with the Board Chairperson in addressing participation issues.

## Committee Membership

All Members are required to serve on the Curriculum Committee and at least two additional committees. Each May, Members confirm with the Secretariat on which committees they will serve for that year.

## Committee Member Responsibilities

Committee members have the following expectations:

- Attend committee meetings as scheduled.
- Be active and engaged participants.
- Complete assigned committee tasks in a timely manner.

## Committee Member Voting Power and Privileges

Each committee member, including representatives serving in permanent non-voting positions, has equal voting power and privileges. It is the responsibility of all Members to actively vote on committee matters.

## Committee Meetings

Committees meet virtually at least six (6) times per year in a format where all Members can hear one another simultaneously. Typically, committee meetings occur every two (2) months.

Committee meetings are scheduled by each committee by the end of the calendar year prior to the meeting year taking into consideration the timing of national events (e.g. federal holidays, national conferences and National Child Passenger Safety Week).

Refer to [Appendix I](#) for the current year committee meetings schedule.

### *Notice of Committee Meetings*

Notice of all committee meetings are emailed to all Members at least one (1) month prior to the meeting by the Committee Chairperson or the Secretariat.

### *Hosting of Virtual Committee Meetings*

The Secretariat will serve as host for all virtual committee meetings. If the Secretariat is unable to host the committee meeting, the Secretariat is responsible for designating an alternate host.

# National Child Passenger Safety Board

## Member Handbook

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### **Committee Meeting Cancellation**

Committee meetings may be cancelled if it is determined by the Committee Chairperson that there is not enough business to warrant holding the committee meeting.

In the event that a committee meeting is cancelled, the Committee Chairperson will notify the committee at least one (1) week prior to the meeting date.

In lieu of the committee meeting, the committee chairperson must provide the update via email to all committee Members by the time of the originally scheduled committee meeting.

### **Guest Participation**

Guests may be invited to participate in committee meetings but do not have voting privileges. All guests of committee meetings must be approved by the Executive Committee or the respective Committee Chairperson.

It is the responsibility of the Committee Chairperson to:

- Inform any approved guest of the meeting expectations, including confidentiality, and have the guest complete and submit a *NCPSB Confidentiality Agreement* to the Secretariat prior to the start of the meeting.
- Inform any approved guest of their responsibility to disclose any potential conflict of interest and have the guest complete and submit a *NCPSB Conflict of Interest Disclosure Agreement* to the Secretariat prior to the start of the meeting.

### **Standing Approval**

Guests may have standing approval to attend committee meetings for a designated Board committee, which also applies to committee meetings held during full Board meetings.

Guests with standing approval for committee meetings must review and sign the *NCPSB Confidentiality Agreement* prior to attending the first committee meeting and then again on an annual basis at the May Board meeting.

Guests with standing approval for committee meetings must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the first committee meeting and then again on an annual basis at the May Board meeting. If at any time during the year a potential conflict of interest arises for the guest with standing approval for committee meetings, the guest must resubmit the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the next committee meeting.

### **Committee Meeting Agendas**

Committee meeting agendas are compiled by the Committee Chairperson. A committee meeting agenda template is available in the Board Resource Library at [cpsboard.org/learn-about-the-board/resource-library](https://cpsboard.org/learn-about-the-board/resource-library). Contact the Secretariat for the password to access the Board Resource Library.

The meeting agenda and supporting materials are emailed by the Committee Chairperson to the Committee at least one (1) week prior to the committee meeting.

# National Child Passenger Safety Board

## Member Handbook

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### Committee Meeting Format

All committee meetings are held in executive session. All discussions at meetings are confidential and must not be disclosed to others until such information has been deemed public record.

Unlike full Board meetings, committee meetings do not use Robert's Rules of Order to guide proceedings. Committee meetings use an open discussion format guided by the committee meeting agenda.

### Quorum

Participation of a majority of all committee Members constitutes a quorum to conduct the business of the committee.

### Committee Voting

All committee issues subject to a vote are decided by a majority of all committee Members, regardless of the type of Member.

### Virtual Committee Meeting Participation While Operating a Motor Vehicle

Members are not to join committee meetings while operating a motor vehicle regardless of whether or not they are using a handheld or hands-free cell phone.

If it is deemed that any Member is participating in a committee meeting in this manner, the committee meeting will be ended immediately for all participants.

### Committee Meeting Recordings

Recordings of all committee meetings, serving as committee meeting minutes, are kept on file by the Secretariat.

### Board Activities

Refer to [Appendix K](#) for a timeline of Board activities.

The primary activities of the Board are as follows:

#### ***National Child Passenger Safety Technician Certification Training Curriculum***

The Board provides technical and subject matter expertise to NHTSA in the development and maintenance of the *National Child Passenger Safety Technician Certification Training* curriculum, both the in-person and hybrid offerings. Members may be asked to write, review and/or revise curriculum content. In addition, Members may be asked to provide feedback and/or solicit feedback from other CPS Technicians, Instructors and allied professionals. A typical curriculum product cycle includes one to two (1 to 2) technical updates of course content and one (1) major revision of the curriculum every four (4) years.

# National Child Passenger Safety Board

## Member Handbook

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### National CPS Awards Program

This annual recognition program was established in 2011 to recognize the achievements of one (1) certified CPS Technician and one (1) certified CPS Instructor. In 2019, the CPS Team of the Year award was added. Additional National CPS Award categories may be added by a majority vote of the Board.

National CPS Award recipients will be recognized nationally by the Board with a ceremony, press release and plaque. As available, National CPS Award recipients may receive a monetary award in addition to the other recognition. If National CPS Award recipients are not permitted to receive a monetary award based on organizational/employer policy, they may designate their monetary award be donated on their behalf to a nonprofit organization delivering CPS services or contribute it back to the National CPS Awards funds.

Current and Past Members are not eligible to receive the CPS Technician or CPS Instructor of the Year Awards. The CPS Team of the Year may not include current Members.

In addition, current Members are not eligible to submit nominations for any award as Members may have access to the scoring rubrics which may give an actual or perceived unfair advantage.

Refer to [Appendix L](#) for the National CPS Awards Program process.

### National Digital Car Seat Check Form

To capture data electronically at car seat checks, the National Safety Council has led an effort to develop a standardized National Digital Car Seat Check Form (NDCF) in partnership with Tennessee Tech University iCube, Westat and participating CPS Technicians, with support from NHTSA and AAA Northern California, Nevada & Utah.

Nationally certified CPS Technicians and Instructors can sign up for an account and input data directly into this digital form and then use the information collected (via the multi-level statistical dashboard maintained by the NDCF Team) to monitor trends and highlight issues encountered in the field.

### CPS Coordinators Forum

CPS Coordinators' responsibilities may vary by state and territory but ultimately they may face similar challenges in delivering comprehensive programs and services.

Through virtual and in-person forums, the Board provides CPS state coordinators, territories, Indian Health Service as well as headquarters, NHTSA regions, and NCPSB Members with the opportunity to learn from one another by sharing successes found through state/territory-level CPS programs and services and from presentations from subject matter experts in relevant fields.

Additionally, the Secretariat will maintain the CPS Coordinators Listserv providing a forum for exchange between CPS Coordinators.

### NCPSB Webinar Series

In 2021, the Board began delivering both CEU and community education webinars to the CPS community. The webinars are promoted on the Board's social media channels. The webinar recordings are posted on [cpsboard.org](https://cpsboard.org).

Refer to [Appendix M](#) for the webinar creation and delivery

# National Child Passenger Safety Board

## Member Handbook

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### Review and Maintenance of CEU and Community Education Webinars

The Certification/Recertification Committee works closely with Safe Kids Certification to ensure the technical accuracy and timeliness of the continuing education (CEU) and community education webinars posted on [cpsboard.org](https://cpsboard.org).

CEU and community education webinars will be posted on [cpsboard.org](https://cpsboard.org) for one (1) year. At that point in time, the Certification/Recertification Committee will review the content and decide whether to take down the webinar or approve for posting for another year.

#### *Proactive Actions*

When possible, a subject matter expert on the Board will review a webinar for technical accuracy prior to posting on [cpsboard.org](https://cpsboard.org).

#### *Reactive Actions*

If an error is identified post-publication to [cpsboard.org](https://cpsboard.org), a subcommittee of the Certification/Recertification Committee will review and present to the full Committee their recommendation of a reaction plan from one (1) of the following:

- For minor errors, a correction note will be added to the webinar at the start or end of the recording.
  - The webinar creator will be notified of the error and included in the correction process.
  - If the error is in a CEU webinar, the quiz will be checked for accuracy and corrected as needed.
- For errors the committee deems major, the webinar will be taken down immediately.
  - The webinar creator will be contacted with the concern and provided the opportunity to re-record the content with the correction.
  - If the error is in a CEU webinar, the quiz will be checked for accuracy and corrected as needed if the content is re-recorded.
  - If the error is in a CEU webinar, the subcommittee will determine if the Technicians who watched the webinar need to be contacted with the corrected information.

### Position Statements

The Board supports policies to improve CPS by sharing public position statements. These position statements serve the following purposes:

- Support and encourage best practices for the safe transportation of all children.
- Support and champion the importance of certified Technicians in assisting parents and caregivers to transport children safely.

Position statements are approved by a majority vote of the Board.

Refer to [Appendix N](#) for current Board position statements.

# National Child Passenger Safety Board Member Handbook

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## Board Communication

Several communication channels are used to share information about the activities and decisions of the Board.

All Board communication follows the *National Child Passenger Safety Board Communication Style Guide*. Refer to [Appendix O](#) for the style guide.

## Public Board Communication

The Secretariat facilitates all public Board communications.

All official correspondence is sent on National Child Passenger Safety Board letterhead.

### *Instructor Emails*

As warranted, the Board sends timely topical emails to CPS Instructors. Topics include up-to-date resources, technical issues, teaching tips, policy and procedure reminders, etc. Members are encouraged to submit topics and write content.

## Weekly Board Email

The Chairperson sends a weekly email to all Members with announcements and updates on activities of the Board.

In an effort to limit the number of emails generated by participation on the Board, all Members are encouraged to send information for Board distribution to the Chairperson for inclusion in the weekly email rather than in a separate email.

## Board Website

The Board website is [cpsboard.org](http://cpsboard.org).

The current Board website was launched in January 2020. The website includes information for CPS Technicians and Instructors, CPS State Training Coordinators, Members and the general public.

### *Administrative Responsibilities*

NSC hosts, updates and maintains the Board's website. The Secretariat works with the NSC digital content and technology point of contact in developing and coordinating content and updates for the Board website.

## Social Media

Members are encouraged to support Board social media posts representing themselves personally and not their membership on the Board.

Currently the Board maintains social media accounts on Facebook, Instagram and Twitter. In the future, the Board may opt to create accounts on new social media channels and/or discontinue use of current social media accounts.

# National Child Passenger Safety Board

## Member Handbook

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### **Facebook**

The Board Facebook page is <https://www.facebook.com/cpsboard>.

Members are encouraged to “like” the Board Facebook page, share Board posts and comment on the Board posts as appropriate.

### **Instagram**

The Board Instagram account is [cpsboard](https://www.instagram.com/cpsboard).

Members are encouraged to “like” the Board Instagram account, like Board posts and comment on the Board posts as appropriate.

### **Twitter**

The Board’s Twitter account is [www.twitter.com/ncpsb](https://www.twitter.com/ncpsb).

Members are encouraged to “follow” the Twitter account and retweet Board tweets as appropriate.

### **Administrative Responsibilities**

The NSC point of contact for digital content and technology coordinates content and updates for the Board’s social media channels. Additional members of the Executive Committee and the Community Engagement Committee may serve as administrators of the social media channels.

### **Social Media Content Creation Responsibilities**

Members are responsible for providing five (5) to seven (7) social media posts two (2) to three (3) times annually. The NSC point of contact for digital content and technology coordinates a calendar and sends reminders to Members when their contribution time is approaching.

Refer to [Appendix P](#) for social media content creation guidelines.

### **CPS Express**

*CPS Express* is a bimonthly newsletter (6 times per year) of the National CPS Certification Program. Although not an official Board publication, Members are encouraged to write and submit featured articles.

### **Public Comment**

The Board provides input and perspectives from their representative organizations and fields, and to their representative constituencies, on ways to ensure the ongoing significance of the *National Child Passenger Safety Technician Certification Training* curriculum in keeping children safe. To ensure constituents have input on select proposals, policies, etc., the Board may allow a public comment period on said proposals, policies, etc. as decided by Members.

In the event public comment is sought, the Board will publically post notice using the following format as a template:

The purpose of the National Child Passenger Safety Board is to ensure the ongoing significance of the *National Child Passenger Safety Technician Certification Training* curriculum in keeping children safe and ensuring constituents have a voice on various topics. The Board is seeking comment from CPS Technicians and Instructors on (proposed policy, procedure, etc.). The comment period is open from 00/00/0000 until 5:00 p.m. EST 00/00/0000. Thank you for your consideration and input.

# National Child Passenger Safety Board Member Handbook

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## Additional Resources

### Board Website

The following Board materials are available to the public in the CPS Board section of the Board website: [cpsboard.org/learn-about-the-board/](https://cpsboard.org/learn-about-the-board/).

- Board Chair History
- *Bylaws*
- Committees
- Curriculum History
- Member Contact List
- *Member Handbook*
- Past and Present Board Members List
- Public Meeting Minutes

### Board Resource Library

The following Board materials are available to Members in the password-protected Board Resource Library: [cpsboard.org/learn-about-the-board/resource-library](https://cpsboard.org/learn-about-the-board/resource-library). Contact the Secretariat for the password.

- NCPSB Committee Meeting Agenda Template
- NCPSB Letterhead
- NCPSB Logo
- NCPSB PowerPoint Template
- NDCF Logos
- NDCF PowerPoint Template

### Board File Transfer Protocol (FTP) Site

The Board has a private FTP site, hosted by the National Safety Council: <https://nscftp.nsc.org/login>.

All Members are granted access to this site, which may be used to transfer/share large documents with Members. The Secretariat shares login information with new Members.

# National Child Passenger Safety Board

## Member Handbook

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### **Appendix A: Core Values**

The National Child Passenger Safety Board has identified four (4) core values to guide to work of the Board. The following are explanations of how the Board interprets each core value.

#### ***Leadership***

- Creating vision
- Thinking prospectively
- Serving to benefit others in the direction of improving child passenger safety
- Guiding with kindness
- Setting a good example
- Teambuilding
- Consensus-building
- Providing technical expertise
- Mentoring
- Serving as role models

#### ***Service***

- Sharing our time, talent and treasures
- Community involvement
- Volunteerism
- Collaboration
- Serving as a resource for the field
- Providing good customer service for the families and Technicians and Instructors we serve

#### ***Professionalism***

- Being responsive
- Acting with empathy
- Respectful
- Demonstrating integrity
- Accountability
- Active listener
- Code of conduct
- Various policies and procedures

#### ***Inclusivity***

- All encompassing, following code of conduct, welcoming diverse communities
- Hearing everyone's voice
- Doing your best to accommodate people
- Meeting the needs of a diverse population
- All populations, any passenger in a vehicle
- Open-minded
- Without discrimination/ non-discriminatory

# National Child Passenger Safety Board Member Handbook

## Appendix B: Strategic Plan (DRAFT)

\*Currently, the Board is revising the strategic plan to align with the Board's updated mission (2019).

The Board's goals support the four (4) pillars of the Board's mission: education, mentorship, engagement and innovation. Below is the beginning development of objectives to support the goals.

### Goal 1: Education

- Oversee and maintain the technical quality, standardization and relevance of the curriculum which is part of the National Child Passenger Safety (CPS) Technician Certification Training throughout the United States.
- Support current CPS Technicians through certification and recertification with continuing education units (CEUs).
- Support current CPS Technicians through certification and recertification with community education (CE) opportunities.
- Provide CPS Instructor development opportunities.
- Promote and support NHTSA CPS-related national standardized trainings on such topics as:
  - School Bus
  - Children with Special Transportation Needs
  - Car Seat Basics
  - Instructor Development
- Promote and support CPS-related policies and best practices as vetted and approved by the Board (ex. American Academy of Pediatrics [AAP] and Emergency Nurses Association [ENA]).
- Audiences
  - CPS Technicians
  - Professionals (non-CPS Technicians)
  - Caregivers
  - Workplace
  - Community
  - Emergency Medical Services/Fire
  - Law Enforcement
  - Hospital settings
- [cpsboard.org](https://cpsboard.org) Resource Center
- Social Media/Communications
- Providing pertinent information in an efficient manner
- Providing technically correct information
- Providing evidence-based information and recommendations
- Providing culturally and linguistically sensitive and appropriate material
- Communication with parents, caregivers, public at-large, fellow Technicians
- Venues of education: in-person, 1:1, online
- Different kinds of learning: hands-on, e-learning, classroom settings
- Focus on adult learning strategies

# National Child Passenger Safety Board Member Handbook

## Goal 2: Mentorship

- Audiences
  - CPS Technicians
  - CPS Instructors
  - Lead Instructors
  - Instructor Candidates
  - Technician Proxys
  - New Members (Board Buddies)
  - State Coordinators
- What are your struggles?
- What do you need?
- How can we help you?
- Avenues for communication
  - Support states during curriculum rollout
  - National Digital Car Seat Check Form (NDCF)
  - Listserv/social media private group
  - Webinars/Regional virtual meetings

## Goal 3: Engagement

- Getting involved, finding ways to interact
  - actively asking for input
- Relationship building with stakeholders
- Supporting stakeholder alignment with vision
- Committees – Structure? Membership?
- Activities
  - Social Media
  - Facebook Live
  - Members as expert interviews (30 sec) – increases reach
  - Partner Groups
  - Develop infographics
  - Outreach for awards
  - CPS Express
  - Outreach/conferences
    - Lifesavers Conference
    - KIDZ IN MOTION National Child Passenger Safety Conference
    - Explore other opportunities (state/regional conferences, AAP, GHSA, etc.)
    - Pre-Board meeting workshops for local CPS Technicians
  - Website – CEUs/CE and general information
  - Curriculum – create and support
  - Awards
  - Membership (recruitment?)
  - Developing position statements to engage stakeholders, beyond CPS Technicians
  - Influencers
  - Recertification
  - Education for public transportation, taxis, buses, ride share and similar programs

# National Child Passenger Safety Board Member Handbook

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## **Goal 4: Innovation**

- National Digital Car Seat Check Form (NDCF)
- Different types of certification
- Educator
- Awareness
- Online learning modules
- Remote trainings
- Facebook Live classes
- Continuing Education Units (CEUs)
- Remote Seat Checks – standardized
- Opportunity to partner with manufacturers
- Virtual Reality
- Open Facebook Live segment during Board meetings for people to ask questions
- Webinar engagement from state, regional and local conferences
- CPS and autonomous vehicles
- Creativity/ Not being satisfied with the status quo
- Technologies
- Responsiveness to current technologies and emerging trends
- Open-minded
- Forward thinking
- Evolution
- Outside the box
- Improving deployment models
- Responsiveness to new scenarios in the field – Audio Visual (example)
- Looking for improvements and better ways to accomplish our mission and vision
- Promoting new product updates – innovation in products (load leg, sensors, etc.)
- Being proactive and adaptive
- Promoting increased utilization of / new ways to promote existing tools/technologies (tether)
- Identifying gaps

# National Child Passenger Safety Board Member Handbook

## Appendix C: 2023-2024 NCPSB Members

### *Permanent Non-Voting Members*

NHTSA Headquarters – Laura Dunn	Confirmation: 2024	Instructor
NHTSA Regions – Amanda Jackson	Confirmation: 2025	Instructor
National Safety Council: Secretariat – Jessica Butterfield	Confirmation: 2023	Instructor
Safe Kids Worldwide: National CPS Certification Program – Cass Herring	Confirmation: 2025	Instructor

### *Permanent Voting Members*

American Academy of Pediatrics – Marilyn Bull	Confirmation: 2023	Technician
Governors Highway Safety Association – Open	Confirmation: 2024	
National Safety Council: Curriculum – Tammy Franks	Confirmation: 2025	Instructor
Safe Kids Worldwide: Safe Kids Coalitions – Krystal Phillips	Confirmation: 2023	Technician

### *Rotating Voting Members: Subject Matter Experts*

Child Restraint Manufacturer Rep. – Daniella Brown	Term Ends: May 2025	Instructor
Vehicle Manufacturer Representative – Jennifer Pelky <i>2022-2023 Chairperson</i>	Term Ends: May 2023	Technician

### *Rotating Voting Members: Field Representatives*

CPS Advocate – Denise Donaldson	Term Ends: May 2023	Instructor
CPS Advocate: At Risk/Underserved Populations – Kellie O’Riordan	Term Ends: May 2023	Instructor
Community Engagement – Mandi Seethaler	Term Ends: May 2024	Instructor
Injury Prevention/Healthcare – Jim Savage <i>2022-2023 Vice-Chairperson</i>	Term Ends: May 2024	Instructor
Public Health/Research – Kristel Robison	Term Ends: May 2025	Technician
Public Safety: Fire/EMS – Scott Downing <i>2023-2024 Vice-Chairperson Elect</i>	Term Ends: May 2025	Instructor
Public Safety: Law Enforcement – Justin Young	Term Ends: May 2024	Instructor

# National Child Passenger Safety Board Member Handbook

## Appendix D: National Child Passenger Safety Board Permanent Member Representative Designation Form

Permanent member organizations of the National Child Passenger Safety Board may change their representative at any point in time by submitting this form to the NCPSB Secretariat.

There is no limit to the number of years that a permanent Member may serve on the NCPSB. However, Member organizations will be asked to confirm their representative every three (3) years, on a predetermined schedule, by submitting this form to the NCPSB Secretariat.

**Permanent Member Organization:** \_\_\_\_\_

**Current Representative:** \_\_\_\_\_

**Select one:**

- Please change the NCPSB Representative to:*

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Effective Date:** \_\_\_\_\_

**Appointment Type:**  Permanent  Interim (End Date: \_\_\_\_\_)

- No changes will be made in the NCPSB Representative at this point in time.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name Printed \_\_\_\_\_

Title \_\_\_\_\_

Please return completed form to the NCPSB Secretariat at [secretariat@cpsboard.org](mailto:secretariat@cpsboard.org).

# National Child Passenger Safety Board Member Handbook

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## Appendix E: Member Onboarding Activities

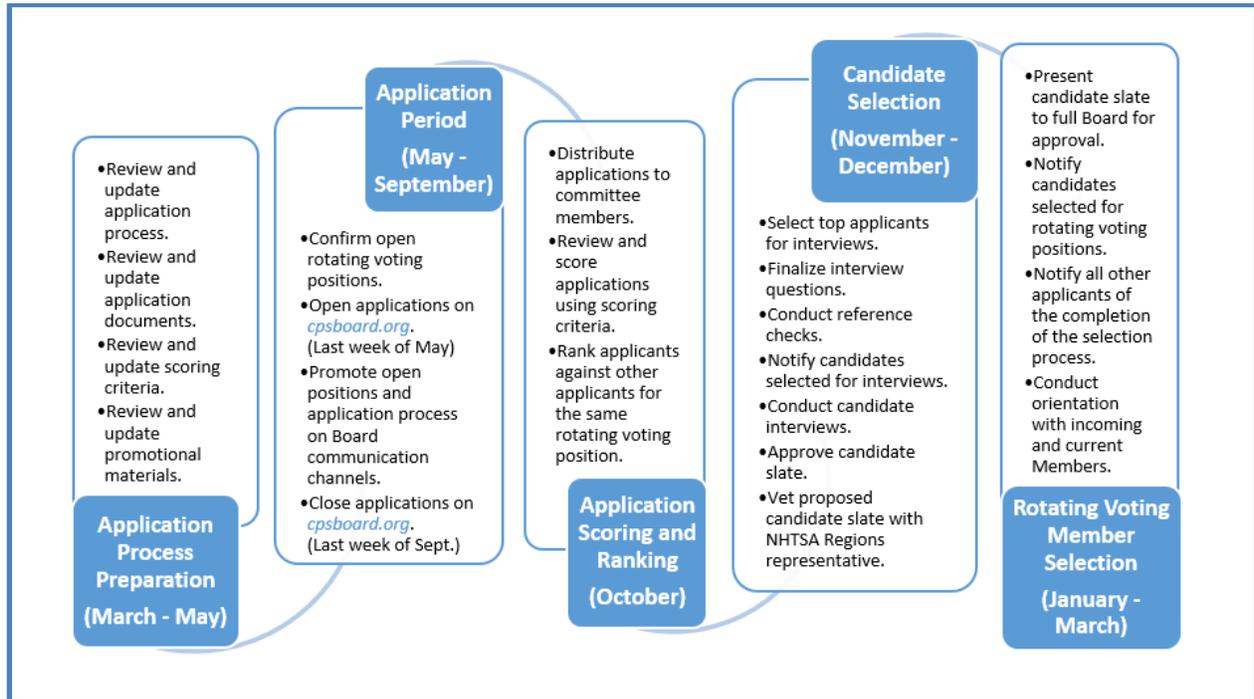
The following activities must be completed by incoming Members prior to their start date on the National Child Passenger Safety Board (NCPSB):

- Complete New Member Orientation (~60 minutes).
- Submit NCPSB Member Contact Information Form.
- Submit completed *NCPSB Confidentiality Agreement*. Refer to [Appendix G](#) for the *NCPSB Confidentiality Agreement*.
- Submit completed NCPSB Conflict of Interest Disclosure Agreement. Refer to [Appendix H](#) for the *NCPSB Conflict of Interest Disclosure Agreement*.
- Select NCPSB committees.
- Working with the NSC point of contact, finalize a press release announcing appointment to NCPSB.
- Review NCPSB materials on [cpsboard.org](https://cpsboard.org).

# National Child Passenger Safety Board Member Handbook

## Appendix F: Rotating Voting Position Selection Process

The Membership Committee recommends a slate of rotating voting positions for Board approval as follows:



# National Child Passenger Safety Board Member Handbook

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## Appendix G: NCPSB Confidentiality Agreement

Allowing for more open discussion, the National Child Passenger Safety Board holds all Board and committee meetings in executive session.

Members and guests must keep confidential all information pertaining to matters dealt with by the Board until such information has been deemed public record. This includes Board meeting agendas, supporting documents, minutes and meeting recordings in addition to any discussion during and, in conjunction with, Board meetings.

## Acknowledgement of NCPSB Confidentiality Agreement

*By signing below, I acknowledge that I have reviewed and understand the National Child Passenger Safety Board Confidentiality Agreement.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name Printed \_\_\_\_\_

*NCPSB Member*

*NCPSB Guest – Standing Approval*

*NCPSB Guest – Meeting Name:* \_\_\_\_\_

*Meeting Date:* \_\_\_\_\_

# National Child Passenger Safety Board Member Handbook

## Appendix H: NCPSB Conflict of Interest Disclosure Agreement

Members and guests of the National Child Passenger Safety Board are obligated to always act in the best interest of the Board. This obligation requires that any Member, in the performance of Board duties, or guest seeks only the furtherance of the Board's mission. At all times, Members are prohibited from using their Board title or the Board's name for private profit or benefit.

Members and guests must neither solicit nor accept personal gratuities, favors or anything of monetary value from contractors/vendors.

Members and guests must not participate in the selection, award or administration of a purchase or contract with a vendor where, to their knowledge, any of the following has a financial interest in that purchase or contract:

- The Member or guest;
- Any member of their immediate family including a life partner;
- An organization in which the Member, guest or any member of their immediate family is an officer, director or employee;
- A person or organization with whom a Member, guest or any member of their immediate family is negotiating or has an arrangement concerning prospective employment.

Members and guests must disclose any possible conflict of interest. A conflict of interest is defined as an actual or perceived interest by a Member or guest in an action that results in, or has the appearance of resulting in, personal, organizational or professional gain.

## Acknowledgement of NCPSB Conflict of Interest Disclosure Agreement

*By signing below: (Check all that apply.)*

*I acknowledge that I have reviewed and understand the NCPSB Conflict of Interest Disclosure Agreement.*

### **AND**

*I acknowledge that I have no conflicts to disclose.*

*I acknowledge that I have a potential conflict(s). Please see the attachment for explanation of the potential conflict(s).*

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name Printed \_\_\_\_\_

*NCPSB Member*

*NCPSB Guest – Standing Approval*

*NCPSB Guest – Meeting Name:* \_\_\_\_\_

*Meeting Date:* \_\_\_\_\_

# National Child Passenger Safety Board Member Handbook

## Appendix I: 2023 Meeting Schedule

### 2023 NCPSB Meeting Dates

Meeting Time: 11:00 AM EDT, 10 CDT, 9 MDT, 8 PDT, 7 ADT

Full Board - 2 hrs/Committees - 1 hr

\*Except for May/Oct Full Board and Nov Membership Committee meetings

JANUARY						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH						
Su	Mo	Tu	We	Th	Fr	Sa
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

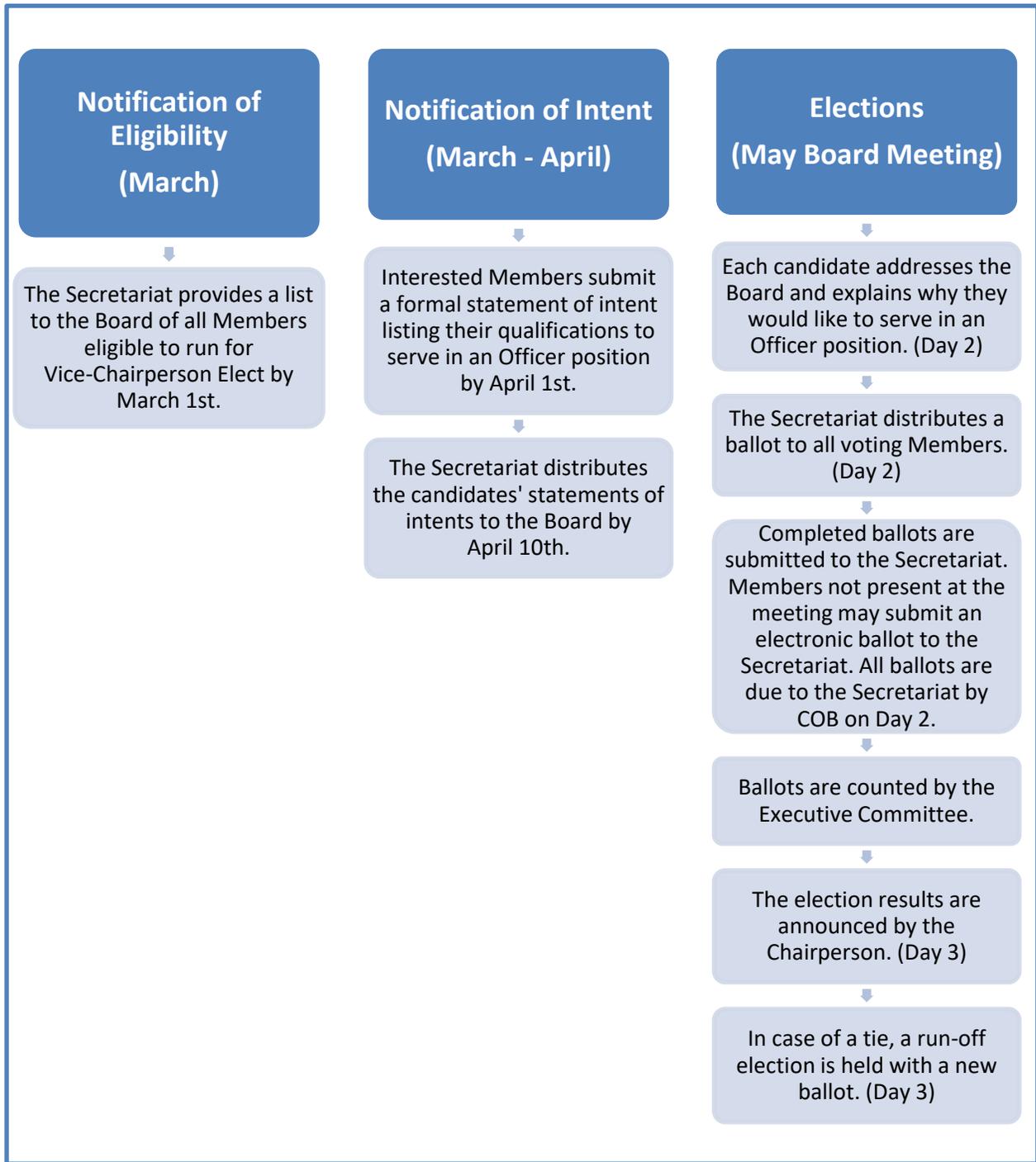
- Full Board\*\*
- Executive Committee
- Curriculum Committee\*\*
- Certification/Recertification Committee
- Community Engagement Committee
- Data Committee
- Membership Committee (Nov. 15-17: Membership Interviews - Date/Times are TBD.)
- National Child Passenger Safety Week
- Lifesavers Conference
- PrevCon (odd numbered years)
- KIDZ IN MOTION Conference

\*\*Full Board participation is required.

# National Child Passenger Safety Board Member Handbook

## Appendix J: Vice-Chairperson Elect Election Process

The Vice-Chairperson Elect is selected through the following process:



# National Child Passenger Safety Board Member Handbook

## Appendix K: Board Activities Timeline

### January

- Virtual Full Board Meeting
  - Present Membership slate for review and approval. (Membership Committee)
- Notify candidates selected for open Member positions. (Membership Committee)
- Begin review and updates to National CPS Awards nomination process, documents, scoring criteria and promotional material. (Community Engagement Committee)

### February

- New Member Orientation (Membership Committee)

### March

- March 1: Provide a list to the Board of all Members eligible to run for Vice-Chairperson. (Secretariat)
- Virtual Full Board Meeting
  - Provide updated National CPS Awards nomination process, documents, scoring criteria and promotional material to full Board. (Community Engagement Committee)
- Lifesavers National Conference on Highway Safety Priorities: (or April)
  - Hold ceremony to recognize current year National CPS Award winners.
  - Open upcoming year National CPS Award nominations. (Community Engagement Committee)
  - Hold State CPS Training Coordinator In-Person Meeting.
- Review and update Membership application process, documents, scoring criteria and promotional material. (Membership Committee)

### April

- April 1: Send out Committee Selection form.
  - The Executive Committee will prepare a committee chair slate prior to the May full Board meeting.
- April 1: Vice-Chairperson Elect Candidate Statement of Intent Due to Secretariat
- April 10: Vice Chairperson Elect Candidate Statement(s) of Intent Distributed to Board (Secretariat)

### May

- In-Person Full Board Meeting
  - Executive Officer Transition
  - Member Transition
  - Vice-Chairperson Elect Election
  - Committee Selection and Chairperson Confirmation
  - Provide updated Membership application process, documents, scoring criteria and promotional material for Board approval and review. (Membership Committee)
  - Strategic Plan Review
- Last Week of May: Open Membership applications. (Membership Committee)
- Last Week of May: Confirm Permanent Members based on schedules in *Table 1* and *Table 2*. (Secretariat)

# National Child Passenger Safety Board Member Handbook

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## **June**

## **July**

- Virtual Full Board Meeting

## **August**

- KIDZ IN MOTION National Child Passenger Safety Conference
  - Hold State CPS Training Coordinator In-Person Meeting.
- Last Week of August: Close upcoming year CPS Award nominations. (Community Engagement Committee)

## **September**

- Virtual Full Board Meeting
- Distribute National CPS Awards nominations to full Board for scoring. (Community Engagement Committee)
- Last Week of September: Close Membership applications. (Membership Committee)

## **October**

- Score National CPS Award nominations. (Board)
- Score Membership applications. (Membership Committee)

## **November**

- In-Person Full Board Meeting
  - Confirm Committee Meeting Schedule
  - Present National CPS Award recipient slate for review and approval. (Community Engagement Committee)
  - Present Membership interview slate for review and approval. (Membership Committee)
- Conduct Membership candidate interviews. (Membership Committee)

## **December**

- Notify National CPS Award recipients. (Community Engagement Committee)
- Review and update *Member Handbook*. (Executive Committee)

## **Ongoing**

- Committee activities (Board)
- Post to Board social media channels (Board)

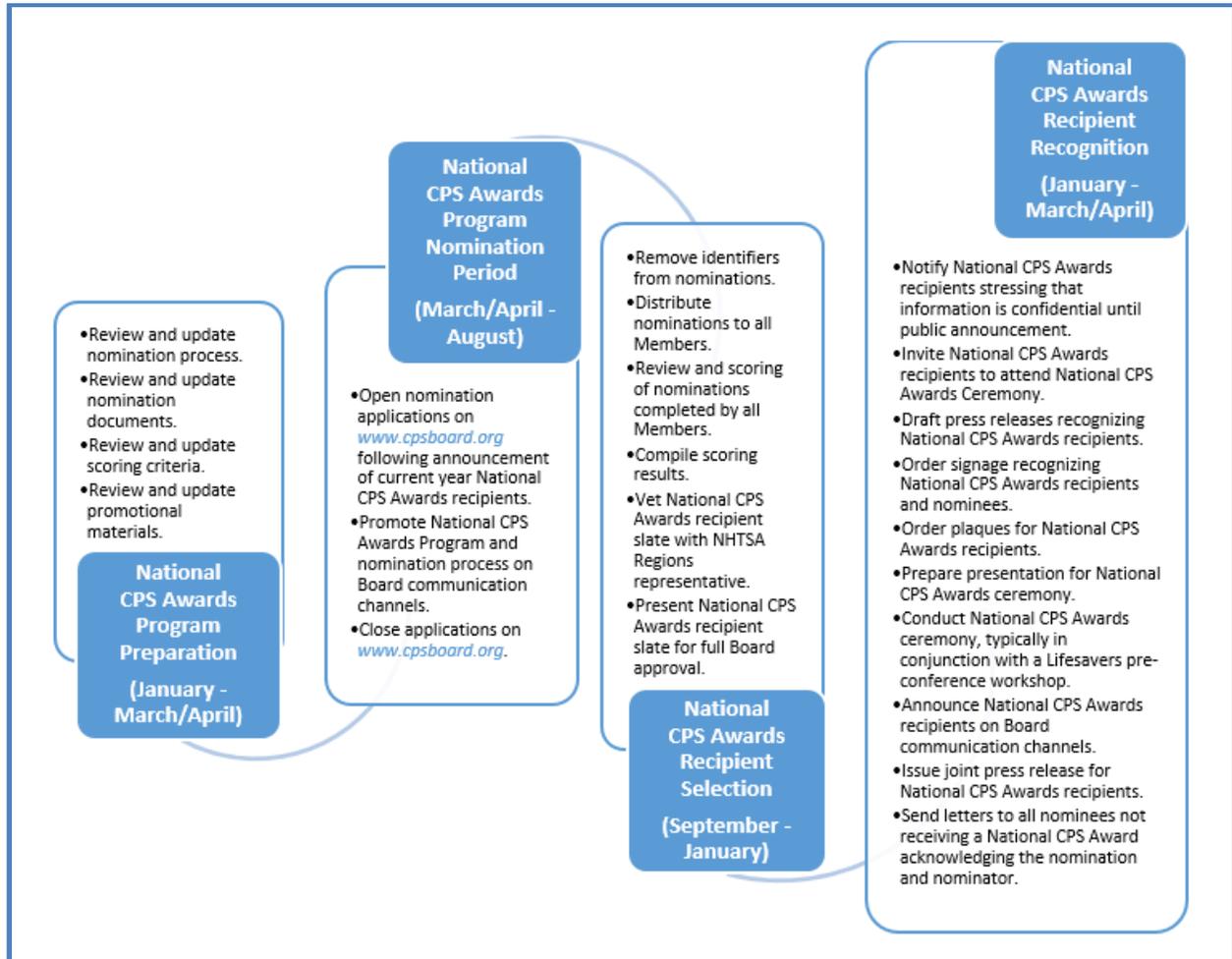
## **Biennial**

- *Bylaws* Review (Executive Committee in even numbered years)

# National Child Passenger Safety Board Member Handbook

## Appendix L: National CPS Awards Program Process

The Community Engagement Committee leads and coordinates the National CPS Awards Program. The process is as follows:



# National Child Passenger Safety Board Member Handbook

## Appendix M: Webinar Creation and Delivery Process

1. **Identify** a topic.
2. **Recruit** presenter(s) and NCPSB moderator.
3. **Send** the presenter the [NCPSB Webinar Planning Form](#) to complete. The presenter will:
  - **Select** the delivery format. Options include:
    - A live webinar with Q&A.
      - If possible, the NCPSB would like to record the webinar to post on [cpsboard.org/recertification](#).
      - A practice session with the presenter is strongly encouraged.
    - A prerecorded webinar with live Q&A.
      - The presenter can record themselves using PowerPoint or a video conferencing platform.
      - They will coordinate with the NCPSB Secretariat who will schedule and host the webinar recording followed by a live Q&A.
    - A prerecorded webinar that is posted on the NCPSB website that can be viewed on demand.
      - The presenter can record themselves using PowerPoint or a video conferencing platform.
      - They will share the recording with the NCPSB Secretariat for posting on [cpsboard.org/recertification](#).
  - **Select** a date for webinars with a live component.
    - NCPSB webinars typically are scheduled on Tuesdays at 2 pm ET.
    - The goal is to provide at least one NCPSB webinar per month.
  - **Determine** the webinar's CEU status.
    - A webinar must have a minimum of 45 minutes of technical content to qualify for CEUs. If so, the presenter will work with the NCPSB Secretariat to prepare and submit the CPS CEU pre-approval application to Safe Kids Certification.
      - The CPS CEU pre-approval application needs to be sent to Safe Kids Certification at least two weeks prior to delivery.
      - If a recording of the CEU webinar will be posted, the presenter must submit a 10 question quiz to the NCPSB Secretariat prior to webinar delivery.
    - Webinars that do not qualify for CEUs may be offered for Community Education credit.

# National Child Passenger Safety Board Member Handbook

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- Pre-approval and quizzes are not required for Community Education webinars.
4. **Promote** the webinar.
- For all webinars, the NCPSB Secretariat and NSC point of contact for digital content and technology will work collaboratively to promote the webinar through the Board social media channels and on the Board’s website.
    - Live webinars will have additional promotion during the lead-up to the scheduled date.
5. **Follow-up** after the webinar.
- The NCPSB Secretariat will send out CEU certificates to CPSTs who participated in a live webinar.
  - As applicable, the NCPSB Secretariat will work with the NSC point of contact for digital content and technology representative to post the webinar and quiz to [cpsboard.org/recertification](https://cpsboard.org/recertification).
  - The NCPSB Secretariat and NSC point of contact for digital content and technology representative will work collaboratively to promote posted webinars on the NCPSB social media channels.
  - The Certification/Recertification Committee Chair and/or NCPSB moderator will send a thank you message to the presenter(s) with any feedback gathered.
    - For live webinars, the NCPSB Secretariat will share the post-webinar survey results with the presenter.

# National Child Passenger Safety Board Member Handbook

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## Appendix N: Board Position Statements

### Ridesharing

Traveling with young children presents many challenges. The popularity of rideshare services such as Uber and Lyft has created a new dilemma for caregivers. These convenient and economical modes of transportation are widely used, but may not provide a safe transportation option for young children unless they are appropriately restrained.

Laws regarding how children must be restrained when traveling in rideshare vehicles can be confusing. In most states, taxis are exempt from child passenger safety laws, meaning it is legal to travel with a young child unrestrained. Some states also exempt rideshare vehicles, some do not, and in many it is unclear whether or not the state's child passenger safety law applies to rideshare vehicles.

Taxi or ride-share vehicles are no less likely to be involved in a motor vehicle crash. They are passenger vehicles and face the same risks as any other vehicle on the road.

The National Child Passenger Safety Board strongly recommends appropriately restraining children every time they ride in any vehicle, regardless of the status of the state law. Parents and caregivers are encouraged to plan ahead when traveling with their young children to ensure that there will always be an appropriate car seat or booster seat available.

Adopted: August 2019

Revised: May 2020

# National Child Passenger Safety Board Member Handbook

## Appendix O: Communications Style Guide

### Writing Style

The National Child Passenger Safety Board uses AP style.

### Typography

Arial is the preferred font.

The preferred type sizes are:

**Heading 1: 14 pt**

**Heading 2: 12 pt**

**Heading 3: 10 pt**

Normal: 10 pt

- List bullet: 10 pt

### Logos

Logos are available from the Secretariat in .png and .jpg file types.

Logo proportions must not be altered. When resizing a logo, lock the aspect ratio.

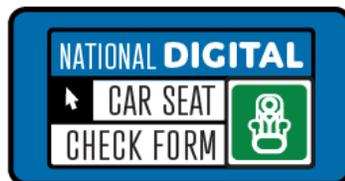
### National Child Passenger Safety Board



NATIONAL  
**CHILD PASSENGER  
SAFETY** BOARD

A program managed by the National Safety Council

### National Digital Car Seat Check Form



# National Child Passenger Safety Board Member Handbook

## Color

### National Child Passenger Safety Board

The primary colors for the National Child Passenger Safety Board are:

<b>Navy</b>	<b>RGB 0/23/73</b>	<b>HEX #001A49</b>
<b>Royal</b>	<b>RGB 0/73/118</b>	<b>HEX #004976</b>
<b>Light Blue</b>	<b>RGB 154/217/233</b>	<b>HEX #9ad9e9</b>
<b>Burgundy</b>	<b>RGB 154/8/48</b>	<b>HEX #9A0830</b>

The secondary colors for the National Child Passenger Safety Board are:

<b>White</b>	<b>RGB 255/255/255</b>	<b>HEX #FFFFFF</b>
<b>Light Gray</b>	<b>RGB 160/160/159</b>	<b>HEX #A0A09F</b>
<b>Medium Gray</b>	<b>RGB 120/120/118</b>	<b>HEX #787876</b>
<b>Dark Gray</b>	<b>RGB 60/60/59</b>	<b>HEX #3C3C3B</b>

### National Digital Car Seat Check Form

The primary colors for the National Digital Car Seat Check Form are:

<b>Green</b>	<b>RGB 0/132/61</b>	<b>HEX #00843D</b>
<b>Blue</b>	<b>RGB 0/107/171</b>	<b>HEX #006BAB</b>
<b>Medium Gray</b>	<b>RGB 120/120/118</b>	<b>HEX #787876</b>
<b>Light Blue</b>	<b>RGB 205/230/242</b>	<b>HEX #CDE6F2</b>

The secondary colors for the National Digital Car Seat Check Form are:

<b>White</b>	<b>RGB 255/255/255</b>	<b>HEX #FFFFFF</b>
<b>Light Gray</b>	<b>RGB 160/160/159</b>	<b>HEX #A0A09F</b>
<b>Dark Gray</b>	<b>RGB 60/60/59</b>	<b>HEX #3C3C3B</b>
<b>Dark Blue</b>	<b>RGB 0/58/92</b>	<b>HEX #003A5C</b>

# National Child Passenger Safety Board Member Handbook

## Appendix P: Social Media Content Creation Guidelines

### **Audience**

For whom are we writing?

We are writing for CPS Technicians and Instructors as well as parents, caregivers and others interested in CPS.

### **Goals**

What are we trying to accomplish in our posts?

The goal is to provide valuable information, including safety tips, point to training and educational materials and have some fun, too. We want to be “broadly specific” to engage users in as many ways as possible. The more people we reach, the better chances we can prevent an injury or save a life.

### **What to Post**

- Content that is timely and relevant (e.g. kids and hot cars incidents and prevention training, CPS awards presentations, holiday safety greetings)
- Content that is useful and/or educational (e.g. how CPS Technicians can earn CEU credits, school bus safety trainings, transitioning to a booster seat and using tethers)
- Content about activities (e.g. national conferences, rollout of a new CPS curriculum)
- Content that is fun and/or engaging (e.g. Trivia Tuesday with a trivia question, #TBT with historic photos or stories, share your top teaching points, time check – how long have you been a CPSTI or CPST?)
- Content that is livestreamed from national events (e.g. CPS Awards ceremony, curriculum update, National Digital Car Seat Check Form explanation)
- Please link only to reputable organizations (e.g. government agencies or hospitals). Look for URLs that end in .org, not .com.
- NOTE: Users are free to share photos from their own events as a way to engage on our social channels.

### **What Not to Post**

- Product or manufacturer endorsements
- Announcements of local car seat check events (too many)

### **When it's Your Turn**

- Members are responsible for providing five (5) to seven (7) social media posts two (2) to three (3) times annually following a rotating year-long calendar.
- Refer to the *National Child Passenger Safety Board Communications Style Guide* in [Appendix M](#) for typeface and color information.
- For consistency in terminology, refer to the glossary of terms in the *National Child Passenger Safety Technician Certification Training* curriculum.  
[cpsboard.org/wp-content/uploads/2019/12/Mod-1-Glossary.pdf](https://cpsboard.org/wp-content/uploads/2019/12/Mod-1-Glossary.pdf)
- The National Child Passenger Safety Board has a group Canva account that can be used to create social media tiles.

# National Child Passenger Safety Board Member Handbook

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- Contact the NSC point of contact for digital content and technology for access information.
- As much as possible, add the National Child Passenger Safety Board logo or website information (cpsboard.org) to each social media tile.
- Please include an image, graphic element or video for each post. Of course, all images should be appropriate for the post and are vetted just like the content in posts.
  - MP4 files (original videos) perform best on Facebook (because of FB's algorithm system and competition with YouTube), but YouTube videos are acceptable.
  - NHTSA maintains a library of approved CPS images.  
<https://nhtsaimages.zenfolio.com/f119551032>
  - Free stock images of all kinds are available in a number of places online. Here, Google can be your friend. If needed, search for places to find free images online.
- Avoid using acronyms in posts.
- Posts are published after they have been vetted by a designated Board representative.

## Posts

- Posts are scheduled to reach users during peak viewing times – early in the morning, over the lunch hour and early in the evening.
- Tools are used to target audiences on Facebook based on location, age-range and interests (e.g. safety, car seat, police officer, firefighter, pediatrics).
- Tags are used sparingly (NHTSA, National Safety Council and National CPS Certification).
- Hashtags are used as deemed necessary (#KeepEachOtherSafe, #TechsRule, #HeatstrokeKills).
- Posts are monitored and Members will respond to comments as needed.
- Periodically, users are invited to follow the NCPSB Facebook page (this helps grow our audience).

# National Child Passenger Safety Board Member Handbook

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## Revision History