



# ADULT CARE STRATEGIC TASK FORCE

2024

## Task Force Charter

### TASK FORCE MEMBERS

<b>Chair</b>	Alfred Johnson
<b>Board Liaison</b>	Alfred Johnson
<b>Members</b>	Noraliz Campanella Terrence Carolan Veronia (Ronnie) Higgins Vickie McNealley
<b>Staff</b>	Ivoire Foreman
<b>Meeting Frequency</b>	Quarterly – Jan, Apr, Jul, Oct Additional work may be completed by committee members outside of formal meetings, as coordinated by committee Chair
<b>Committee Type</b>	Ad Hoc
<b>Reports To</b>	Executive Director/CEO

### TASK FORCE CHARGE

The AC Strategic Task Force shall provide strategic guidance and support of NARA's positioning and standing within the adult care field. This includes serving as subject matter experts for the field in identifying strategic partners and opportunities.

## Task Force Responsibilities

Committee responsibility changes requires the approval of the Executive Director/CEO.

### TASK FORCE TASKS

#	Task	Due Date
1	Identify strategic partners in the field, including the position, contact person and contact information. Prioritize the list.	January 31
2	Identify conferences/events for NARA to be a part of, including recommendations regarding the role(s) to be played (presenter, exhibitor, sponsor, attendee, advertising, etc.), also identifying costs involved, and recommend to the Executive Director / CEO.	April 30
3	Identify industry periodicals to consider partnering with, subscribing to, or making available to NARA members.	July 31
4	Serve as moderators for virtual and in-person Think Tank sessions during the Annual Licensing Seminar.	September
5	Identify additional strategies and potential partners to strengthen NARA's position in the industry.	October 30
6	Develop marketing information, including a PPT promoting NARA, that would appeal specifically to this industry.	October 30
7	Maintain a list of related state, tribal and provincial department directors with titles and contact information.	Ongoing



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## QUARTERLY REPORTS

Please provide quarterly status updates to NARA staff using the online survey link provided to the Committee Chair(s) For additional assistance, please email [admin@naralicensing.org](mailto:admin@naralicensing.org). Please include progress updates for each of the listed tasks for the committee. Updates are due by the following dates:

January – March update due: <b>04/05</b>	April – June update due: <b>07/05</b>
July – September update due: <b>10/04</b>	October – December update due: <b>12/20</b>