



ADULT CARE STRATEGIC TASK FORCE

2026

Task Force Charter

TASK FORCE MEMBERS

Chair	Alfred Johnson
Board Liaison	Sam Hardin
Members	Kimberly Rodriguez, Keturah Hawkins, Alena Richardson, Ronnie Higgins, Laura Hofmann, Kathy Patrick
Staff	Ivoire Foreman, Operations Manager
Meeting Frequency	Quarterly – Feb, May, Aug, Nov Additional work may be completed by committee members outside of formal meetings, as coordinated by committee Chair
Committee Type	Ad Hoc
Reports To	Executive Director and 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 require 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 two (2) 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 and 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

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. Please



include progress updates for each of the listed tasks for the committee. Updates are due by the following dates:

January – March update due: 04/10	April – June update due: 07/10
July – September update due: 10/09	October – December update due: 12/18