



# Public Outreach Report

Through February 4, 2026



# 2025 Outreach Recap

The Public Outreach Committee met on July 3, 2025. The committee reviewed the performance of outreach activities from January 1 – June 30, 2025. The committee reviewed the report and made recommendations for the next 6 months ending February 4, 2026. Following are the items discussed and recommendations:

## Digital Badge Program

- The program has been in place for 2 full years and is well received and it was suggested that we make it available to long-time licensees
- We may also consider expanding the page on our website to include instructions for long-time licensees

## PDH Videos

- Produce “how to” videos for licensees. Steve and I are working on 5-10 topics to cover
- We will use Zoom to record the videos and I will edit them with Canva
- Questions include, How do I document my PDH activity (NCEES CPC)? What happens if I get audited? What counts as PDH credit? What is the home state rule? How do I fulfill the Law and Ethics PDH? How do I use the PDH activity report? Where do I find the NRS/NAC continuing education files?

## New Licensee Videos

- Create short-form videos with new licensees that provide a taste of what it’s like to be licensed
- Will be similar to Kaitlin Constantine interview style video that answers common questions (what would you say to recent grads who are considering licensure, what did you encounter, what challenges did you face, what advice would you give, describe a typical day as a licensee, etc.)
- I will reach out to Matthew Stuart and Megan Kershaw, but will get names of others through Mark and Board members
- Consider interviewing students at career fairs “why are you pursuing licensure?”

## Speakers Bureau

- The committee recommended creating a mechanism for capturing requests for board members to speak at industry events. I created a page on our website with an email link to me.
- I will forward any requests I get to Mark to reach out to the appropriate board member

## Reconnect

- Possibly do a Reno and Vegas event, where we would bring in interesting speakers (Board staff are working on this)
- Challenge is to make them convenient and accessible for all licensees (considering adding virtual capabilities)

## Communications Plan

- As part of the Strategic Planning session, producing an updated Communications Plan was discussed at length
- I am working on that plan currently and it will include many of the items listed above as well as others such as governmental outreach