



NASBA

2021 New Board Member Orientation

June 8, 2021 | 10:00 am – 3:30 pm Central Time

10:00 am	Welcome & Introductions of NASBA Leadership and Staff <i>Katrina Salazar</i> <i>Congratulations on becoming a member of a State Board.</i>
10:20 am	NASBA's Mission and Voice <i>Carlos Barrera</i> <i>NASBA's mission, vision and values and how they are carried out.</i> <i>Our Committees - Continually bringing in new voices.</i>
10:40 am	NASBA's Strategic Plan, Programs and Services <i>Ken Bishop & Colleen Conrad</i> <i>Overview of NASBA's many new and ongoing activities.</i> <i>Services available to Boards.</i>
11:40 am	Planning for 2020-2021 – Committees and Task Forces <i>Mike Fritz</i> <i>How to become involved.</i>
11:50 am	BREAK
12:00	Not Quite Masterpiece Theatre – Part I
1:00 pm	LUNCH
1:30 pm	Meeting Your Regional Director (Breakout)
1:50 pm	Not Quite Masterpiece Theatre – Part II

2:20 pm	Hot Topics and Engaging with NASBA <i>Dan Dustin</i> <i>What are the current areas of focus to Boards?</i> <i>How to connect with NASBA.</i>
2:40 pm	Whom Does the Board Member Serve? <i>John Johnson</i> <i>How the public perceives those on the Accountancy Board.</i> <i>The importance of licensing professionals. ARPL</i> <i>Results of opinion polls and half told truths.</i>
3:00 pm	Communications and Outreach <i>Tom Kenny</i> <i>Free development of social media, e-mail blasts, newsletters, etc.</i> <i>Tips for informing licensees and candidates.</i>
3:20 pm	Final Opportunity for Questions <i>All</i>
3:30 pm	Adjournment