



NLRCC Executive Director's Report – January 2023

By Cheryl Dinnell

(This report summarizes the Executive Director's activities from November 1, 2022, through December 31st, 2022.)

A) Board Membership

NLRCC was able to fill a board vacancy in representation from organizations that serve children with special needs. Maria Lopez Fraley was appointed December 1st, 2022. Our board membership now stands at 13 (maximum 15).

Recruitment/Extensions will need to be reviewed before June 2023, as NLRCC board members (David Nichols, Cory Lutz, and Kathleen Doyle) will have their terms expire June 30, 2023. All board members have the option to extend for another 2-year term per NLRCC Bylaws.

B) Community for Respite (See NLRCC Community for Respite Meeting Minutes for more information)

These meetings were held since NLRCC was formed to explore issues surrounding respite and caregiving and to provide perspective on our long-term social service system. Findings from these meetings were incorporated into the State Plan developed to address the availability and quality of respite and family caregiver support services in Nevada. Minutes of the November 2022 meeting have been posted for your review.

NLRCC will need to determine the purpose for continuing this series of meetings, as Community for Respite meetings have not yet been scheduled for 2023.

C) Donations to NLRCC

Our NLRCC website has a donation mechanism through an agreement with Healthy Communities Coalition (HCC) who serves as our 501(c)3 fiscal intermediary for donations to NLRCC. These undesignated funds are meant to further the mission of NLRCC.

In November, the Executive Director was authorized to utilize these funds to cover meal expenses for the Coalition. The current balance is \$0.

D) NLRCC Website & Social Media Presence

Facebook Goal: Grow the "brand" of NLRCC and increase audience for respite messaging.

From November 1-December 31, 2022, Facebook Likes (unique users) has grown to 339 (up 4%); NLRCC social media has reached 834, with 127 posts – mostly reposted from the Caregiver Recognition Event in



November 2022. Post Likes were up 28.6% (9) and Facebook Page visits were up 13.2% (43). Facebook Followers currently stands at 394 (up 3%).

Website Goal: Drive audience to NLRCC page for content and resources and grow the “brand” of NLRCC and increase audience for respite messaging.

Google Analytics has not captured data since October and will be re-established for 2023. A priority for 2023 will be updating the NVCaregivingRelief.org website. Several links are inactive, and some documents need to be replaced.

YouTube-Specific Goals: Provide content for training, education, and awareness to improve quality of care and reduce caregiver burnout.

The YouTube channel hosts 27 videos that introduce visitors to the Coalition, the concept of respite, and self-care tips for caregivers. A YouTube series on the benefits of respite does not yet include 2 short videos in development.

E) Advocacy & Legislative Awareness

The NLRCC recommendation for legislative action on caregiver engagement, including the use of evidence-support and culturally sensitive family caregiver assessments, was picked up and submitted as **BDR 562** by Assemblywoman Brown-May on 12/5/2022.

F) State Plan Development

The first NLRCC state plan, entitled the Nevada State Plan for the Support of Family Caregivers, has been drafted into a document to be reviewed by the Board. This plan, once approved, will drive the efforts of the Coalition thru December 2024.

G) Executive Director Position

The contract for Executive Director is scheduled to end on August 31st, 2023. This position was intended to be temporary to assist in the transition of NLRCC into an advisory board. Most ADSD-supported boards and commissions do not have Executive Directors.