On behalf of The Conference Board of Directors and staff, we are pleased to present the 2019 Annual Report. The pages that follow are a mere glimpse into the dedication of our volunteers and stakeholders who are the backbone of The Conference. As you review the information that reflects the time and talents of many, we ask you to see more than just statistics. Frame your assessment, as we do, with our vision to be the common voice of the funeral service regulatory community. With that vision in mind, we are certain that you will join us to celebrate the successes of the past year and look to continue that momentum into the new decade that demands, more than ever, regulatory excellence.

Among this year’s highlights are a revised Model Application, a newly published ADA Testing Accommodations Handbook to better serve the needs of ADA qualified candidates, and offering transfers of exam results for military members and their spouses at no cost. We are also pleased to add 14 new members to the Board Member Training graduate list, which brings our total to 87 since we initiated the program seven years ago. Our commitment to investing in tomorrow’s licensees continues with the awarding of 10 NBE scholarships in 2019, bringing our decade total to 100!

One hundred and sixteen years ago, the first meeting of this extraordinary group was convened to advance the regulatory goals that were common to its members. Years later, we still endeavor to promote the noble cause of better public protection through common sense regulation. We hope you will examine the following pages and acquaint yourself with the many programs and services offered by The Conference and come away with, not only a better understanding of the organization, but also a renewed commitment to continuing the good work of funeral service regulation for years to come.

Yours in service,

Mark Ransford
President

Dalene Paull
Executive Director
ABOUT ICFSEB
The International Conference of Funeral Service Examining Boards is a not-for-profit voluntary association providing examination services, information, and regulatory support to funeral service licensing boards, educators, governmental bodies, and other regulatory agencies.

The Conference membership includes all 50 US states, D.C., and the Canadian provinces of Alberta, Nova Scotia, Ontario, and Saskatchewan.

VISION STATEMENT
To be the collective voice of the funeral service regulatory community and promote excellence in regulation through the sharing of best practices and the facilitation of open dialogues across all jurisdictions.

MISSION STATEMENT
To be the premier source for examination services, information, and regulatory support for the death care profession by continually monitoring the regulatory environment and providing services to meet the needs of our membership.

GOALS
- Define and enhance the identity and the role of The Conference to increase stakeholder understanding.
- Increase the effectiveness of The Conference through the development of the Board and staff.
- Enhance and expand communication to member boards, associate members, and exam candidates for understanding the purpose of The Conference.
- Expand and enhance The Conference member services to support the regulatory community.
2019 TESTING ACCOMMODATIONS

<table>
<thead>
<tr>
<th>Extra Time</th>
<th>Separate Room &amp; Reader</th>
<th>Separate Room</th>
<th>Calculator</th>
<th>Recorder</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>31</td>
<td>21</td>
<td>15</td>
<td>5</td>
<td>3</td>
<td>137</td>
</tr>
<tr>
<td>45.25%</td>
<td>22.63%</td>
<td>15.33%</td>
<td>10.95%</td>
<td>3.65%</td>
<td>2.19%</td>
<td>100%</td>
</tr>
</tbody>
</table>

ADA TESTING ACCOMMODATIONS UPDATE

The Conference is committed to the principle of testing individuals in a manner that will yield valid and reliable exam results. In some instances, the exam administration procedures may need to be modified to provide reasonable accommodations for candidates who qualify under the Americans with Disabilities Act (ADA).

In an effort to improve the testing accommodations process, an ADA Testing Accommodations Handbook was created and released in 2019. The handbook outlines who is eligible to receive testing accommodations, as well as detailed instructions on how to submit an accommodations request. Additionally, the handbook serves as a reference for exam candidates with disabilities and includes updated versions of the Candidate Accommodations Request Form and the Health Practitioner Statement, which are submitted as part of the request. Please contact The Conference with any questions regarding testing accommodations.
2019 NBE Statistics (January 1 - December 31, 2019)

1,656 Total Arts Exams

First Time Attempts: 1,281
Retake Attempts: 37

First Time Attempts (1,281 Total)
- Passed (922): 72%
- Failed (359): 28%

Retake Attempts
- Passed (146): 61%
- Failed (229): 39%
2019 NBE Statistics (January 1 - December 31, 2019)

1,760 TOTAL SCIENCES EXAMS

First Time Attempts

Retake Attempts

First Time Attempts (1,266 Total)
- Passed (798): 63%
- Failed (468): 37%

Retake Attempts (494 Total)
- Passed (184): 63%
- Failed (310): 37%
STATE BOARD, LRR, AND OTHER EXAMS ADMINISTERED BY THE CONFERENCE
(as of 2019)

PROGRAMS & SERVICES

Both SBE & LRR/Other

State Board Exam (SBE)

Laws, Rules, & Regulation Exam (LRR)

612
STATE BOARD EXAMS ADMINISTERED IN 19 STATES IN 2019

870
LRR/OTHER EXAMS ADMINISTERED IN 13 STATES IN 2019
The study guides published by The Conference assist in preparation for the National Board Exam (NBE) and the State Board Exam (SBE). Each guide includes professional expectations, content outlines, sample questions, and glossary terms. Laws, Rules, and Regulations Exam study guides are an added feature The Conference is able to produce on behalf of a state.

The Practice National Board Exam (PNBE) and Practice State Board Exam – Arts (PSBE) provide a Realistic, timed exam experience featuring 75 multiple choice questions that are statistically representative of the number of questions in each subsection of the exam blueprint. At the conclusion of the practice exam, candidates receive a score report reflecting their performance and general feedback on content areas in which candidates answered items incorrectly. The above numbers reflect purchases in 2019.
PROGAMS & SERVICES

CERTIFIED EXAM RESULTS

As the repository of over 100,000 National Board Exam records, The Conference processes and distributes certified results for individual licensure to various funeral boards daily.

620 CERTIFIED EXAM RESULT ORDERS PROCESSED IN 2019

MILITARY EXAM RESULTS PROCESSING

In May 2019, The Conference was pleased to begin processing certified exam results at no charge for individuals and their spouses who are currently serving or previously served our military. This gesture is a small token of our appreciation for their service and the important job they do each day.

19 FREE MILITARY EXAM RESULTS PROCESSED SINCE MAY 2019

For more information on score processing, visit the “Place an Order” tab on our website.
MODEL DOCUMENTS

MODEL APPLICATION REVIEW
The Model Application Committee was appointed in August 2019 and tasked with reviewing the document, which was originally adopted in 2016. The goal of the committee was to evaluate the document based on current assessments regarding barriers to licensure and discretionary information. In accordance with The Conference’s mission to promote uniformity in licensure, updates were made to the Model Application and submitted to the membership for review in November 2019. The updated version will be up for adoption at the Annual Meeting in 2020.

MEMBERSHIP POLLING
As an added service to members, The Conference periodically conducts polls on behalf of a jurisdiction for questions or hot topics the inquiring jurisdiction may be seeking more information on.

From January - December 2019, The Conference polled its 55 members on eight different topics. These questions generated a total of 178 responses that were collected, organized, and sent back to the requesting boards for analysis and review.

Topics included: continuing education credit for board meeting attendance, apprenticeship requirements, addressing minor criminal history convictions, closing inspections, liability insurance, multiple businesses in one establishment, grief counseling for licensees, and total number of regulated establishments.
NBE SCHOLARSHIP INFORMATION

Each year The Conference Board of Directors awards 10 scholarships for the National Board Exam. Applicants must submit a short essay on different topics and recipients are drawn at random at the Board of Directors spring and fall meetings. The Conference was pleased to provide the following individuals with a

- Charleen Andersen, Des Moines Area Community College
- Annalin Bolar, Northampton Community College
- Kiara Brown, Florida State College at Jacksonville
- Chivon Hassan, Mercer County Community College
- Nicholas Hendricker, Carl Sandburg
- Haley Brock, Mid-America College of Funeral Service
- Cari Donithan, Mid-America College of Funeral Service
- Katie George, University of Minnesota

STATE EXAM INFORMATION PACKET

In 2019, The Conference created a new resource for our members who utilize state level exam programs. Members who take advantage of the State Board Exam program, as well as the Laws, Rules, and Regulations exams, were provided a desk reference booklet outlining the exam process for SBE & LRR exam candidates. This quick-reference book will assist with licensee questions about the exams offered through The Conference, as well as information about the eligibility process, FAQs, and more.
CONTINUING EDUCATION

The Conference awarded 33 certificates to licensees from 30 jurisdictions during the 115th Annual Meeting in San Diego, CA. A total of 20 credit hours were possible during the event including Board Member Training. The Conference was pleased to be approved by 23 jurisdictions.

BOARD MEMBER TRAINING

The Board Member Training session was held in conjunction with the 115th Annual Meeting of The Conference on February 26 & 27, 2019, in San Diego, California. The Conference was proud to add the following names to the Board Member Training graduation list:

- Kortney Adams | NS
- David Ittner | WA
- Mark Blake | NC
- Brian Rebman | NV
- Chris Ferguson | OK
- Jim Reinhard | MO
- Steve Gordon | ID
- Leo Seger | NE
- Robert Gribble | TN
- Adam Tipert | NS
- Dustin Hall | SK
- Gail Tucker | MD
FINANCIAL REPORT

INCOME

- Exam Services ($1,508,176)
- Membership Services & Annual Meeting ($40,814)
- Miscellaneous ($34,133)
WEBSITE

The ICFSEB website, theconferenceonline.org, remains the foremost resource for individuals seeking information about ICFSEB and the exam programs. In 2019, the website hosted approximately 288,778 page views.
COMMUNICATIONS

WEBSITE (CONT.)

- Organic Search 56%
  Traffic directed from
- Direct 33%
- Referral 9%
  Top 5
  1. m.facebook.com
  2. dhp.virginia.gov
  3. ncbfs.org
  4. nfda.org
  5. com.google.android
- Social 2%
  1,191 combined sessions from Facebook, Twitter,

Desktop Users 55%
Mobile Users 42%
Tablet Users 3%
THE CONFERENCE REPORT

In 2019, The Conference transitioned to a 100% digital format newsletter with interactive links. Individuals interested in regulatory updates, exam news, and other items of interest to the regulatory community can subscribe at theconferenceonline.org/resources/publications.

SOCIAL MEDIA

ICFSEB shares organizational news and regulatory information with the profession through its social media presence. We invite you to follow us on all of your preferred online communication forums.

@ICFSEB
@TheConference
@TheConference
VOLUNTEER APPRECIATION

The Conference Board of Directors would like to express its sincere appreciation to the committee volunteers for their time and effort in furtherance of the 2019 Conference goals. As a member-driven organization, the work of The Conference would not be possible without the dedication of these invaluable volunteers. From the bottom of our hearts, THANK YOU!
2019-2020 BOARD OF DIRECTORS

President & District 4 Director
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Michigan Board of Examiners in Mortuary Science
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District 9 Director
Jennifer Kandt
Nevada State Funeral &
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R. DeMale Bowden, Jr. | Louisiana  
Virginia Bryant | Tennessee  
Harvey Leavitt | North Carolina  
Michael Shorter | Florida  
Craig Stires | Ohio  
Damon Wenig | Wisconsin  

Amy Mauldin | North Carolina  
Corie Tillman Wolf | Virginia  

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Mark Evely | Michigan  
Patricia Garcia | Texas  

Jolena Grande | California  
Amy Hart | Iowa  
Davis Hess | Utah  
Leili McMurrough | Illinois  
Thomas Sproles | Indiana  

Joseph “Frank” Walton | Virginia  
Damon Wenig | Wisconsin  
Giselle Wynia | Minnesota  
Laura Zabel | Colorado  

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Cynthia Briggs | District of Columbia  
Paige Zietz | North Dakota