

**2022–2023****NCRA CANDIDATE QUESTIONNAIRE***Due date: February 17, 2023*

Please type your responses after each question. Your completed questionnaire should be emailed to Laura Butler at [lbutler@ncra.org](mailto:lbutler@ncra.org) by **February 17, 2023**. Please include your name on each page of the questionnaire.

NCRA's Nominating Committee may use your answers within this questionnaire and information provided in your curriculum vitae to reduce the number of candidates under consideration for an interview with the committee. Please provide as much detail as possible when responding. The answers to your questionnaire are confidential and are for the Nominating Committee's eyes only. However, if there is more than one candidate for an open position, all responses pertaining to that position will be published to the NCRA website. The questionnaires will be removed immediately after the election.

Please attach a comprehensive résumé and/or CV with your questionnaire, along with three letters of reference from within or outside of the profession. Please note that Board policy states that, even though individual Board members are encouraged to submit names of highly qualified persons for consideration as possible candidates for the Board of Directors, Board members shall limit submissions to the name of the potential candidate only. As such, letters of endorsement or reference letters from Board members cannot be accepted.

**Questionnaires and supplemental information such as letters of reference received after the deadline will not be accepted. Please note that reference letters are to be sent by the candidates with their questionnaire. Reference letters may be from non-members.**

**I. SELF-ASSESSMENT**

1. **What do you seek to contribute to NCRA by way of your Board service, both personally and professionally?** Overall, I believe I can contribute in multiple directions based on many years of board and committee service on a state and national level. I know the intricacies of intercommunication with board members and multi-tiered committees.
  - a. **What motivated you to pursue this position?** In serving as a director, it became apparent to me that NCRA needs not just effective presidents, but leaders who truly have the time and energy needed to devote to making NCRA a more effective association. I also believe board leaders need to be passionate about these convictions in order to truly find the necessary dedication to effectuate goals and strategic plans. **Why do you want to be on this Board?** I believe I can make meaningful contributions to the enhancement of not only NCRA's future, but the future of the court reporting profession at large.
  - b. **What is your understanding of the time and financial commitment of the position for which you are applying?** I'm anticipating approximately 30+ hours per month and personal income sacrifices that will be unavoidable but necessary. It's also my understanding sometimes board members are asked to pay for items, including travel, which I am willing to do to some extent.

- c. **How do you feel NCRA board service will be different from state service?** I believe the service is similar to state service but on a much larger scale with all of the committees and oversight of same. I would like to see a monthly review implemented with the board liaisons so we can make sure to guide the committees' efforts in whatever aspect of the strategic plan they are responsible for following through with. I don't think anything like that is being undertaken at this time. And though we have a nice strategic plan in print, committees with close governance is essential to actually implementing the various elements.
  - d. **Why is now the best time for you?** The future of the profession is at stake. It's time for all with the capabilities and visionary skillset to bring about change to dedicate time to moving us through this tenuous time period. We have the means and need to drill down on educating the legal arena on the benefits of stenographic reporting over all other existing methods. We need to be innovative and rethink testing procedures to break down barriers of entry for students. Would implementing a customary apprenticeship program, like many other industries have undertaking, create an environment that would bring students into the working field be one way to tackle the shortage? Would creating a list of every high school in the country's contact information for counselors so we could serve them information and materials to get students into programs while still in high school? There are endless possibilities, but NCRA needs dedicated leaders to put ideas into action.
2. **How does NCRA Board service play a role in shaping your professional aspirations within the next five years? Ten years?** I've been involved in board service for decades, more recently on committees within NCRA. I hope to continue to be involved more directly as a board member and be able to guide the implementation of the strategic plan and actively participate in creating the next one beyond 2024.
3. **What are your interests and activities outside of the court reporting/captioning environment? Do you see any of these interests and/or activities as an asset to NCRA?** I like to read, write, garden, swim, boat, take light hikes. I am a fierce advocate for children and have for many years raised two foster daughters, both diagnosed with DID. This has been my biggest life challenge ever experienced. The asset that brings to NCRA's table is this: I am a witness to knowing that with patience, attention, empathy, planning, conviction, combined with a *truly* open mind and heart, nearly anything is possible.  
I am also actively involved in two boards with the Washington State Bar Association, the Character & Fitness Board and the Limited Licensed Liability Technician Board. I believe this is of definite asset to NCRA, as it provides me with an inside look and first-hand experience in the way another, very large association is structured and governed.
4. **Are there any proven strategies you employ to confront challenges in your personal and/or professional life? Do you have other potential strategies on which you are working?** I create to do lists that are goal oriented and I strategize each and every day on how best to reach goals. I am the first person who ever created a strategic plan in WCRA's history (and I reviewed all its historical records when I became president, dating back 60+ years). We literally met every single aspect of the plan within the timeline allotted. I don't give up. If I need to restructure to make something work, I will endeavor to restructure to advance plans while continuing to meet deadlines. My best asset is being flexible. I find that resolves most situations when difficulties arise. I am able to delegate in a way that generates a team spirit mindset, taking care to always keep inclusivity at the forefront along the way. I find people want to help when asked to perform organized tasks that they have responsibility and accountability for sprinkled in with credit and appreciation in the process of completing the mission.

5. **Do you have a personal or professional relationship with any existing NCRA Board member that could contribute to a positive working environment or create a potential conflict? If so, please explain.** I have positive working relationships with most of the Strong team members and would like to see more unification between this incredible team and government relations and the board. Right now, a united front doesn't really exist. I believe it's of extreme import to bring about a better working relationship.
6. **How do you use social media and how often do you use social media?** I withdrew from Facebook social media when it became somewhat toxic, but plan to reengage in the next few weeks.
  - a. **With which social media platforms are you engaged?** I have been and plan to continue to be involved in LinkedIn.
7. **What is your familiarity with the NCRA Constitution and Bylaws?** I have read the document on multiple occasions and understand its basis and foundation.

## II. ACHIEVEMENT IN LEADERSHIP

1. **What comes to mind when you think of the ideal NCRA Officer and Director?** Someone who engages and initiates positive changes. Someone who actually reads emails, contemplates what's being communicated, and tries to find solutions and participate in resolving issues thoughtfully in a side-by-side, inclusive way with other officers and directors so as to move forward the association forward in the best way for the profession and serving members and the consumers of our services.
2. **What strengths would you bring (or continue to bring) to the NCRA Board?** Many years of sustained leadership, dealing with board issues in the moment as they arise, carefully charting courses of action that sometimes take years to bring to fruition, all the while sustaining continuity and direction in an uplifting, inclusive, and goal-oriented way.
3. **What specific leadership skills do you possess that qualify you for the position you seek?** I'm a strategic planner and people know they can trust me to do what I say I'll do. I recognize strengths in others and know how to utilize those strengths to enhance and achieve the overall mission/plan of the association. I have also been a business owner for many years and understand budgetary planning and growth plans and how to make both sustainable. I would like to see an intense effort to grow NCRA's membership base and enhance overall revenues so we can continuously remain in the black.
4. **Indicate your most significant contributions to NCRA, your state, or other professional organizations.** What led to the program or initiative being successful or unsuccessful? I have been involved in WCRA since the 1980s. I was involved in getting the Court Reporting Practice Act passed into legislation. I have acted first as WCRA's legislative chair for many years (thereby saving the need to expend funds on a lobbyist) and then as co-chair for many years after. I have been involved in shaping or assisted in writing many other bills and court rules that have been drafted since that time. I assisted in writing nearly all of the language in WA CR 28. I assisted in writing the language that prohibits notaries in WA from providing court reporting services. I cowrote the remote deposition rules with WSBA and WSBA included my name on its title. I also personally and alone stood before our Supreme Court and briefed the justices on why we needed a rule change. I have spoken before the WSBA Board of Governors explaining court reporting

laws. In 2020 I intensely assisted WCRA's legal counsel in filing a massive complaint with our Consumer Protection Division of the Office of the Attorney General. I worked closely with the Board of Judicial Administrators to devise requirements for authorized transcriptions to prepare transcripts from court audio files. I have created budgets in planning conventions. I acted as a regional director for NCRA approximately 8-10 years ago. I stepped up to chair NCRA Strong. I am continuing to work on a white paper I think will be very meaningful when it's completed. I was intensely involved in drafting a court rule that would allow for remote oath administration (in addition to the original statute that allowed for oath administration by certified court reporters in WA). As a business owner, I have trained many court reporters and staff persons to be able to perform their jobs effectively and efficiently. I was recommended by the WSBA Board of Governors and then officially appointed by the Supreme Court of Washington to serve on two WSBA boards. I have put together a number of Strong seminars, PowerPoints, reference materials and recently helped draft a position statement/submission to the Indiana Supreme Court. I have also put together a number of meaningful seminars throughout the years, all the way from Rite of Passage for informing beginning court reporters how to go about getting licensed, what kinds of professional registrations need to be made, guidance on how to prepare to take their first job, all the way to technical seminars for seasoned professional court reporters.

### III. THE FUTURE OF THE PROFESSION AND NCRA

1. **In your opinion, what are the greatest challenges facing:**
  - a. **the profession and why?** Apathy. There seems to be an attitude that someone else is responsible for ensuring the longevity of our profession. It needs to be something everyone is participating in advancing. I would like to bring about focus groups to engage in advancement and sustainability.
  - b. **What would you like to see NCRA do to address those challenges?** Budget more money for advancing the profession through marketing. With hybrid conventions happening around the country, I would like to see less money spent on sending representatives to every state when we can achieve the same means remotely. That would leave more money to accomplish other goals. Conversely, if associations want to have representatives appear in-person for conventions, they should be charged for expenses by way of direct reimbursement or possibly by way of association fees being assessed by NCRA to cover these expenses.
2. **Of the programs or services in which NCRA is currently engaged, which do you think are most important to the profession's future? What are your suggestions for new programs, enhancing current programs, or discontinuing current programs?** More energy needs to be funneled into A to Z, with a full database collection of every high school in the country so we can market stenography to high schools in an effective way. I would like to see an apprenticeship program as a new program that would be beneficial to students and courts and freelance firms by providing access to qualified stenographic reporters as they ready themselves over a one-year period to pass entry-level testing. We need to revamp existing testing models so as not to create barriers to students because of poorly proctored tests, which is happening now. I believe more energy needs to be spent on educating the consumers of our products.
3. **What thoughts do you have, if any, on the current Board makeup and whether it adequately represents the career options that comprise NCRA membership? Are there ways that NCRA can improve upon addressing the needs of each group?** In Washington we have incorporated area director assistants so

there are more people to lead committees and help with the heavy lifting. There doesn't seem to be enough staff or board to manage committee appointments very effectively. I do believe the existing Board makeup suitably represents the makeup of the NCRA membership, with many more members being freelance reporters than officials or captioners. I do think it's important to have some representation in all aspects of each group.

4. **What would be your response if a member asked you if NCRA should consider opening its membership and why?** I would respond by saying I think we need to follow what our membership considers the best course of action. I would suggest that NCRA needs to survey the members to take the pulse of what members believe is best. I believe we should open its membership up to RSRs being professional members who have voting rights. I would also indicate there are multiple associations that cater to the needs of different ways of capturing the record, much like there are associations for surgeons, primary care doctors, chiropractors, orthopedic surgeons, osteopathic doctors, and naturopaths. It's not a bad thing, it's a specialization thing.
5. **NCRA bought a lottery ticket and won. What would you allocate the winnings to?**
  - A) Hire a top-notch marketing company to:
    - 1) Market to high schools to bring in more students to the A to Z program.
    - 2) Market to consumers to highlight the benefits of stenograph court reporters and captioners.
    - 3) Make consistent and constant news releases relating to the safety and reliability associated with stenographic court reporting as regards to redundancy, privacy, ethics, training vs. AI, ASR and the use thereof associated with digital recording.
  - B) Hire one staff member who would continually compile and update important mailing lists to consistently get information to bar associations, judges associations, court administrators, high school administrators, and beyond.
  - C) Do an internal job audit to find out what each person's duties and responsibilities are and see if there could be additional duties and responsibilities given.
  - D) Hire an individual who would ensure daily maximum use of social media platforms to get our message out.
  - E) Dedicate funds to a team that could appear at trade shows and meetings of court admins and judges to educate them and demonstrate for them on the differences between steno and other capture methods.
  - F) Buy Super Bowl ad time and create a catchy commercial
  - G) Find a way to our Government Relations team to create an umbrella for all states when legislative issues arise and keep all rules related to court reporting in folders so they are at the ready.
  - H) Create monthly podcasts for members with technical how-tos in order to keep up on skills
  - I) Seek legislative funding to train realtime court reporters on a much larger scale than is currently in place.
  - J) Provide cookies, coffee and sodas for afternoon breaks at all conventions!
  - K) Provide new member kits for new members that include stenocentric stickers and bumper magnets and such
  - L) Have a bigger and better steno related store for members to shop from
  - M) Make a flash mob MOVIE with court reporters

6. **There are 13 Board Core Values. The following three values have been selected for your comments and input. Please express what each means to you, its importance to Board service, and how you have put these values into play in your professional life.**
- a. Transparency/Trust. Transparency and trust go hand in hand. It's difficult to trust board members with hidden agendas. Once openness in communication and trust is broken, it's difficult to regain.
  - b. Mutual respect. Mutual respect must always be observed, as only chaos ensues when it's disregarded. It's of tantamount importance when being a part of a professional association board to embrace unity and eschew divisiveness.
  - c. Member-driven. Keeping an ear to the ground of what members think and are conveying to the board and each other matters. BODs are elected to serve the members, not themselves. I recall in the not-too-distant past, some board members abandoned that idea. It didn't work out very well.
7. **What elements of the NCRA Strategic Plan do you view as most important to the profession's future? How important is it to adhere to the strategic plan as created?** 1. Focus on public relations and marketing; 2. Education and professional development initiatives. I'm a believer in strategic plans as long as they are working towards the goals of the membership. WCRA voted on all aspects of our strategic plans, and then set about putting them in motion one by one. That is part of why our association has enjoyed success that's gained national attention.
8. **What is your vision of the profession five years from now, and what role do you see NCRA playing in that vision?** I firmly believe the profession will be robust and growing five years from now. I believe we will be successful in recruiting more students – we have been in Washington. It takes a concerted effort, but one that does make a meaningful difference. I created a database of every high school in the state, with all of the administrative contact information, akin to what I worked on accomplishing in getting a data bank together of all of the bar associations in the country for NCRA. I have provided it to NCRA leaders and hope we can replicate that across all states in the country.

**Name/Signature:**

Phyllis Craver Lykken

**Date:**

February 13, 2023

**SUBMIT TO NCRA**

Please save and send via email to Laura Butler at [lbutler@ncra.org](mailto:lbutler@ncra.org).