



2023 Annual Report



CQL | The Council on Quality and Leadership
100 West Road, Suite 300
Towson, Maryland 21204
www.c-q-l.org
410.275.0488
info@thecouncil.org

Summary Of 2023 Activities

2023 proved to be a productive year filled with numerous accomplishments. Some of the highlights are outlined below.

Accreditation

- CQL currently accredits over 400 organizations across the US, Canada, and Ireland.
- In 2023, we engaged with 79 new organizations.
- One hundred twenty-five organizations were accredited in 2023.
- CQL conducted 128 mid-cycle reviews (both QA and PCE) during 2023.
- CQL continues to work with numerous states and systems to advance person-centered supports and quality services.
- CQL is working with Liberty Healthcare Corporation in capacity-building for Maryland's pursuit of CQL Network Accreditation. This is a unique arrangement, the first of its kind, where CQL collaborates with a QIO entity on accreditation.

Certification & Training

- The Personal Outcome Measures® was recognized by CMS in its HCBS Quality Measure Set.
- CQL certified 123 people in the Personal Outcome Measures® (POM) tool.
- CQL offered 28 coaching days to people preparing for their POM Certification.
- 37 POM workshops occurred in 2023, including CQL-hosted virtual workshops.
- CQL staff provided in-person and virtual training on topics such as the Personal Outcome Measures®, Basic Assurances®, Rights, Accreditation Preparation, Dignity of Risk, Community, Person-Centered Thinking and Customized Trainings, including Virtual POM Workshops to reach a broader audience.

Research

In 2023, CQL continued to expand its profile as a research leader through numerous publications in peer-reviewed journals, research collaboration, dissemination of research findings, marketing of data collection tools, and expanded data management systems.

The CQL PORTAL Data System:

- Is used by over 1,450 organizations
- Is used by almost 3,400 individual users
- Contains almost 25,000 Personal Outcome Measures® surveys online and an additional 10,000 offline
- Includes over 1,350 Basic Assurances® assessments

CQL continues the Disability Research Mentorship Program for Black Graduate Students and is mentoring many outstanding students.



Collaborations

- CQL promoted best practices in 2023 through collaborations with universities, advocacy groups, and trade associations.
- CQL President and CEO, Mary Kay Rizzolo, holds an adjunct appointment as an Associate Professor at the University of Illinois at Chicago (UIC).
- CQL Director of Research, Carli Friedman, holds an affiliate appointment at the Disability Studies Program at the University of Washington, and is an adjunct Research Associate Professor at UIC.
- CQL currently serves on the advisory committees of the Healthy Brain Initiative for People with Intellectual and Developmental Disabilities (IDD) at the University of Illinois at Chicago; the Partnering to Transform Health Outcomes With Persons With Intellectual and Developmental Disabilities at Rush University; the HCBS Outcomes Project at the Shirley Ryan AbilityLab; the College of Direct Support; and the NADSP Board of Directors.
- The National Leadership Consortium on Developmental Disabilities is an affiliate organization of CQL.
- Both the President & CEO and the Director of Research continue to serve as editors, contributors, and guest reviewers for a variety of disability journals including Disability and Health, Intellectual and Developmental Disabilities, Inclusive Practices, Journal of Family Social Work, Rehabilitation Psychology, Journal of Policy and Practice in Intellectual Disabilities, Health Services Insights, Disability Studies Quarterly, and Research in Developmental Disabilities.

Marketing & Communications

- Development of an annual marketing plan organized under sections including situational analysis, competitive analysis, customer analysis, organizational goals, strategies and tactics, and budgetary projections.
- Utilization of numerous marketing channels and platforms for website analytics, email marketing, social media monitoring and scheduling, graphic design and production, and customer relationship management.
- Creation of numerous targeted communications plans covering services, training, events, and special projects such as workshops, CQL-hosted activities, grant initiatives, and more.
- Production and dissemination of various outreach efforts across numerous mediums including print materials, social media posts, website publication, email marketing, online and in-person presentations, etc.
- Reinforcement of CQL's brand as a subject-matter expert and trusted leader in innovative practices and approaches that strengthen the quality of services and the quality of lives of people who receive those services.



2023 Financial Statement

The following Statement of Financial Activities is for the year ending December 31, 2023.

Revenue

Accreditation	\$1,825,874
Certification/Training	\$428,800
Special Projects	\$1,633,513
Other Income	\$320,422
Total Revenue	\$4,208,609

Expenses

Personnel Expense	\$ 3,311,053
Tax credits applied for*	\$ (567,653)
Consultants	\$ 199,708
Travel	\$ 553,084
Professional Services	\$ 163,783
Administrative Expenses	\$ 178,156
Dues & Subscriptions	\$ 47,133
Supplies and Venue Costs	\$ 116,789
Marketing Expenses	\$ 30,242
Insurance - Liability, D&O	\$ 29,659
Investment Management Fees	\$ 35,728
Director's Expenses	\$ 25,669
Total Expenses	\$ 4,123,351

Operating Income/(Loss) \$85,258

*Tax credits reflect applied for amounts that have not been received

Other Income/Expenses

Depreciation	\$30,171
Interest/Dividend Income/(Loss)	\$110,788
Unrealized Gain/(Loss)	349,744
Net Other Income/Expense	\$430,361

Board of Directors

Officers

Laura Vegas, Chairperson
NASDDDS
Desiree Loucks Baer, Vice-Chairperson,
NADSP
Celia Feinstein, Treasurer
Margaret Nygren, Secretary
*The American Association on Intellectual
and Developmental Disabilities (AAIDD)*

Directors

Christopher Banks
Autism Society of America
Chris Stewart
The Arc of Central Alabama
John Butterworth
*Institute for Community Inclusion,
University of Massachusetts Boston (ICI)*
Thane Dykstra
Trinity Services, Inc.
David Ervin
Makom
Chester Finn
NYS OPWDD
Barbara Merrill
*The American Network of Community
Options and Resources (ANCOR)*
Tia Nelis
*Self Advocates Becoming Empowered
(SABE)*
Patricia Nobbie
Elevance, Federal Affairs Team
Angela Weis
Mosaic

CQL Team

Executive Leadership

Mary Kay Rizzolo
President and Chief Executive Officer
Katherine Dunbar
V.P. of Services and Systems Excellence
Courtney Kelly
V.P. of State Initiatives
Trina Meeth
V.P. of Finance and Administration
Angela Rapp Kennedy
V.P. of Training and Learning Initiatives

Staff Members

Kristen Baughman
Quality Enhancement Specialist
Miranda Baumann
Technical Support Specialist
Gretchen Block
Director of Partner Engagement
Betsy Burns
Quality Enhancement Specialist
Michael Clausen
Director of Personal Outcomes
Jacqueline Cooper
Quality Enhancement Specialist
Ann Dorsey
Quality Enhancement Specialist
Eric DesSoye
Quality Enhancement Specialist
Laura Flynn
Quality Enhancement Specialist
Carli Friedman
Director of Research
Rebecca Kasey
Director of Special Projects
Jen Papouchis
Support Systems Specialist
Seth Petre
Director of Marketing
Maddie Robin
Communications Specialist
Elizabeth Sites
Director of Organizational Excellence
Jill Westring
Quality Enhancement Specialist



Organizational Goals

The CQL accreditation process becomes known and respected across multiple long-term service and support providers as the industry leader in:

- Providing an outcomes-based, data driven and results oriented assessment of both organizational systems and practices
- Meeting the changing needs of long-term supports and services, while maintaining the focus on outcomes vs. outputs
- Facilitating organizational and systems transformation

Develop and implement strategies to support the sustainability and growth of training and certification offerings.

Expand CQL's profile as a research institution through publication in peer-reviewed journals, research collaboration, dissemination of research findings, marketing of data collection tools, and expanded data management systems.

Increase efficiency and effectiveness of CQL's virtual office environment.

