



Council of Colleges of
Acupuncture and Herbal Medicine

CCAAM Updates for California Acupuncture Board

March 7, 2025

Agenda

- **CCAHM Overview**
- **2025 Spring Conference**
- **Social Media & CCAHM Connect**
- **Questions**
- **Closing Remarks**



CCAHM Executive Committee & Staff



President

Thomas Kou

President@CCAHM.org

*Virginia University of Integrative
Medicine*



Vice President

Ben Griffith

VP@CCAHM.org

*Won Institute of
Graduate Studies*



Secretary

Allyson Wilson

*Atlantic Institute of
Oriental Medicine*



Treasurer

Jennifer Brett

*University of Bridgeport
Acupuncture Institute*



Kristin Richeimer
Executive Director



Reilly Posey
Education Program Manager



Kris LaPoint

*Midwest College of Acupuncture
and Herbal Medicine*



Jenny Yu

*Southern California
University of Health
Sciences*



Brittany Sanelli

*Institute of Taoist
Education &
Acupuncture*



Catherine Niemiec

*Phoenix Institute of Herbal
Medicine & Acupuncture
(PIHMA)*



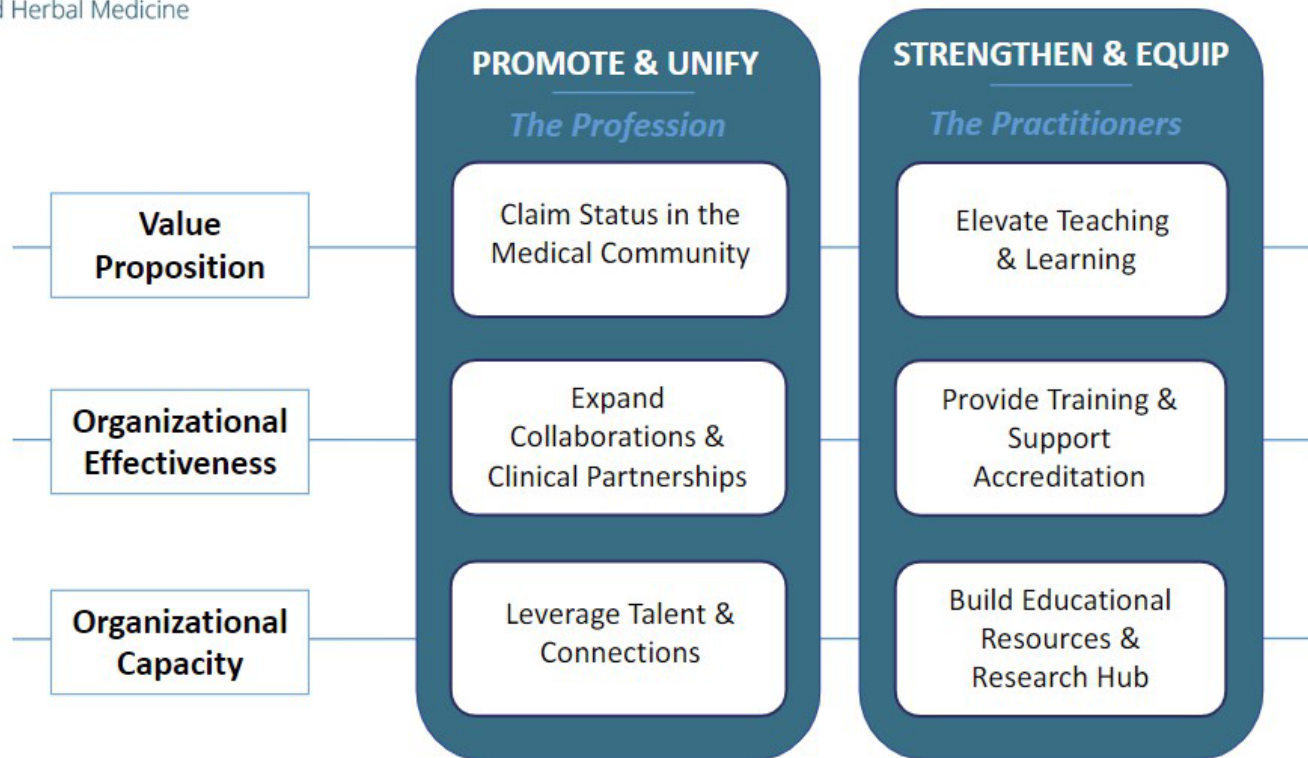
Holly Coleman
Programs and Administrative
Specialist

CCAHM Strategic Plan

Key Performance Indicators: Enrollment | Member/Constituent Engagement | National Presence | Teaching Best Practices



Plan Destination: A recognized (known) organization within the greater medical community



Mission: The mission of the Council is to support member institutions to deliver educational excellence and quality patient care.



Version 1
3.20.23



CCAHM MISSION

The mission of the Council is to support member institutions to deliver educational excellence and quality patient care. Our vision is to maximize opportunities available to graduates of member schools to achieve their full potential in healthcare in the United States.

The philosophy of the Council is based on respect for the broad range of traditions of acupuncture and herbal medicine and a commitment to academic freedom.

CCAHM GOALS

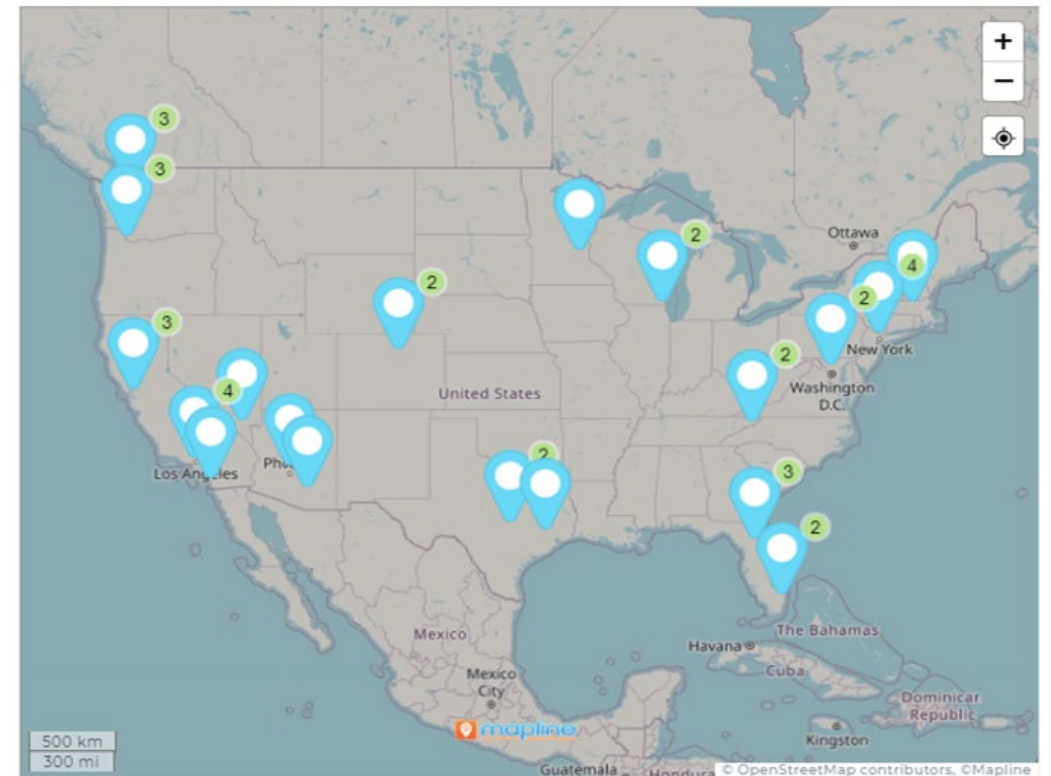
- to support the development and improvement of education programs in acupuncture and herbal medicine;
- to develop recommended curricula for degree, diploma and other educational programs;
- to support and foster academic freedom and a diversity of educational approaches within the field;
- to encourage scientific research, innovative teaching methodology, and faculty development;
- to provide a forum for discussion of issues relevant to member colleges;
- to serve as an information resource for member colleges, other colleges and organizations, regulatory agencies, and the public;
- to encourage ethical business practices among member colleges;
- to work with accreditation, certification, licensing and regulatory agencies to develop appropriate educational standards and requirements;
- to promote increased public access to high quality health care provided by well-trained practitioners of acupuncture and herbal medicine; and
- to take a leadership role in acupuncture safety through publication, education, and certification of a national standard for clean needle technique.

CCAHM Fast Facts

- ▶ 37 Member Schools
- ▶ Administers the Clean Needle Technique (CNT) Course and Exam
- ▶ 16 Committees focused on CCAHM priorities
- ▶ Social media investment to drive enrollment at member schools.
- ▶ Liaises with partners such as ACAHM, NCCAOM, ASA, AIHM, SAR, and more.

Interactive Map of CCAHM Member Colleges

1. Scroll in or use the +/- symbol to see a more detailed view.
2. Hover over or click on each pin or cluster on the map to see the school names. Numbers indicate multiple schools.
3. Click on the pin or cluster to see school details, including website, email and detailed address.



2025 Priority Areas

- ▶ Spring Conference in Person
- ▶ Promote Member Schools
- ▶ Member Engagement
- ▶ Faculty and Administrator Development
- ▶ Strategic Planning
- ▶ Strengthen and Promote CNT
- ▶ Strengthen Partner Relationships
- ▶ Update Technology – Website & CCAHM Connect Portal



Council of Colleges of
Acupuncture and Herbal Medicine

**COMMITTED TO EXCELLENCE IN
ACUPUNCTURE AND HERBAL
MEDICINE EDUCATION**



- **Collaboration** with leading experts at member schools across the USA
- **Faculty, administrator and leadership development & training opportunities**
- The ability to **shape national policy** through partnership with standard-setting AHM organizations
- The national standard for **Clean Needle Technique (CNT)** training, certification & safety

VISIT OUR WEBSITE TO LEARN MORE
AND VIEW CURRENT MEMBER SCHOOLS.



Contact us: leadership@ccahm.org www.CCAHM.org

Educational Workshops



Clean Needle Technique (CNT) Essentials: Ensuring Excellence in Faculty Instruction

Thursday, Feb. 20
2-3:30 p.m. ET

N.D., L.Ac.,
Director of the
University of
Bridgeport
Acupuncture
Institute, CNT
Manual Editor



Jennifer Brett



CCAHM
Education
Programs
Manager

Reilly Posey



REMINDER

Essential Legislative & Compliance Updates for AHM Institution Administrators

Tuesday, Jan. 14, 2025
3:30-5:00 P.M. ET

with presenters from Duane Morris:
Kristina Gill, Partner
Jessica S. High, Associate



Interprofessional Education Best Practices



▶ Watch Recording



≡ View Materials

Spring 2024 Keynote: How to Survive and Thrive in the New Educational Paradigm



▶ Watch Recording



≡ View Presentation Materials

From Boomers to Zoomers: Educating in a Multigenerational Classroom



▶ Watch Recording



≡ View Presentation Materials

Essential Updates for Acupuncture and Herbal Medicine Education Administrators



▶ Watch Recording



≡ View Presentation

Understanding Financial Value Transparency and Gainful Employment



▶ Watch Recording



≡ View Presentation

American Acupuncture Council (AAC): Recruitment Strategy Roundtable

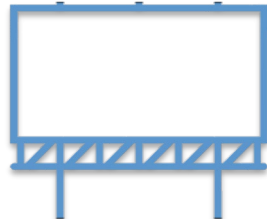


▶ Watch Recording

Committee Overview



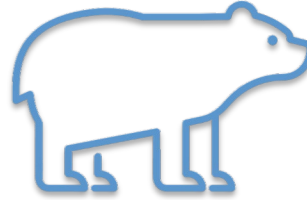
Academics Committee



Curriculum/Clinics/
Herb/Core
Competencies



Accreditation



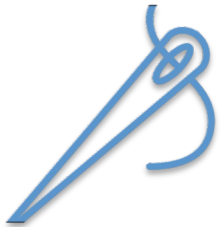
Ad hoc
Committee
California



Legislative &
Regulatory



Bylaws



Clean Needle
Technique



DAOM Ad
hoc



Executive



Faculty
Development



Finance



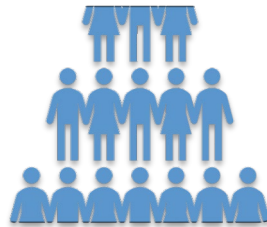
Legislative



Libraries of
AHM



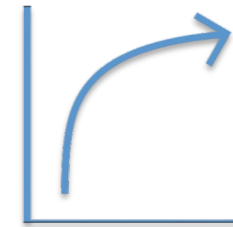
Marketing



Membership



Nominating



Research

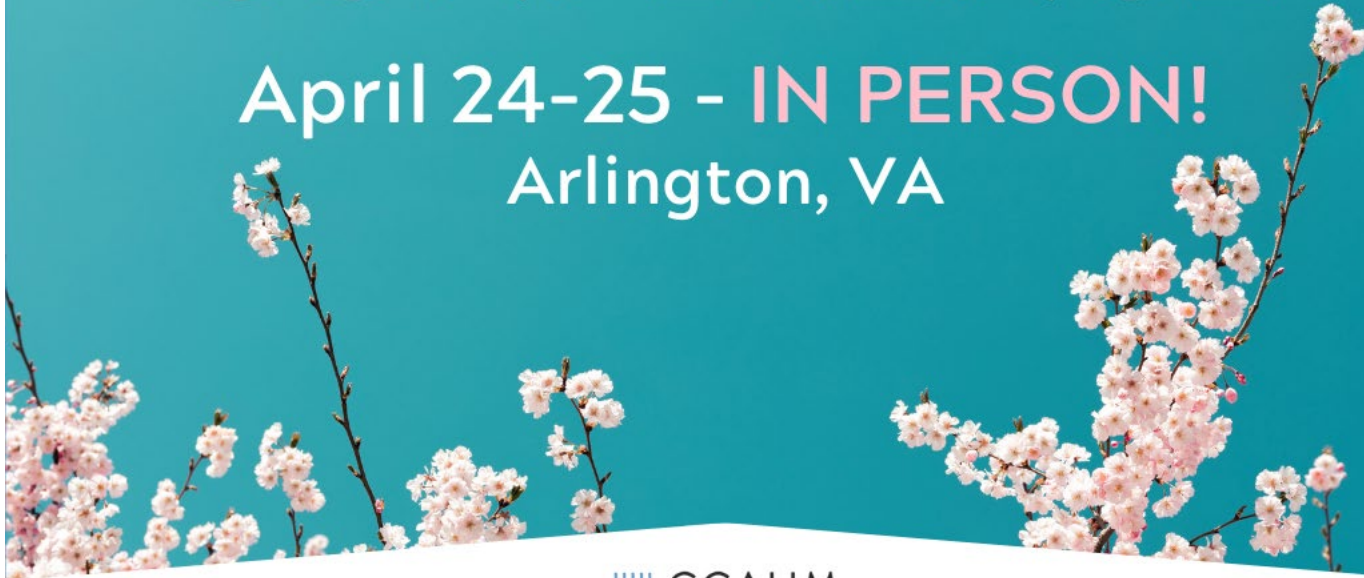


Student
Affairs

SAVE THE DATE

2025 CCAHM *Spring* CONFERENCE

April 24-25 - **IN PERSON!**
Arlington, VA



2025 CCAHM *Spring* CONFERENCE



Council of Colleges of
Acupuncture and Herbal Medicine

April 24-25 - **IN PERSON!**
Arlington, VA

REUNITING
REIMAGINING
REVITALIZING

ADVANCING
AHM
EDUCATION
TOGETHER

THURSDAY APRIL 24

Education, Strategy, Networking

9-11 AM ET

Check-In

11 am - 1:00 pm ET

- Welcome
- Workshop: Entrustable Professional Activities

1:00 - 4:00 PM ET

- Networking Lunch
- Updates from ASA
- CCAHM Strategic Planning Session

4:30 - 6 pm ET

Welcome Networking Event

FRIDAY APRIL 25

General Business Meeting

8:30 - 10 AM

Welcome

10:00 - 10:30 AM

Break

10:30 - 11:30 AM

Interactive Reports from
Partner Organizations

11:30 AM - 12:45 PM

Committee Action
Reporting Roundtable

12:45 - 1:45 PM

Lunch Break (Lunch
Provided)

1:45 - 3:30 PM

Strategic Discussion:
Future Initiatives

3:30 - 3:45 PM

Break

3:45 - 5:00 PM

Open Discussion, Other
Business

5:00 - 5:15 PM

Closing Remarks &
Adjournment

6:00 - 8:00 PM

Optional Group Dinner



Council of Colleges of
Acupuncture and Herbal Medicine

Social Media



- Ads to promote AHM Education & Member Schools
- Education about AHM Health Benefits
- CCAHM Updates
- Industry/Partner News
- Member News & Updates





Clean Needle Technique (CNT) Essentials: Ensuring Excellence in Faculty Instruction

Thursday, Feb. 20
2-3:30 p.m. ET

NS, L.Ac., Director of the University of Maryland's Acupuncture Institute, CNT Manual Editor


 Jennifer Brett Reilly Pessey

Upcoming CCAHM

President's Council Meeting

Friday, Jan. 31
2-3:30 p.m. ET



ASA LIAISON OPPORTUNITY
for CCAHM Member Schools



Learn about our

CLEAN NEEDLE TECHNIQUE (CNT) COURSE



Upcoming CCAHM

President's Council Meeting

Friday, Jan. 31
2-3:30 p.m. ET

CCAHM SENDS OUR THOUGHTS AND SUPPORT TO EVERYONE IMPACTED BY THE WILDFIRES IN SOUTHERN CALIFORNIA

THE NEWEST MEMBER of our EXECUTIVE COMMITTEE

CATHERINE NIEMIEC
JD, L.Ac.



REMINDER

Essential Legislative & Compliance Updates for AHM Institution Administrators

Tuesday, Jan. 14, 2025
3:30-5:00 P.M. ET

with presenters from Duane Morris:
Kristina Gill, Partner
Jessica S. High, Associate

CCAHM LIVE WEBINAR

Essential Legislative & Compliance Updates for AHM Institution Administrators

Tuesday, Jan. 14, 2025
3:30-5:00 P.M. ET

with presenters from Duane Morris:
Kristina Gill, Partner
Jessica S. High, Associate

Happy HOLIDAYS



HOLIDAY OFFICE HOURS



NCTI Today



Helpful Tips



CCAHM Announces Remaining 2024 Election Results



Brittany Sanelli Ben Griffith

COUNCIL GOALS



Happy Thanksgiving




CCAHM Announces Remaining 2024 Election Results



Brittany Sanelli Ben Griffith

OFFICE CLOSED



APPLY TO A MEMBER SCHOOL NEAR YOU TODAY!

- Arizona
- California
- Colorado
- Connecticut
- Florida
- Hawaii
- Illinois
- Maryland
- Massachusetts
- Minnesota
- Nevada
- New Jersey
- New York
- North Carolina
- Oregon
- Pennsylvania
- Texas
- Virginia
- Washington
- Wisconsin



CCAHM member schools are now enrolling for summer classes and beyond.

Apply today to learn how to use acupuncture and herbal medicine to treat a variety of conditions and ailments for all types of patients, including athletes, seniors, veterans, expectant mothers, rehabilitation patients and more.

Career counseling and financial aid is available to those who qualify.



Reason #4

TRAIN FOR A REWARDING CAREER WITH A TON OF OPPORTUNITIES

ccaahm.org

Is Acupuncture the Career for You?

[Learn more](#)

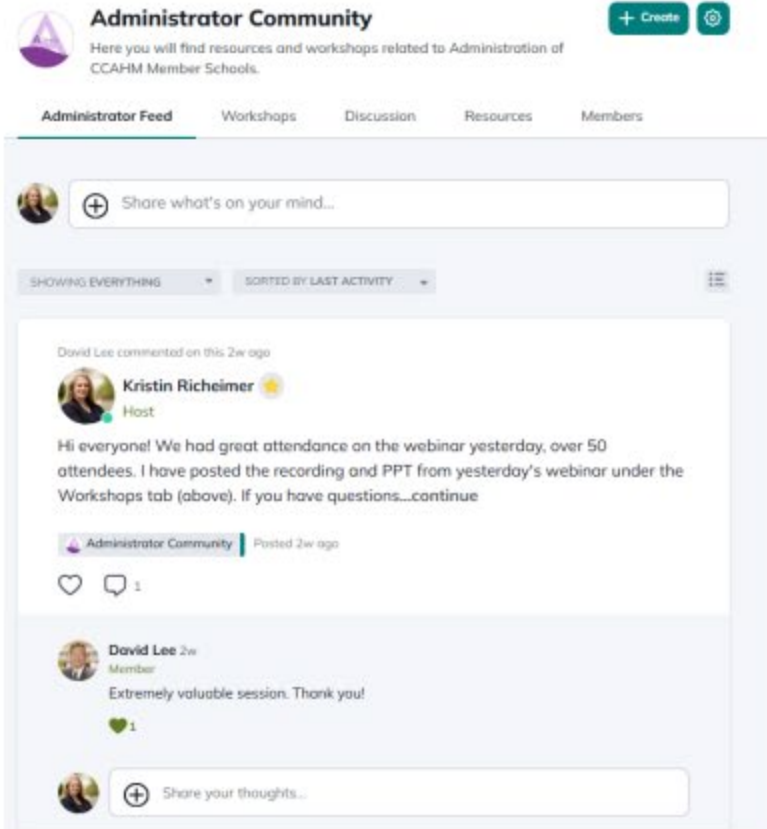


Council of Colleges of
Acupuncture and Herbal Medicine

CCAAM CONNECT

New Member Collaboration Portal Overview

Administrator and Faculty Communities (Discussion, Workshops, Resources)



Administrator Community
Here you will find resources and workshops related to Administration of CCAHM Member Schools.

Administrator Feed Workshops Discussion Resources Members

Share what's on your mind...

SHOWING EVERYTHING SORTED BY LAST ACTIVITY

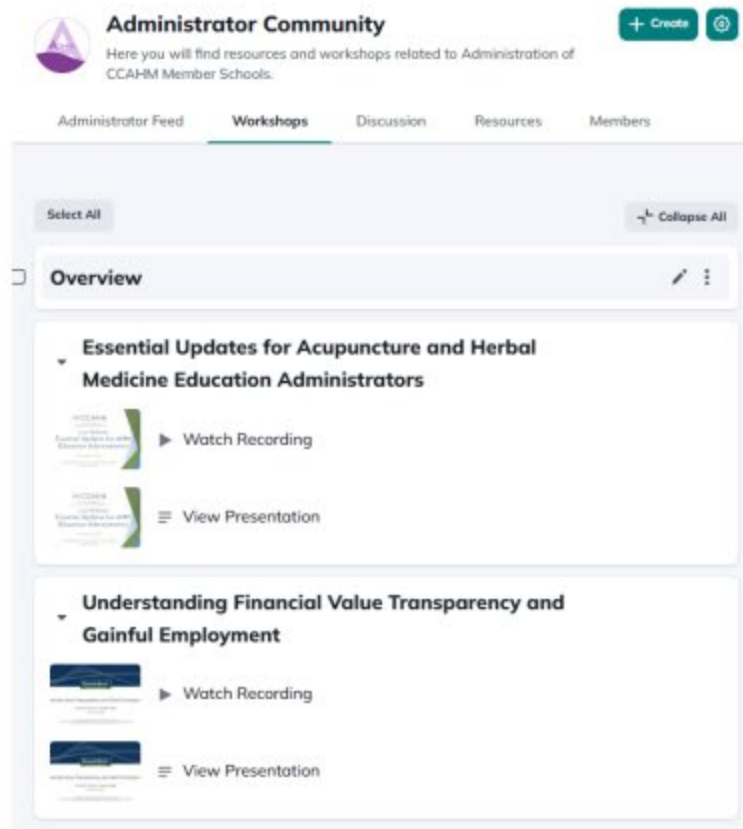
David Lee commented on this 2w ago

Kristin Richeimer Host
Hi everyone! We had great attendance on the webinar yesterday, over 50 attendees. I have posted the recording and PPT from yesterday's webinar under the Workshops tab (above). If you have questions...continue

Administrator Community Posted 2w ago

David Lee 2w Member
Extremely valuable session. Thank you!

Share your thoughts...



Administrator Community
Here you will find resources and workshops related to Administration of CCAHM Member Schools.

Administrator Feed Workshops Discussion Resources Members

Select All Collapse All

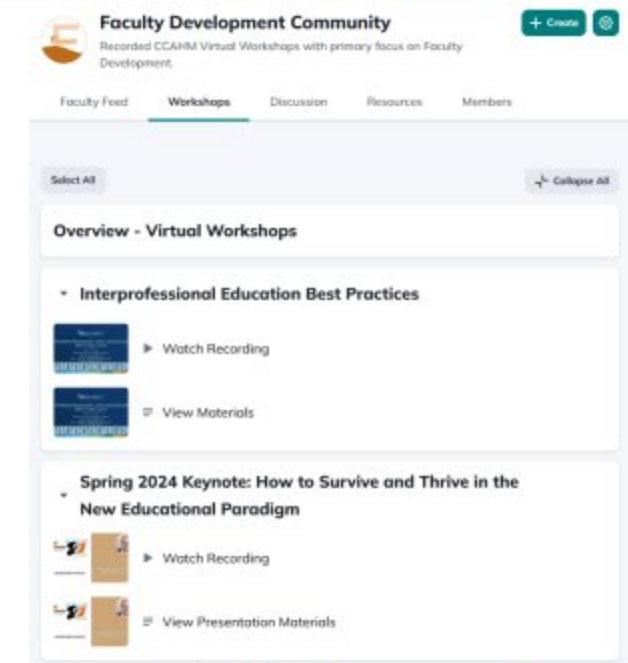
Overview

Essential Updates for Acupuncture and Herbal Medicine Education Administrators

- Watch Recording
- View Presentation

Understanding Financial Value Transparency and Gainful Employment

- Watch Recording
- View Presentation



Faculty Development Community
Recorded CCAHM Virtual Workshops with primary focus on Faculty Development.

Faculty Feed Workshops Discussion Resources Members

Select All Collapse All

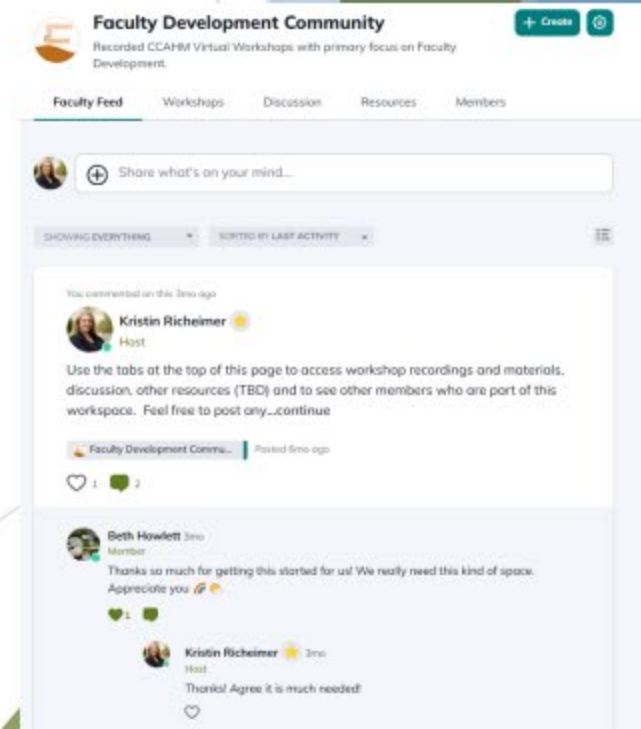
Overview - Virtual Workshops

Interprofessional Education Best Practices

- Watch Recording
- View Materials

Spring 2024 Keynote: How to Survive and Thrive in the New Educational Paradigm

- Watch Recording
- View Presentation Materials



Faculty Development Community
Recorded CCAHM Virtual Workshops with primary focus on Faculty Development.

Faculty Feed Workshops Discussion Resources Members

Share what's on your mind...

SHOWING EVERYTHING SORTED BY LAST ACTIVITY

You commented on this 5mo ago

Kristin Richeimer Host
Use the tabs at the top of this page to access workshop recordings and materials, discussion, other resources (TBD) and to see other members who are part of this workspace. Feel free to post any...continue

Faculty Development Comm... Posted 5mo ago

Beth Howlett 3mo Member
Thanks so much for getting this started for us! We really need this kind of space. Appreciate you!

Kristin Richeimer Host
Thank! Agree it is much needed!



Council of Colleges of
Acupuncture and Herbal Medicine

Thank you!

Questions?