

Maryland Career Development Association

Minutes of Board Meeting 9/25/08

1. Present: Pamela Allen, President; Michelle Carroll, Program Chair; Karol Taylor, Public Relations Chair; Marilyn Maze, Webmaster

2. Website Discussion

Pamela explained that the MCDA/MACD Online Registration Committee had selected MemberClicks as our online membership management provider for the next year. Marilyn had previously sent an email to board members describing the advantages of this system, which are:

- Membership is considered to last for 365 days (it is no longer tied to our fiscal year!). Up to three renewal reminders are automatically sent to each member as their renewal date approaches (we control when to send them).
- A "Login" button is provided on every page to encourage members to log in and see additional features. We have long wanted members to see that their membership as purchasing additional benefits. Members can now see additional features after they Login.
- When they log in, they can also update their profile. Hopefully, we will have less trouble finding people when they move!
- MemberClicks checks the membership status before allowing people to register with the member rate. Thus we can now be sure that members get the member rate and others do not.
- A "Join Now" link is always available. Thus, when a person is registering for an event, they can decide to join and get the member rate. This should greatly increase our membership.
- One feature we have always offered is a Membership Directory. However, the directory is currently updated when the webmaster gets around to it. In MemberClicks, each person who joins automatically appears in the Membership Directory. The MemberClicks Membership Directory looks like a business card, with a photo of each member. I believe our members will see this Membership Directory as a valuable benefit of membership.
- The database is designed to include "basic contacts" as well as members. Another link asks visitors to our website to join our free mailing list, thus getting them into our listserv database.
- We can import names whenever we wish. Susan Gordon is now creating a list of potential members for us. We can add their names to our database as they become available. We hope to finally merge our "listserv" into our database, so we will have a single database of email addresses rather than two. When this is done, we will no longer need to send two copies of every email to members, and we send "Thank you for registering" emails to those who have already registered for events and "Please register" emails to those who have not.

Last year we paid \$2950 (which included a \$625 setup fee) to Thriva, plus credit card processing fees. MemberClicks charges \$1880 (which includes a \$500 setup fee), plus up to \$2 per registration for non-members. We should end up paying less for MemberClicks. MemberClicks includes hosting our website within this fee, which means our membership features will be fully integrated into our website.

Marilyn explained that the following motion had been sent to the three executive board members who were not present:

MCDA has selected MemberClicks as its online membership management system and charges Marilyn Maze with entering into an agreement with MemberClicks on behalf of MCDA.

This motion passed.

Pamela explained that the MCDA/MACD Online Registration Committee had selected Sun Trust Bank as our online credit card processor. Marilyn made this motion:

MCDA recommends to MACD that it engage Sun Trust Bank to provide online credit card processing services on behalf of both MCDA and MACD.

This motion passed.

The MACD Board will meet on Saturday and decide whether or not to join MCDA in using MemberClicks. The participants each logged on to our MemberClicks demo site to discuss the options.

After considerable discussion, it was decided by those present that we want the MemberClicks website to belong to MCDA and we do not want a website shared with MACD. Marilyn agreed to change the banner and move the About MCDA page up to the homepage before the MACD meeting on Saturday. Those present were concerned that MCDA maintain control of this decision and the actual website, and offer to allow MACD to use the membership and registration processing services without the website (which is possible and Marilyn demonstrated what this would look like).

In order to make clear that MCDA has the controlling interest in the online services, it was proposed that MCDA pay the setup fee for both MemberClicks and SunTrust Bank, and offer to provide online membership and registration processing services to MACD based on the amount of these services that MACD actually uses. Marilyn pointed out that last year MCDA paid \$2950 and MACD will reimburse us only about \$720 for its share of these services. Those present felt that this same arrangement should be offered to MACD again this year.

Therefore the proposed agreement with MACD, which is attached, was amended to say:

MemberClicks charges \$95/month for the online processing service for up to 300 members. This amounts to \$3.80 per member. Because MemberClicks bases its fees on the number of members, they apply small additional charges (up to \$2 per person) for registrations received from non-members. We propose that MACD reimburse MCDA at the rate of \$3.80 per member for the number of members it has at this time next year, the charges actually incurred for processing non-member registrations, and the credit card processing fees it actually incurs.

In order to assure that MCDA retains controlling interest in the website and credit card processing, we need a vote by the Executive Board on this motion:

MCDA is authorized to offer to reimburse MACD for the setup fees for SunTrust Bank online credit card processing should MACD not be willing to move forward.

[This motion passed during an email vote.]

3. Treasurer's Report

Janet was not able to attend, so the Treasurer's report will be presented at the next Board meeting

4. Minutes Approval

No changes were requested to the minutes of the August meeting. At the August meeting we agreed that minutes will be reviewed by email, so we will not need to take time for this at meetings. These instructions should be included when the minutes are distributed in the future.

5. Upcoming events

A. November Event

Pamela would like to have a Mix & Mingle event in November, perhaps with a short presentation. Karol reported that she has been unable to reach Dr. Karina Golden about the presentation she had previously offered to do in the fall.

B. Conference Planning

Michelle and Pamela are well on their way to setting up the presenters for the January Conference. However, they would like to offer an opportunity for the Board members to present in the afternoon during the concurrent sessions. Board members are encouraged to submit proposals describing a topic on which they could present. Michelle and Pamela also agreed to look through the NCDA conference brochure for local presenters.

Lunch will be catered. From 4 – 4:30 Pamela would like to schedule a Mix & Mingle so that people who do not feel the need to leave immediately will be encouraged to stay and network.

C. ACPI

Pamela will respond to ACPI explaining that, due to our activity schedule, we are unable to join with them as proposed. It is also difficult for many of us to show up in Washington DC, but that does not need to be part of our response.

D. Spring Workshops

Pamela is looking for topics for spring workshops. She will find time after October 25 to focus on the spring.

The meeting was adjourned at 6PM.