

## **MCDA Meeting Minutes: April 11, 2009**

Meeting called to order 10:32 am.

Board members present: Pamela Allen, President; Marilyn Maze, Janet Wall, and Karol Taylor. Non-Board member, Hollis Paschen participated.

Issue of Quorum discussed. Since the majority of meetings in 2008-2009 only had four active Executive Committee officers, a quorum of two was established.

### **Old Business**

**Conference 2009 update** – Pamela agreed to provide January 2009 Conference expense information so the Board can get an idea of the overall expenses. Accurate information on conference income is provided in the Jan 31 statement from our accountant.

### **New Business**

#### **Finances**

Marilyn shared/ explained the budget statement issued by the MACD accountant, and her related analysis of it using the information found on MemberClicks (MCDA's new membership software). Marilyn had computed the fees charged by MemberClicks (for online registration) and SunTrust Bank (for processing credit card charges) for the MCDA Board so we can better understand bank fees and related expenses. Please note that the new membership site is now developed enough for the Treasurer to resume budgetary responsibilities.

Discussion re. administrative fee for non-MACD membership fee and credit card processing fee:

MCDA needs to hold itself accountable for the true cost of our accounting fees. At this time, MCDA is probably underpaying MACD for our shared services. Marilyn explained that MACD pays \$3820 a year for accounting services. Given that MACD has fewer members than MCDA, it is arguable that MCDA should pay half of that fee (which would be considerably more than we are now paying).

MCDA is aware that, due to change from Thriva to MembersClicks, the membership database was separated so that MACD and MCDA have completely separate databases. MACD charges MCDA \$5 for each person who joins MCDA and does not join MACD. Now that the databases are completely separate, the fee of \$5.00 is being included in the membership fee for all MCDA members.

[Please note: The transfer of funds from MCDA to MACD for past membership is included in the Profit and Loss statement and has been included in the statement since December. The name of the line item is confusing, so we didn't understand the purpose of that line until the accountant explained it. MCDA does not currently "owe" any outstanding funds to MACD.]

Additionally, MCDA needs to take a look at bank fees for CDF registration. This is all new to the Board, and we need to develop a process whereby MCDA is not held liable for paying registration processing fees for people who do not end up paying for or attending the CDF training.

These two issues are important because the MCDA Board wants to keep the organization's bank balance high enough to send our Executive Board to the annual NCDA Conference. MCDA has traditionally financed (either fully or partially) our Executive Board members' trips to NCDA each year, for professional development purposes. The Board feels it needs to do everything it can to have enough funds in our account to make sure this practice continues.

### **Spring Programming:**

On April 30 Marilyn Maze will give a workshop at CCBC in Hunt Valley, MD: *Where have all the Jobs Gone?* The Board decided to run a webinar for this workshop. The Board agreed to use GotoMeeting's free trial offer to provide the webinar to MCDA members. The free trial is limited to 15 web access sites.

Concerns: the quality of picture/sound. Marilyn is considering Blue Tooth technology for her microphone. Janet suggested not using a webcam for this first workshop, just using audio. Marilyn thought we could use a camera to make an initial span of the room, then use PowerPoint slides. The Board agreed to this idea. Janet said to be sure to remind participants that the webinar is a long distance telephone call on their land line.

On May 29, Susan Gordon will give a workshop at the Universities at Shady Grove *Linked Up Linked In*, on social networking. The Board decided to use the site at a cost of \$250 for the room. The Board had previously considered Thompson Farms Community Center in Rockville at a much lower fee, but that facility was not available May 29.

### **Future Programming:**

**Webcasting** – decided to use trial membership for Marilyn's workshop and find out how well it will work before making a final decision about the possibility of purchasing it.

**MBTI** –Catherine Holmes from CPP has agreed to present next spring to MCDA at no charge (typically she charges \$2,000 per workshop) if we can guarantee attendance by representatives from at least 7 colleges. The Board plans to schedule this workshop around Towson's 2010 spring break because we can easily obtain free space during that time. Janet agreed to contact Catherine and work out the details.

**Diversity:** Male and International issues need to be addressed by the organization. Pamela suggested using National Hispanic month as a time to emphasize Hispanic career issues. Karol suggested partnering with MAMCD and its president-elect, Nettie Baldwin, to develop this workshop. Pamela wants to make sure MCDA focuses on international issues, and also on the prison population. Janet suggested that MCDA can also invite presenters from all over the U.S.

### **Elections**

Michelle Carroll contacted Kim and volunteered to run for President-Elect for 2009-2010.

Janet Wall is open to continuing to serve as Treasurer.

Hollis Paschen volunteered to run for Secretary.

Audrey Guinn will run for Treasurer if no one else will.

Anne Scholl-Fiedler would consider running for Secretary, but would also serve as newsletter editor.

Courtney Resnic is willing to get involved with the Board.

Maria Schaeffer wants to learn more about Board membership.

Lynn Eskite is interested in volunteering on the Board and has agreed to help with membership.

### **Operations:**

**Online Directory of Private Practitioners** – With the new membership software, Marilyn has the capability to provide access permissions to different MCDA groups with different focuses. Pamela wants MCDA to advertise on our web site (promotional advertising), and to charge a fee for such advertisements. Janet mentioned that we can offer Job Boards and Pamela heartily agreed. Discussion: start a job board and in 6 months to a year to charge employers for access. The Board needs a point person to post; Janet volunteered. Janet shared that niche job boards seem to be the ones that are the most effective right now. Janet suggested asking for ads for our newsletter, and the Board decided to include them in the next one. Marilyn pointed out that our website already has a job board and encouraged our board members to log on, at least once, to our website, and explore what is already there.

**Membership/ Outreach:** Addressed in diversity discussion.

**MCDA** – Janet Wall moved that MCDA fund Executive Officers trip to St. Louis at the same level as in previous years. Pamela seconded. Vote: Unanimous agreement.

Discussion: The MCDA Board wants to finance the Executive Committee members' trips to the Conference in the following manner: \$1500 for the President, \$1,000 for the President Elect, and \$500 for the other Executive Committee members (Secretary, Treasurer, Immediate Past President). MCDA will not pay for non-Executive Committee Board members. Based on MCDA's January 30 profit and loss statement, the Board agrees that MCDA has enough funds to cover this. The funding will be for the people occupying these positions as of July 1, 2009.

**MCDA Retreat:** The possibility of holding a day-long retreat in the summer will be discussed by email to find a date when the maximum number of board members can attend.

**Partner with Sage Solutions for MCDA to sponsor Hidden Gems on-line course (with CEUs)**

Pamela moved that MCDA partner with Janet for the Hidden Gems online course with CEUs. Janet seconded. Vote: Unanimous agreement.

Discussion: Janet has developed an online course that she wants MCDA to sponsor. The course has been approved by the Center for Credentialing and Education, the body that provides the GCDF credential. Janet is willing to pay MCDA \$50 of the \$275 course fee. The Board agreed and decided to move forward on this.

[As noted at the meeting, a memorandum of understanding is not necessary as long as the minutes show that the board agreed. Memorandums tend to get lost. If both parties want one, one can be created, but the above notice in these minutes makes this decision official. If you do create one, please let Marilyn post it on the website so we can find it again whenever we need it.]

**Next meeting:** Tentatively scheduled May 9. Meeting adjourned 1:12 pm.