



MCDA September Board Meeting

Saturday, September 12, 10:00 am—12:00 noon

Location: Diana Bailey's Home

Meeting called by: Amanda Baker

Minutes completed by: Hollis Paschen

Attendees: (alphabetical order): Pamela Allen, Diana Bailey, Amanda Baker, Veronica Boreland, Paula Brand, Lynne Eskite, Sue Gordon, Natalie Kauffman, Marilyn Maze, Lakeisha Mathews, Hollis Paschen, Janet Wall

Agenda Topics

Welcome and Introductions

Approve/Adopt Previous Minutes: July 9, 2009 minutes approved.

Announcements:

President discussed receipt and availability of NCDA packet containing materials such as new state leadership division handbook, info on NCDA leadership academy, author submission guidelines for "Career Convergence" and "Career Development Quarterly" magazines, state membership recruitment order form kit for the membership committee, etc.

Old Business

President's Plans for 2009 – 2010

- ◆ Review and edit the by-laws
- ◆ increase membership
- ◆ Compile list of past presidents
- ◆ Purchase Membership Pins.

Research thus far: Basic pin -- \$90 die charge, \$2.00 per pin if 160 ordered.

President will contact Jack Giacomo. Cost range for standard pin per 100 ordered: \$1.98 to \$2.40. Average maximum cost: under \$3.00 with set up fee.

More research required with subsequent vote on specific design (new background vs. current logo) and purchase price. Pins will be ready for distribution at the January conference.

Review / Discussion of Planned Events:

- ◆ **Book Brunch.** Discussed how some members attend different events based upon geographic location. It was suggested that events be “moved around” so members can meet new people.
- ◆ **GoToMeeting.** Susan Gordon to finalize date. President will follow-up.
- ◆ **MBTI and SII presentation** by Katherine Reins, tentatively to be held at Catonsville Community College on March 19, 2010. Marilyn Maze will obtain a definitive answer.
- ◆ **Professional Development/CDF training.** CDF classes to be held Oct. 24, Dec. 5, Jan. 30, 2010 and Feb. 27, 2010.
- ◆ No other events (except our Jan. 22 conference) scheduled.

◆ **MCDA Conference January 22, 2010 from 9:00 am—4:00 pm. Theme: “Special Populations.”**

- ▶ **Location:** President described Loyola Graduate Center in Timonium as ideal site, detailing optimal parking and space for luncheon and break-out rooms. Cost \$10 per person, and MCDA charged only for people who attend.
- ▶ **Awards:** President will present awards this year, calling for nominations by as soon as November. Natalie Kauffman named “Awards Chair.”
- ▶ **Possible Keynote Speaker(s) and fees.** President suggested unused money from NCDA conference (\$1,500) be applied to payment of speaker fees and membership pins. Board voted unanimously to give President “discretionary use” of said funds for “MCDA business.”
- ▶ Suggestion for Keynote speaker(s): Authors Bob Orndorff and Julie Clark. Orndorff requests \$300 payment + travel expenses with MCDA’s agreement to purchase “a few” books to use for prizes / raffle. Additional speaker possibility: NCDA President Pat Schwallie-Giddis who would make 15-minute motivational talk. Fee: gratis.
- ▶ **Call For Conference Presenters:** President will put out a call for conference presenters by end of September or mid-October. Will be distributed via MCDA’s website, newsletters, and emails.
- ▶ **Time schedule / CEU hours:** Group discussed time length for keynote speakers, breakout sessions, possible lunchtime speaker(s), etc. Conference will run from approx. 9 – 4 with board members arriving early to set up. Preferably, participants will earn at least 5-1/2—6 CEU hours.
- ▶ **Vendors:** Will be invited to the conference and charged fee to promote their products. Benefits include: Fees go into treasury, attendees’ conference experience enhanced, vendor members can advertise on MCDA’s website, and more. Marilyn Maze and Paula Brand responsible for advertising on website for vendor members. Pamela Allen and Veronica Boreland will work on vendor recruitment with raffle tie in. Sept. 21st deadline for list of names, forms, etc. Raffle scheduled for end of day.

Reports

1) Treasury

Advertising earned \$90; “Hidden Gems” earned \$200, and CDF program earned about \$300.

2) Memberships

Number of professional memberships – Last year: 79. Currently: 107.

Total membership – Last year: 88, Currently: 134.

New membership figures confirm that website service and benefits are enhancing membership numbers.

	Sept, 2008	Sept, 2009
Members		

Professional	79	102
Retired	7	8
Student	2	24
Board	N/A	11
Total	88	145

Expired Members	60	59
Basic Contacts (email list)	135	289

3) Advertising, services on website, newsletter, etc

Lengthy discussion on the pros and cons of advertising in the newsletter vs. events of other groups posted on the website. “Competitors” such as Howard Community College want to advertise their events despite proximity of dates to MCDA’s events. An advertising policy for the website will be revisited at the October 15th “GoToMeeting.”

- ◆ **Web CEUs.** Currently 3 or 4 Web CEUs available, but some are “dated.” President directed that existing CEU videos remain on website. Total CEU credits for “Hidden Gems” is 12; O*NET is 3.5.
- ◆ **GoToMeetings:**
 - ▶ President requested the number of board meetings be doubled by using GoToMeeting every other month. President and Janet Wall will do a trial run. Next meeting is scheduled for October 15 from 4 –6 PM.
 - ▶ The next Board meeting will be held via GoToMeeting on October 15.
 - ▶ Susan Gordon’s GoToMeeting will be scheduled some time after the October 15 board meeting. Our GoToMeeting contract limits us to 15 attendees at one time. Marilyn will set up a registration form. Cost: \$35 per enrollee.
 - ▶ Janet Wall indicated that Laura Labovich has offered to do a workshop for us in the evening some time in November but requested assistance to find a location. Sue and Pamela will take the lead.

Other Old Business

- ◆ **Newsletter.** Board members asked to submit information for the November newsletter to Janet Wall. Copy deadline: October 15.

New Business

- ◆ **Advertising, services on website, newsletter, etc.**
A policy for working with other associations will be revisited at the October 15th Board Meeting via GoToMeeting.
- ◆ **Possible Spring Web Event with BLS.** Janet suggested we bring in a BLS representative to do a workshop when they have their updated projections in January.
- ◆ The board approved the sponsorship of O*NET for Career Advisors, an online self-paced program. Total CEUs: 3-1/2. Cost: \$70 with \$10 retained by MCDA.
- ◆ **National Career Development Month and Contest.** Sponsored by NCDA. Lakeisha Mathews distributed promotional materials on this nationwide annual celebration including booklet, “National Career Development Month: A Celebration of Work.” MCDA to offer resources to support and promote. Poetry and Poster Design Contest for all K-12 students. Diana Bailey to help publicize event via educator Richard Scott who has free access to contacts through his listserv, Due to conference’s Baltimore County site, special emphasis

to be on B.C. contacts. Lengthy discussion on MCDA. Lakeisha will write an announcement for website.

BOARD MEETINGS – *until further notice, all board meetings that are not GoToMeeting(s) will be held at Diana Bailey's home.*

- ◆ October 15 (Thursday) GoToMeeting Board Meeting, 4— 6 PM
- ◆ November 1 (Sunday), 2— 4 PM
- ◆ January 13 (Wednesday),6—8 PM
- ◆ March 6 (Saturday) 10 AM—12 PM
- ◆ May 2 (Sunday), 2—4 PM