

Maryland Career Development Association Board Meeting October 15, 2009 (via GoToMeeting)

Present: Amanda Baker, President; Pamela Allen, Diana Bailey, Veronica Boreland, Paula Brand, Michelle Carroll, Sue Gordon, Marilyn Maze, Lakeisha Mathews, Karol Taylor, Janet Wall

The meeting was called to order at 4:09.

Approval of previous minutes: Several people had not yet seen the new minutes, so this item was tabled.

Motion: To commend Hollis for concise, well-organized, and timely minutes. Approved unanimously.

Event Planning:

December 3: Sue Gordon will hold her workshop Link Up, Link In: Using Social Networking Resources to Enhance Your Career Goals at 5PM via GoToMeeting. Due to the limitation of 15 people, it is requested that Board members not register early. If there are still spaces the day before, Board members are welcome to register. Fees will be the same as the in-person workshop (\$45 Member, \$65 Non-member, \$15 Student/Retired Member, \$25 Student/Retired Non-Member). Marilyn will set up the registration form on our website.

November: Janet has been working with Laura Labovich to present one of the four excellent topics previously sent to the Board:

- Leveraging Social Media to Grow your Business
- How to add Job Search Targeting to your Client Offerings
- Resume Writing Strategies that Get Attention!
- The Two-Minute Pitch: A Job Seekers Competitive Advantage!

Sue and Pamela were working with her to find a time and place, but this has not yet been resolved.

March 19: MBTI Workshop: We have a tentative reservation at Cantonsville Community College for this workshop. Marilyn will confirm. They will charge \$375 for a space that holds 200 people.

CEUs: Diana and Janet have been trying to clarify the difference between Contact Hours and CEUs, and found the terms have been used interchangeably by NCDA and other groups. They will present their findings soon. Diana is trying to get the new CEU Chair via MACD set up, but has not heard from her. Amanda recommends this website for more information: <http://www.nbcc.org/AssetManagerFiles/ce/approvedproviderpolicies.pdf>

Mixers: There was a lot of interest in sponsoring mixers at locations in various parts of Maryland for our members. These would be held at a place that has an inviting happy hour, and members who wanted to could show up (no reservations, no fees). Michelle & Pamela suggested "Oracle" downstairs in the UMUC building and mentioned that parking is free after 4PM. Diana suggested a location in Columbia. Amanda suggested the Towson Marriott. Pamela suggested connecting with Workforce Development to make sure they felt invited. It was suggested that we do one a month, starting in December.

Survey: We could determine what members want with a survey of our members. Marilyn agreed to produce the survey once the questions were determined, and Amanda agreed to collect questions people want to ask. Please email Amanda with any suggestions by Friday, October 30, at 5:00 pm.

Reports:

Newsletter: Janet reported the newsletter would be distributed by the end of the day. She will then begin working on one for December.

Policies:

Emails to our members/contact list: two organizations have requested that we send an email to our list about their events. We were not excited about either request. Janet reported that California CCD does not put anything on their website that does not relate to their organization. We agreed that we would list events sponsored by MACD on our website. We would also list events of organizations that have a reciprocal agreement with us. We discussed which events might be considered to compete with ours. We agreed that events on the same day competed with us, but did not agree on events 1 week away.

Policies: Amanda pointed out that there are a number of policies that are needed and said that she would email a list to the Board. Then she wanted us to volunteer to write up one topic. She considered the discussion of advertizing to be one policy area and it will be on her list. She will also ask for input from our members.

Event Coordinator: Amanda asked us to find an Event Coordinator to find locations for events, coordinate production of flyers, CEU authorization, food, and related details. She suggested that this be a Board position. Pamela pointed out that Michelle had held that position the previous year and was a real asset in planning events. Marilyn said the MACD has decided to have an Event Registrar to facilitate collecting reg fees and making sure attendance is documented accurately. The group seemed to think that this might be a good position under the Event Coordinator.

Member-Author List: Natalie had asked to talk about adding a list of members who are published authors to our website. This raises the question of who is an author and who many would be list on the website. This topic was tabled until Natalie can be with us.

Member-to-member communication: It was pointed out that we wanted to use LinkedIn for that type of communication. Amanda suggested we could learn more about using LinkedIn from their webinars.

<http://careerservices.linkedin.com/> - designed for professionals who work with college students.

<http://learn.linkedin.com/> - their basic learning center with tons of information on how to get started.

We agreed that a "Find us on LinkedIn" link could be added to our website.

Conference:

Karol had raised the question of the cost of vendor tables. We discussed the difference between vendor tables and sponsorship, and Amanda recommended the authors be given the option to join an MCDA table at a very low price where they could sell their own books, with the cost added to the conference registration. Members would be charged a flat fee that was close to \$50 plus conference registration (\$150 was suggested) and corporations would be charged a higher fee (\$250 was suggested). The latter two table types would include a table, a full-page add in the program, lunch, and attending the events. The discussion was tabled to allow more time for consideration.

Other conference topics include a rental contract, awards, sponsors (Pamela and Veronica are working on that), a caterer, and the number of clock hours (Amanda has conceived of a schedule that offers 5 clock hours). Amanda has already received 4 proposals. She is hoping to accommodate 6-9 sessions.

The meeting was adjourned at 5:46.