



MCDA May Board Meeting

Sunday, May 16, 2010 – Scheduled time: 2—4 p.m.

Location: Diana Bailey's home

Meeting called by: President Amanda Baker

Minutes written by: Secretary Hollis Paschen

Attendees: Diana Bailey, Amanda Baker, Michelle Carroll, Lakeisha Mathews, Marilyn Maze, Hollis Paschen

Welcome

Meeting was called to Order by President Amanda Baker at 2:30 p.m.

Approve/Adopt Previous Minutes of 3/6/09: President Baker motioned to approve. Motion seconded.

Announcements

President Baker stated that this will be her last meeting as President and welcomed future President Michelle Carroll as her successor.

Old Business

Amanda discussed the April 21st EACE networking event at Morton Steak House at Baltimore's Inner Harbor. There were about 10 attendees including representatives from NCDA. She was extremely pleased to note that five participants were from MCDA. She expressed hope that more members will attend this informative networking event in the future.

No more events are planned for the remainder Amanda's term.

REPORTS: Due to the absence of the board members regularly assigned to these reports, Marilyn Maze filled in for them.

Treasurer

- Marilyn handed out the most recent financial statement. (See corresponding attachment labeled "033110 MCDA Financial Statement.pdf".) Because many of the funds received were for the courses offered by individuals, Marilyn was not able to determine the amount of income that belongs to MCDA. That said, she emphasized that MCDA is in excellent financial shape with a balance sheet showing \$31,000 in reserve. Furthermore, MCDA funds continue to grow every year.

- Another issue is that MACD has increased its administrative fee per person from \$5 to \$10. In the past, when MACD first charged MCDA a \$5 administrative fee, we passed the expense to our members; hence, we increased professional members' fees from \$20 to \$25, and student members' fees from \$10 to \$15. Now that MACD has increased MCDA's fee to \$10, it would be understandable if we again passed the added cost onto members. However, the issue of increasing fees was tabled with the suggestion that for the time being maintaining the status quo is acceptable.
- Marilyn said she has created a "trial budget" for future President Carroll and is confident that the budgetary plan is conservative and realistic.

Membership.

In May 2009, we had 127 members. Currently there are 146 active members. Renewal notices were mailed in January and 100 expired members were identified. Marilyn estimates we potentially have 200 active members. Here is a *partial* breakdown: 114 professionals, nine retirees, 19 students, 10 board members, and two vendors who are professional members but are also listed on our website as vendors. Lynn Eskite, our regular Membership Chair has faced a serious family issue and has not been able to continue at the present moment with this time-consuming task. Paula Brand has been responsible for vendor memberships and plans to serve as Vendor Member Coordinator in this coming year. An important follow-up to the membership count activities is to continue contacting expired members about their renewal. Given the amount of work required for specific roles within the organization (e.g. Treasurer, Membership, Website), Michelle emphasized the urgency of developing these roles in a committee-style format where each Chair heads up a committee comprising three to four members who will assist the Chair in meeting committee goals.

Website.

(Paula Brand is stepping down from her role as Web Assistant and is now running for the office of Secretary.) The recorded social networking workshop presented by Laura Labovich is now posted on the MCDA website. Janet Wall recorded the webinar and converted it to video (Shockwave). The video was then placed on a website that allows us to post videos that are then linked to MCDA's website. This video will replace a somewhat outdated video that we had previously agreed to remove. Our site now includes four videos available for Continuing Education Units (CEU/CCs). Although Diana reported no requests for contact hours as yet (fall and winter are slow), Janet's O'NET, Green Economy, and Gems have generated a fair number of registrants. Marilyn will send Diana the Shockwave material that Diana will use to create a PDF. Diana reported that she has been sending information to the accountant but has not received any responses. She is keeping copies of the CEU information as back up and filing them according to event. Diana and Janet will continue working on the specifics involving CEU/CCs.

New Business

Upcoming elections.

The following members are on the ballot:

Lakeisha Mathews – President-elect

Marilyn Maze – Treasurer

Paula Brand – Secretary

Marilyn is collecting résumés and bios. Ballots will be emailed to the 146 active (voting) members within a week, and recipients will be given two weeks to cast their votes.

Although prospective officeholders are running unopposed, there will be a place on the ballot to cast write-in votes. There was a call for nominations circulated this year and last, but the question arose as to how long after the call for nominations must we wait before sending out the ballot. Our by-law changes must be voted on at a membership meeting, which only happens once a year at the annual meeting/conference in January. Michelle stated that irrespective of whether the provision is or isn't in the by-laws, she will ensure that next year there will be a call for nominations published prior to the election. Board members have diligently modified or removed a great deal of inaccurate or outdated information from the by-laws and inserted it into the newly developed Policies and Procedures (P & P) Manual. There will be an update/review on the proposed changes to the by-laws as well as the P & P Manual soon. It was agreed that further discussion was necessary. Amanda will resend to the board the work that has been completed thus far.

Marilyn asked to continue a previously tabled discussion on whether there should be a distinction between a "Professional Member" (someone who has a counseling credential) and a "Regular Member" (someone non-credentialed who works in the career field). Michelle moved to change the by-laws to combine professional members and regular members under the term "Regular Member". The motion was seconded and approved unanimously.

National Career Development Month.

Lakeisha Mathews was congratulated for her excellent work as coordinator of this month-long event. She reported six student contestants, one of them placing nationally. NCDA sent Lakeisha certificates to be awarded to the contestants. She will mail them soon. Contestants also received "Spirit" awards from MSDE's Diana Bailey, and congratulatory letters from MCDA's President Amanda Baker who also sent letters of thanks to their school principals. The contest was a huge success and received much praise from the educational community.

Amanda turned the meeting over to future President Michelle Carroll whose term officially starts July 1.

Events.

▶ Myers-Briggs Type Indicator (MBTI) Workshop.

Michelle talked to Catherine Rains whose MBTI event is scheduled for September 16 from 9:00 a.m. to 4:30 p.m. in the auditorium at UMUC Academic Center in Largo. Amanda detailed Rains' payment particulars: If 10 different schools are represented at Rains' seminar, MCDA will not be charged for her services. If less than 10 schools register, her \$2,000 fee + travel will be pro-rated according to number of schools MCDA successfully recruits. MCDA will provide lunch, and the Center for Credentialing and Education (CCE) will provide the tally sheets for attendees' CEU/CCs.

Michelle emphasized that it be clear that MCDA is co-sponsoring the event with UMUC's Career Center. This will allow her to offer the entire Career Services staff free attendance which, in turn, may help ensure MCDA is not charged for Catherine Rains' services.

Michelle will call Catherine to brainstorm on the title for the MBTI presentation, as well as ways to more aggressively market the program. Increased ad visibility and flyer distribution were emphasized as important marketing tools. She noted that MBTI is particularly strong in participant retention at the university level. When the University of Maryland used to host it, she recalls, reminders were blitzed to universities throughout the region every two or three weeks, and the response was enthusiastic. She proposed that team marketing efforts begin before July. The first step would be to compile a list of all Maryland schools.

▶ Field tripping.

Increased visits by MCDA to universities, coupled with branching out to workforce development communities, and ultimately private practices was proposed. Marilyn advised that cultivating the K-12 population may be a challenge because they are not necessarily oriented toward career development as it pertains to MCDA. Michelle noted she has a good networking connection with MACD and plans to meet with their new president to discuss future joint ventures.

▶ BLS seminar.

We are waiting for Janet Wall's confirmation of the August 16th or 17th BLS seminar. Typically, we do not have an event in August, but Michelle was able to confirm FREE space at UMUC Academic Center at Largo. Diana noted this face-to-face event will run from 9:00 a.m. to Noon with participants earning NBCC contact hours. Diana and Janet will finalize details at a later date.

▶ Annual State Conference.

Because so many organizational events are held in January, Michelle suggested that the conference be pushed to February 3—4. Due to the typically low attendance rates at the annual conference, Michelle hopes to entice more attendees to it by creating a bigger, more exciting event. Here are her tentative plans:

- 4 Hold the conference at a more regionally accessible "good" hotel in the BWI area or Annapolis e.g. Marriott, Hilton, Courtyard. Book the same hotel every year so that attendees readily lock in their plans for future conferences.
- 4 Bring in more "big draw" speakers such as psychologist/motivational speaker Dr. Darrell Luzzo, known for his ability to engage audiences.
- 4 Start activities Thursday night with a networking mixer that possibly includes a motivational leader such as Dr. Luzzo.
- 4 Friday a.m. through late afternoon: the official conference.

▶ *Conference planning.*

It was noted that most conferences for 2011 are currently calling for programs. Michelle urged that MCDA do the same. Location and topic should be determined ASAP. There was a lengthy discussion on quality of various hotels, food service, and staging of the event. She noted that ACA has a planning expert who might provide us with tips on negotiating various services required for a successful event and called for a committee to work with her on the planning. Amanda Baker volunteered. Michelle also suggested that her Administrative Assistant, who is an expert on planning, could work with us if we could afford it. For the coming year, it was agreed that we consider planning the conference ourselves with an eye toward eventually handing over this enormous job to a planner who would be paid a fee.

▶ *Program presenters.*

Regarding the presenters who MCDA will feature, Diana Bailey, who is on the “Raising the Bar” conference program committee, offered to review some of RTB’s applicant proposals and request that they submit the same applications to MCDA. This would allow us to expand our program search beyond MCDA members alone (which typically are few) and more quickly schedule presenters, and print and distribute marketing materials.

▶ *Conference theme.*

The Board brainstormed on two themes: the concepts “green” and “technology.” Both are trendy and provide the versatility necessary to appeal to a broad range of individuals. There was a lengthy discussion of topics such as green careers, how technology has dramatically changed career development and job search strategies, social media, twitter interviews, how to climb out of the recession quagmire, the New Economy, etc. The discussion was tabled with the intent to revisit it ASAP.

▶ **Membership and Outreach Goals.**

Identify ways to increase membership. Compile a list of all Committee Chairs with three or four people each assigned to their respective committees. Special emphasis on building student membership. Michelle assigned one of her graduate student assistants to be Chair of the Graduate Student Committee. She will target all of Maryland’s counseling programs to identify what programs offer a career track and what programs need help in launching one. Marilyn said excellent career-oriented MACD contacts such as Vivian and Courtland Lee at College Park and Jake Johnson at Bowie State University are a few of the many outstanding career professionals she is confident will work with us.

▶ **Partnering with MACD on a retreat.**

Michelle hopes to work with MACD’s Vivian Lee on a Leadership Development Program for Career Counselors. This would be a one-day retreat that would serve to nurture and mentor career counselors who want to become leaders in their organizations. The retreat might include resume development, stress management, life-balancing tips, and other activities that cultivate or enhance leadership skills. The board brainstormed on adding services via our network friends and contacts e.g. massage therapy, acupuncture, crafting, aroma therapy, meditation, etc.

Proposed location: Chesapeake Beach Hotel and Spa. All rooms have an ocean view and the hotel is no more than an hour’s drive from the DC-Baltimore-Annapolis area.

Proposed date: To be decided. Increased seasonal rates, dates that conflict with other events, and other constraints must be considered.

▶ **Board meetings.**

GoToMeeting will continue to be used for meetings held every other month with regular board meetings on the alternating months. It was agreed that given busy schedules, not everyone can attend every meeting. However, Lakeisha and Michelle agreed to come up with specific times that everyone will work around. Michelle scheduled a retreat / planning meeting for new board and committee members at her home on Monday, July 19th at 6 p.m.

Conference/training/professional development reimbursement for board members.

MCDA typically sets aside funds for board members if its cash flow permits. Michelle moved that the following funds be approved for board members to attend the June 30—July 2 NCDA Conference in San Francisco: \$1500 for incoming President, \$1000 for

President-elect, \$500 for incoming Secretary, \$500 for incoming Treasurer. Motion seconded and approved.

Marilyn noted that several officers had declined their designated stipends. Michelle and Amanda agreed these officers could apply their reimbursement funds for another professional development activity. Secretary-elect Paula Brand (not present), for example, requested she use her funds for a July 21—22 ACA Leadership Training Conference. Marilyn Maze requested that her funds be added to Lakeisha's stipend so that Lakeisha can cover most of the cost of the NCDA convention in San Francisco.

Michelle moved that funds be provided for the President-elect to attend the ACA Leadership Training Conference this year. Reimbursement will include registration, transportation, hotel, and meals.