



MCDA July Board Meeting

Wednesday, July 19, 2010 – 6:00 p.m. to 8:49 p.m.

Location: Home of Michelle Carroll, Odenton, MD

Meeting called by: Michelle Carroll

Minutes Prepared by: Paula Brand

Attendees: Michelle Carroll (President), Lakeisha Mathews (President -Elect), Amanda Baker (Past-President), Paula Brand (Sect.), Marilyn Maze (Treasurer), Diana Bailey (CEU Chair)

New participants: Rose Howard, Kevin Michel, Adrian Scott, Tiffany Williams

Meeting was called to Order by President Michelle Carroll at 6:35 p.m.
Introductions were made and new members were welcomed.

OLD BUSINESS -

Last year a review of the bylaws was conducted and an attempt was made to collect instructions on routine and necessary MCDA procedures. After this review, the Board discussed proposed changes. Tonight the Board discussed the completion a Master Procedures document for future reference. They still need to be finalized and then they can be posted on the web/to the membership. Any potential by changes must be voted on by the membership.

Committee Reports

Treasurer - The most recent quarterly statement is not in yet so it will be reported on next meeting. The Treasurer submitted a projected, balanced budget for the coming year.

Website - A request was made for the President to write a message to the membership to add to the site. There was discussion on some website changes, including the home page. The Memberclicks forms have been created on the website for the next two events, so we can accept registrations now. Past Pres. offered to add any Board member information to the site if she was provided with a Bio and picture. It was requested that any technical issues get referred to Marilyn and any design issues get channeled to Amanda.

NCDA Career Development Month – November is NCDA Career Development Month. January is the deadline for submission to NCDA. Pres- Elect, Lakeshia Mathews, offered to handle this project last year and is once again spearheading this effort. Last year one of our winners went on to win at the National competition. She asked for suggestions on handling it any differently (adding college student, which schools to contact, etc.) She received many

suggested actions to take and people/organizations to ask for participation. One suggestion was to do a press release in conjunction with another organization such as MSDE.

NEW BUSINESS -

The President shared ideas about the coming year. She wants to ensure at least three MCDA events are held this program year. Two are already scheduled (BLS and MBTI). The Annual Conference is a third.

As the MCDA's President is the main person responsible for coordinating the annual conference, she has already been working on plans. The dates will be Feb 3rd and 4th. This year we will try having it at a hotel so people can stay overnight before if desired. There was discussion on the location of next year's conference. There was discussion on a theme with the consensus liking - Leaner, Greener Career Development: Thriving in the midst of emerging trends.

President MCDA, Michelle Carroll outlined her vision for the coming year.

- 1) Increase membership
- 2) Conduct a membership survey to get to know the members needs (this can be done through our website using a Memberclicks feature similar to Survey Monkey)
- 3) Develop marketing materials. Create a brochure or some sort of take-away
- 4) Improve MCDA branding to rise to the level of being the #1 organization for all career professionals in Maryland
- 5) Keep the website up to date
- 6) Groom future leaders for MCDA, this will be an ongoing effort (we need to create a plan of action to achieve this)
- 7) Find a way to give back to the community (ideas were discussed such as: critiquing resumes on a Sunday, partnering with a church, library, etc.) , this could possibly be a new committee that could look into ideas and organize an effort
- 8) Possibly incorporate a new event for career professional leaders in conjunction with MCA (formerly MACD). There was discussion on this potential event and how to make it affordable (solicit potential sponsors) and attractive to attendees. A suggested time frame was before the MCA conference in April (*maybe the 24th, 25th 27th?*).
- 9) More active participation on a committee level with suggested future/current committees: PR/Communication, Annual Conference (President to Chair), Newsletter, Member Communications, Social Media/Branding, Graduate Students, Professional Development, National Career Development Month, Government Affairs/Legislative Liaison,

The President collected quotes from different hotels. There was discussion about the location. The Sheraton Barcelo was by far the most reasonable. Michelle was interested in securing a location asap. The board members present wanted to allow her to make that decision as needed. Therefore, a motion was made by Paula Brand to hold the conference at the Sheraton Barcelo, seconded by Marilyn Maze and a vote taken and the motion approved. We will work next on getting out a call for proposals. Last year we utilized one big room and 2 small rooms at the Timonium campus of Loyola.

MBTI Event – Thursday, September 16th from 8:30-4:30 at the UMUC Largo Campus.

This event will be co-hosted with UMUC and it is important that we get enough colleges represented. This lowers our cost. Please spread the word to colleagues at colleges.

BLS Event – BLS Economist, Dave Terkanian will present update projections on Tuesday, August 17th from 10-12 at UMUC Largo campus (with a BOD meeting to follow).

Using Memberclicks, e-mailed announcements have been sent out. Arrangements were discussed for both events.

It was suggested that there be a summary of the minutes in the newsletter.

Attendees set dates for future Board meetings. To make it easier for people to remember, it was mostly set for the last Monday of each month. Dates were projected for the entire year but the President pointed out that changes can be made as the need arises. The meeting format will alternate between in person and conference call format (which will take place using Go To Meeting or DimDim, instructions to follow). Locations for future meetings was discussed.

A motion was made to adjourn by Amanda Baker and seconded by Marilyn Maze. The meeting was adjourned at 8:49 p.m.

ADDENDUM TO MINUTES

Suggested Board meeting summary for the newsletter:

The incoming MCDA Board met on July 19th, 2010 to get a start on this year's plans. Incoming President Michelle Carroll shared her vision for the coming program year and would encourage anyone who wants to get more involved with MCDA to contact her to discuss how to you would like to share your talents (give e-mail info?). Plans for were discussed for two upcoming events at the new UMUC Campus in Largo. BLS Economist, Dave Terkanian will give a BLS update on Tuesday August 17th 10am-12pm. Also, a Myers Briggs workshop will be held on Thursday, September 16th from 8:30- 4:30 (go to www.mdcareers.org to register). Plans are being made for the Annual MCDA Conference (to be held on the evening of February 3rd and the day of Friday, February 4th, 2011). Mark your calendars now. A call for conference proposals will be forthcoming.

Upcoming events:

Looking to the Future: The New Employment Analysis and Projections from the Bureau of Labor Statistics

Dave Terkanian

Economist, BLS Employment Projections Program

University of Maryland University College

Academic Center at Largo

1616 McCormick Drive, Largo, MD 20774

Tuesday, August 17, 2010, 10 AM - Noon

2 CEU Clock Hours will be granted

Cost:

Members \$45, Non-members \$65

Career Development to Type: Customizing the Career Counseling Experience for Students and Clients

CPP and the Maryland Career Development Association (MCDA)

invite you to attend the MCDA Fall Workshop

Thursday, September 16th, 2010

at UMUC Largo Campus

1616 McCormick Drive, Largo, MD 20774

6 CEU clock hours available (both NBCC and MBTI® Master Practitioner)

Before September 9

Member (\$135)

Non-Member (\$165)

September 9 or later:

Member (\$160)

Non-Member (\$190)

Student/Retired Member* (\$75)

Student/Retired Non-Member (\$95)

Student/Retired Member (\$95)

Student/Retired Non-Member (\$115)

Future Board meetings:

Tuesday, August 16, 12-1pm after the BLS event
 Monday, Sept. 27, 4-6pm conference call
 Monday, Oct. 25, 6-8pm, location TBD
 Monday, Nov. 29, 4-6pm conference call
 Monday, Dec. 20, 6-8pm, location TBD
 Monday, Jan 24, at conference location, time TBD
 Monday, Feb. 28, 4-6 pm - conference call
 Monday, Mar. 28, 6-8pm, location TBD
 Monday, April, 18, 4-6pm conference call
 Monday, May 23, 6-8pm location TBD
 June/July leadership changeover meeting, TBD

ACTION LIST

Amanda will send NCDA State Report from last year to Paula – done

Paula will ensure that the State Report is completed by the August meeting for review and submit by Sept. 1st.

Amanda will send out a final draft of the procedures manual/bylaws for review and would like feedback by August 31st so she can present a final version at the Sept Board meeting. This allows October meeting for any further discussion. Then they can be presented to the membership by Nov. 1st (90 days before the annual conference membership vote (necessary per MCDA by laws)).

Amanda Baker will print the CEUs and name tags for BLS event.

Diana will print a big foam board sign for the day of the MBTI event. Tiffany will help design it.

Kevin will help with a membership survey.

Everyone – Next meeting, submit potential questions to ask the membership in our survey.

Paula will create a list of other upcoming professional development events so we can plan any future events with them in mind.

Adrienne will feel out some companies on affinity group discounts.

Everyone – start asking around at businesses you frequent for possible donations/sponsorships for future MCDA events/activities (maybe door prizes for an MCDA event or a prize to be raffled during a membership drive, etc.)

Rose requested information on what is involved in joining the CEU committee.

Michelle asked Paula to make sure the minutes from the July meeting get out timely in preparation for the August meeting (to be held on August 17th after the BLS event).

ACA Leadership Institute attendees need to complete the reimbursement form found on the MCDA website and submit it to the Treasurer. If they scan the receipts, it can all be submitted electronically.

Amanda offered to do a review of the website to make sure it is meeting membership needs.

Marilyn Maze asked Amanda to get a list of NCDA members to use for MCDA purposes.

Marilyn will update the leadership contact information to include new attendees at tonight's meeting. After this, the Secretary will keep it up to date.

Potential topics for next meeting:

Annual conference including a call for proposals and theme finalization

Grooming future leaders

Membership survey

Note: Paula may not be able to attend the BLS event so could someone else who plans to attend take minutes if that's the case.