



MCDA September Board Meeting

Date: Tuesday, September 27, 2010

Location: Conference Call

Meeting called by: President Michelle Carroll

Minutes Prepared by: Secretary Paula Brand

Attendees:

Michelle Carroll (President), Amanda Baker (Past-President), Paula Brand (Sect.), Pat Van Haste, Karol Taylor (PR Chair), Lakeisha Mathews (President -Elect), Marilyn Maze (Treasurer), Kevin Michel, Maxine Rush, Diana Bailey (CEU Chair), Rose Howard

Meeting was called to Order by President Michelle Carroll at 4:05 pm.

All were welcomed by Michelle and she thanked the efforts of the Board to date.

OLD BUSINESS -

A motion was made to approve the August minutes by Amanda Baker, seconded by Paula Brand and unanimously approved.

NEW BUSINESS -

Committee Reports

Treasurer - Marilyn Maze

BLS Workshop:

\$890 Received

? Expenses

MBTI Workshop:

\$3880 Received to-date

\$ 900 Expense

\$2980 Income

Treasurer Maze made a recommendation and submitted a draft of an agreement to be used with providers of CDF training on behalf of MCDA. A motion was made by Paula Brand and seconded by Lakeisha Mathews with agreement to accept the recommendation and to use the training agreement submitted by Marilyn Maze (see Appendix A)

Secretary - Paula Brand

- Secretary Brand stated that Karol Taylor will represent MCDA on a panel at Raising the Bar (RtB).

NCDM Career Development Month (NCDM) – Lakeisha Mathews, Chair

- Pres.-Elect, Mathews updated the Board on plans for NCDM. She sent out the announcement through Memberclicks. She is going to connect with Upward Bound. She has partnered publicity with Junior Achievement and Dept. of Education. She still needs help connecting with the School Assoc. of Guidance Counselors. She still wants to connect with the PR Chair. She asked for ideas for specific events in Nov.

PR Committee – Karol Taylor, Chair

Karol Taylor, Sue Gordon, and Marilyn Maze publicized September's MBTI workshop via email. Karol approached Bernadette Davey, the publicist at GMU's Career Center and Sandi Myer, Training Coordinator, for The Maryland Institute for Workforce Excellence (The Institute) to see if they also would be willing to publicize our program to their listserves. Both agreed. Karol and Michelle telephoned the director of each college in MD and asked for their participation. Karol sent a follow up email with an attached flyer. MCDA attracted 35 people to the event, and met the needed quota of 10 colleges represented.

One outcome of connecting with Sandi, was that Karol and Michelle met with Bruce Walghren, Executive Director, on September 9, to discuss partnering with The Institute in a manner that would be mutually beneficial for both organizations. The Institute had been considering partnering with other career-related organizations, so our timing was excellent. Sandi Myers from the Institute and MCDA member has agreed to join the PR committee.

To partner with The Maryland Institute for Workforce Excellence (The Institute), MCDA wants:

1. % discount on their classes
2. To increased our membership by attracting their clients (The Institute provides training services to Workforce Development employees in the state of MD. They have a listserve of 3,000+ people)
3. Shared marketing
4. Increased visibility
5. Free vendor table

The Institute wants:

1. % discount on our events
2. Additional students to fill classes/ shared marketing
3. Value Added by partnering with a respected career professional organization
4. To be able to offer CEUs/clock hours
5. Free vendor table

The Institute will:

Comp sponsorship for MCDA vendor table Raising the Bar Conferences (Karol & Michelle will "man" the table) and to place a free ¼ page ad in the Raising the Bar program (MCDA needs to develop one soon). They will also include a flyer for the annual conference in their registration

package. We need to decide on a theme and I will be glad to develop one. Diana offered to make copies.

MCDA will:

Comp sponsorship for The Institute vendor table at annual Conference and allow The Institute to advertise events to our members except those that compete with MCDA-sponsored events like our CDF classes. *We will need to determine a methodology for making this happen.*

Michelle and Karol thought it might be a good idea for MCDA to offer one or two free registrations for MCDA's annual conference as give-aways at the Raising the Bar Conference. They typically have many give aways there, so it would be a great marketing tool. Karol will also provide two *Guide to America's Federal Jobs* books. She has ordered a banner from Vistaprint for the event.

A motion was made by Amanda Baker and seconded by Paula Brand to donate one student rate for the annual conference and 1 free membership for the Raising the Bar conference .

Website Report - Amanda Baker

- Past Pres. Baker stated that she did not receive a bio and picture from Paula Brand. Paula will send to Amanda.
- She asked about a Find a Career Counselor feature on our website. Marilyn and Paula Brand explained that we have a version of that is currently in operation.
- In addition, Amanda is slowly learning the website and is working on all requests.

By laws Committee - Chair vacant

- Amanda Baker said she only received feedback on the by-laws changes from two people. She will share a final draft at our next meeting to meet the deadline of presenting to membership 90 days before the annual meeting.
- Michelle asked that we recruit for by-laws committee members and/or Chair.

Newsletter – Janet Wall

On behalf of Janet, Michelle shared that the September newsletter went out. The next issue will go out in December and will promote our Feb Annual Conference. Janet and Michelle are requesting that the Board help to write articles/items for the newsletter. Karol said she would encourage CDF students too.

Credentialing – Diane Bailey, Chair

BLS evaluations were sent to MCA. Positive feedback was received. CPP handled the CE's for the MBTI workshop. Diana will work on preparing for the Annual Conference CE needs.

Membership – Chair vacant

174 members total

Kevin is working on membership survey for all MCDA members and basic contacts and possibly NCDA members who live in MD. He will send out a draft soon for feedback.

Mentoring/Outreach – Tiffani Williams, Chair

On behalf of Tiffani, Michelle shared that Tiffani is working to create an MCDA mentoring program mirroring NCDA's version. She will contact Amanda Baker to get information onto the website. In December she will focus on student outreach and welcomes and participation in this effort.

Legislative committee – Chair, vacant

Michelle would like to see us get this committee established. This Chair position also gets involved with NCDA on issues. Diana offered to collect legislative information for now but could not commit the time to Chair a second committee.

Awards – Natalie Kauffman, Chair

No report available.

Programs/Events Report – Michelle Carroll, Chair

- Michelle thanked everyone who helped to make our first two events such a great success.
- There was discussion for a final decision of a conference theme resulting in Career Development: Envisioning our future.
- Michelle asked for ideas for an annual conference keynote speaker.

NEW BUSINESS –

- Michelle asked for help in recruiting MCDA members to join committees and possible Chair some of the vacant committees. We can get more done with more help.
- Michelle had to change the next Board meeting which will be moved one week later than previously scheduled.

A motion was made to adjourn by Amanda Baker and seconded by Paula Brand and all approved. The meeting was adjourned at 5:50 p.m.

ADDENDUM TO MINUTES**Suggested Board meeting summary for the newsletter:**

All committees gave reports. President Michelle Carroll asked all MCDA members to get more involved in leadership roles. There are some Chair positions open for the following committees: Legislative Affairs, By-Law Chair and Membership. Please contact Michelle if you are interested in taking on any of these roles and just joining a committee. Thanks to PR Chair, Karol Taylor, MCDA has agreed to partner with other local career organizations to cross promote events and training opportunities. All MCDA members are encouraged to write articles or book reviews for our next newsletter.

Future Board meetings:

Next meeting -

DATE CHANGE - Monday, Nov. 1, 6-8pm, at the home of Michelle Carroll in Odenton

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

Karol asked for immediate feedback on the ad for the RtB conference program. She will submit by the deadline.

Recruit any people interested in getting more involved or on a committee

Marilyn will bring a t-shirt to the Nov. 1, meeting to be given away as a Promotional give away for Paula's presentation at RtB where Karol will be a panel member representing MCDA.

Michelle asked someone to make a publicity marketing piece to use for these upcoming promotional opportunities.

By-laws must be ready to send out the members by the end of Nov.

Please volunteer to write something for the December newsletter (topics could include: book reviews, updates for Members on the Move, share resources, give summary on RtB conference and MCDA's involvement, share what's going on with your committee, make a plea for additional committee members, advertise open Chair positions, promote our Feb conference) .

Dear MCDA Board:

On July 26 and August 1, 2010, I wrote checks totaling \$23,610.50 to Janet Wall and Karol Taylor. They earned these funds by providing online courses which are listed on our website and by teaching a Career Development Facilitator Training course. These checks covered courses offered and fees collected during 3 different fiscal years: 2008-2009, 2009-2010, and the current fiscal year (2010-2011).

After processing these requests for payment, the income from 2008-2009, which our Profit and Loss Statement reported as \$19,642.60, should be reduced by \$6,850 to \$12,792.60. The 2009-2010 Draft Profit and Loss Statement showed income of \$8,641.97, which should be reduced by \$15,215 to -\$6,573.03 (a net loss of over six thousand dollars). Thus the end result for the past two years is still positive, but last year we spend \$6,573.03 more than we earned. Clearly, we need to be careful not to repeat that.

We all acknowledge that these funds belong to Janet and Karol. However, for the past two fiscal years, our year end statements were misleading and our net income was far less than we believed. Because the funds for these courses are intermingled with MCDA funds, it was impossible to decipher the annual financial statements.

I would like to propose a remedy for this situation. Our accountant recommends that MCDA require a flat fee for each course plus a preset amount that, on average, will cover MemberClicks and credit card processing fees. It is further recommended that this pre-determined amount be subtracted from the income when a new student first pays any part of the registration fee and the remainder be placed in special accounts. These special accounts will contain funds that do not belong to MCDA and can quickly be subtracted from our bottom line when we want to know where we stand financially.

MCDA is lending its name and providing accounting services, a registration service, credit card process, and unlimited use of our large and well-maintained email list. For all of these benefits, this is what MCDA got:

	CDF Course	Online Courses
Total Revenue	\$22,450.00	\$2,450.00
Gross to MCDA	\$900.00	\$390.00
Costs paid by MCDA	\$686.64	\$130.47
MCDA's Net	\$213.36	\$259.53

As you can see, MCDA did not lose money on these courses, but the income, after expenses, is very small. We would like to maintain the flat fee that MCDA receives, but also ask providers to pay the costs (MemberClicks and credit card processing fees).

The two columns represent different situations. The CDF Course requires Janet and Karol to meet with students. They have expenses for room rentals and materials. The online courses require only minor additional labor to evaluate the learning of the students. We are proposing that we ask Janet and Karol to sign written agreements for each type of course.

Suggested per-student flat fees:

	Income for MCDA	Average Cost	Total
CDF Course	\$50.00	\$39.00	\$89.00
Online courses	15% of reg fee	5% of reg fee	20% of reg fee
Hidden Gems	\$41.25	\$13.75	\$55.00
Green Economy	\$16.50	\$5.50	\$22.00
O*NET	\$10.50	\$3.50	\$14.00

These fees would be subtracted from the income when the student first pays all or part of the registration fee. The remainder would be placed in two separate accounts, one for CDF Course income and one for Online Course income. Whenever Janet and Karol request any or all of the funds in the separate account, they would receive it, but these accounts must be zeroed out before June 30 each year so that our year-end statements are correct. The proposed change in accounting will make it easier for us to recognize our obligations and avoid over-spending.

Marilyn Maze
Treasurer

APPENDIX A

Agreement to provide training through MCDA

The Maryland Career Development Association (MCDA) and

(henceforth called Training Providers) enter into this agreement to specify the terms under which the Training Providers will offer training know as

_ (henceforth called Course(s)) through MCDA, and MACD will collect registration fees on their behalf.

MCDA agrees that the Training Providers shall have access to the following MCDA assets:

- MCDA's database of names, addresses, and emails for members and others who have been identified by MCDA or who have self-identified as being interested in career counseling
- The online database management program used by MCDA which allows mass emails to this database
- MCDA/MACD's credit card acceptance processor
- Use of the MCDA logo on course materials
- Contact hour authorization through MCDA/MACD's authority
- MCDA/MACD accounting services

In return, the Training Providers agree to:

- Submit all training materials to content experts designated by MCDA for review, so that MCDA can be confident that high-quality materials are being used

