



MCDA November Board Meeting

Date: Sunday, November 7, 2010

Location: Michelle Carroll's home

Meeting called by: President Michelle Carroll

Minutes Prepared by: Karol Taylor/Paula Brand

Members in attendance: Karol Taylor, Rose Howard, Marilyn Maze, Veronica Boreland, Pamela Allen, and Lakeisha Mathews (conference call).

President Michelle Carroll called the meeting to order at 3:25 p.m

OLD BUSINESS:

Marilyn moved to approve the minutes from the previous meeting. Karol seconded. Unanimous approval.

Announcements:

MACD is sponsoring an event at College Park on counseling black males 11/13. They are also sponsoring an all day workshop on becoming a counseling professional which will be at the Bowie Comfort Inn the Friday prior to MCDA's Conference. They are only charging \$30.00 per person for that workshop, and they are targeting students. This could affect student attendance at MDCA's conference.

NEW BUSINESS:

National Career Development Month

Lakeisha Mathews partnered with the MSCA Board for National Career Development Month (November) this year. Next year they will work with their entire membership to honor the event, but the timing did not work for their entire membership this year. MSCA would like to partner with MCDA for a spring event in 2011.

Possible spring partnership event with MCSA: MCDA wants to partner with Tristana Harvey from Penn State wants to present her workshop on using Social Media for Counselors.

Treasurer Report:

The proposed policy for listing online professional development courses on MCDA's website is still under review. Janet Wall wrote an extensive response to the proposed policy, as the CDF

class she and Karol teaches is directly affected by it. Michelle was concerned that the first time Janet officially learned about the proposed new policy was in the minutes from our previous Board meeting. The information should have been presented to both Janet and Karol for review prior to posting in the minutes. Michelle will contact Janet directly to address the issue.

The Board wants Michelle (President), Marilyn (Treasurer), Janet and Karol (CDF Trainers) to meet to discuss the new policy and to try to resolve any issues around it. The MOU signed by then President Pamela Allen will be reviewed and compared to the proposed policy. Pamela has the MOU, which was signed August 2008, in her possession and will make it accessible to this group.

Membership Committee Survey

Kevin Michel compiled the membership survey findings. Responses were received from: Basic Contacts: 507; Board: 14; Professional: 124; Retired: 10; Students: 23; Vendors: 2; & Expired: 107.

Michelle Carroll's goal was to determine if the needs of our members were being met. The Board reviewed the survey suggestions and discussed ways to incorporate them. The Board determined that the Survey findings indicate MCDA is satisfactorily meeting most of the needs of our members.

Updating MCDA's Web Site

Michelle stated she wants a site that is compelling and draws people in. Pamela suggested establishing an internship and using a Co-op student from a nearby college. Veronica agreed to help to craft an internship description so MCDA can be established as an official placement site. Amanda will be brought into the process as Web Committee Chair with Pamela and Veronica as members.

Rose reminded the Board that we are responsible for content management, and the intern's job is to use our content to enhance and update the site.

Publicity Committee

Karol shared that she partnered with Bernadette Davey of GMU and Sandi Meyer of The Institute to market the successful MBTI workshop. Additionally, she posted to MAC/LPN's and CANOE's (federal OD practitioner network) yahoo group, and career-related LinkedIn groups. She will do the same for the annual Conference. Karol plans to take MCDA and CDF marketing materials to MACCA when she attends in December.

Michelle shared that MCDA earned \$2,980.00 (after expenses) from the MBTI event. CPP accepted the list of the 10 colleges represented there, so they did not charge MCDA a presenter fee.

MCDA and The Institute will collaborate on marketing MCDA's annual Conference after Raising the Bar (RTB) takes place. In the meantime, The Institute will stuff MCDA's flyer into their 800 RTB give-away bags as a good faith response to our future partnership. MCDA has been given a free vendor table at RTB, and The Institute will have a free vendor table at MCDA's

Conference. Karol and Michelle will “man” the RTB vendor table. The partnership MOU between The Institute and MCDA will be finalized after RTB ends.

Sandi Meyer volunteered to be a member of the Publicity Committee. Sue Gordon also helps as needed, so the Publicity Committee now had three members.

Annual Conference

Michelle shared that she asked the morning keynote presenter, Ms. Shepp, to give an additional workshop at the Conference. Ms. Shepp said she would do so for an additional fee of \$500.00. The Board agreed with Michelle that we do not want to pay an additional fee. Ms. Schepp is charging \$1,500.00 to present at the Conference.

Rose suggested Combat to College as another subject to add to the promotional material. Karol shared that Cheri Butler gave a wonderful presentation on that subject at the annual ACA Conference and suggested that we should ask her to give it here. Michelle agreed to ask.

Karol reported that Diana Bailey had shared her interest in giving a STEM presentation, so that topic was also added to the promotional material.

The Board agreed that the workshop from BLS contained excellent information, but the presentation style lacked luster. Pamela suggested contacting someone from economic research at Georgetown to offer a workshop on Labor Information at the Conference.

Michelle asked Karol to send out a reminder request for proposals, which she will do next week.

Agreed upon Conference fees:

Pre-registration:

\$100.00 per student member

\$110.00 per student non-member

\$140.00 professional members

\$160.00 professional non-member

Late/Walk-in registration:

\$120 per student member

\$130.00 per student non-member

\$170.00 member

\$190.00 non-member

The actual per person cost to MCDA is \$100.00 per person. Presenters pay student rates.

Michelle wants the Conference to be marketed to New Jersey, PA, DC, & VA.

Michelle wants each Board member to contact Vendors to purchase tables. Some suggestions were DimDim, GotoMeeting, ILostMyJob.com, CareerPuppy, and CareerRealism.

Michelle wants to hold four 1-hour presentations in a.m. & four in p.m. Roundtables will be the 5th thing to happen that day. Discussion was held regarding perhaps holding only three morning

and afternoon workshops so no presenter finds themselves with a great workshop and no attendees. The decision will be made based on the number of proposals received.

Friday Agenda

9-9:15 am – Opening/ Welcome – President Michelle Carroll

9:15-10:30 am – Ms. Schepp

10:30-10:45 am – Vendor Break

10:45-11:45 am – Morning Workshops

11:45-12 noon – Vendor Break

12 noon-1:15 pm – Lunch and Meeting

1:15-2:15 pm – Sheri Butler

2:15-2:30 pm – Vendor Break

2:30-3:30 pm – Afternoon Workshops

3:30-4 pm – Ending Gathering

Michelle shared that she thought the MCDA President should receive free registration for the amount of work put into the annual Conference.

Pamela Allen moved to award MCDA President free registration and lodging for annual Conference. Marilyn Maze seconded the motion. Unanimous approval.

Michelle wants to find inexpensive bags to give out to Conference participants. She wants Board members to look into reasonable pricing.

Marilyn moved to adjourn. Veronica seconded. Unanimous approval. Meeting adjourned 5:50 p.m.

UPCOMING BOD MEETINGS -

- Monday, Dec. 13, 4-6pm conference call
- 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

PREVIOUS ACTION LIST

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