



MCDA July Officer's Meeting

Date: Monday July 25, 2011

Location: Conference Call

Meeting called by: President Lakeisha Mathews

Minutes Prepared by: Secretary Paula Brand

Attendees:

Lakeisha Mathews (President), Michelle Carroll (Past-President), Paula Brand (Sect.), Jose Torres Reyes (President Elect)

Lakeisha welcomed Jose Reyes-Torres as the newest Officer.

Approval of Minutes: was done ahead of time by electronic vote.

ANNOUNCEMENTS

Lakeisha connected with the Maryland Association of Counseling and Development (currently known as MACD) President Cheryl Moore Thomas who is a faculty member from Loyola. They will meet on August 8, 2011.

Marilyn sent along new reimbursement procedures for MCDA costs. Please read the e-mail and follow these updated instructions from today forward.

NEW BUSINESS

Go-to-Meeting- This service has been renewed. Janet Wall negotiated a discounted price from \$500 to \$348. The Professional Development Committee will try to use it more. Lakeisha does not plan to use it for meetings. Next year we will evaluate whether or not to continue.

Committee Rosters/Email Management –Lakeisha is eager to try to streamline things and consolidate communication. She and Paula created one roster with officers, committees chairs, committee members and volunteers. Lakeisha will send it to Officers for review. Lakeisha will set up distribution lists in Memberclicks (requesting help from Amanda) to try to send a copy of the minutes to all members to encourage involvement and participation. Paula will also update her e-mail lists for communications from the Secretary in her gmail account so the appropriate people are getting the right communication and others are not unnecessarily burdened.

New Chair assignments – Raymond Holmes has accepted the Awards Committee Chair position and has set up a meeting with Natalie Kauffman, the former Chair. He will also write an article in the next newsletter promoting MCDA awards. China Wilson took on Chair of the Special Committee for Legislative/Employer Relations. Lakeisha has asked her to promote our organization with legislators. Elda Schwartz has accepted Membership Chair. We are excited about all of the new Chairs.

NCD Month vacancy

Lakeisha is looking to fill this vacancy, as she is now President. She asked Raymond but he is taking on the Awards. Michelle suggested someone referred by Susan Gordon named Alyssa Best. Michelle will ask her if she is interested.

Committee Chairs - Lakeisha will ask each person to submit a résumé and share with all Officers before formally accepting any new Chairs. Marilyn should add this to the policy manual.

MACCA Conference – Since Lakeisha did not use allocated MCDA funds to attend NCDA, she is requesting funds to attend MACCA. Paula Brand made a motion to reimburse Lakeisha for travel, hotel and registration costs to attend MACCA on behalf of MCDA. Michelle seconded the motion and it was unanimously approved. Michelle suggested MCDA get a table to promote MCDA at the MACCA conference as well.

Professional Development Committee - Jose & Michelle
Michelle talked to Ellen Paquette Weaver who teaches the GCDFi class. MCDA is looking at the possibility of offering this training through MCDA. She is teaching in Nov in the Baltimore area. We can partner with her or maybe just advertise it. It is a NCDA mandated program and fees are mandated by NCDA so she has no ability to offer a discount. (around \$900 for the 3/4 day training). Her currently scheduled location holds about 3 to 4 people but she could teach up to 10-15 at one time in the right location. Lakeisha suggested a payment plan and asked Michelle to ask her if Ellen would be open to that. This would help more people to afford the training. Ellen suggested we might offer MCDA members a discount.

Jose and Michelle will talk separately about the programs for the year ahead. Lakeisha asked them to also discuss how we might also set up an RFP process for future trainings offered by MCDA.

Policy for advertising outside events -

Michelle Carroll brought up the idea of a policy for print ads vs. email ad fees. Marilyn should be in attendance so we will table this discussion until a future meeting. Lakeisha will ask Marilyn to make a recommendation at the August meeting.

Bond Accountant – This was a result of a recommendation by the person who reviewed our bylaws. We will bring this up at the next Officer's meeting with Marilyn in attendance.

Policy & Procedure Manual- Reminder that everyone is supposed to submit his or her updates by the August meeting. Marilyn gave out assigned sections for updates at the last meeting.

PRESIDENTIAL GOALS 2011 – 2012 – Lakeisha Mathews

E-mail management – We will start to e-mailing out minutes to all members. Lakeisha hopes this will encourage more dialogue. Lakeisha wants to make sure folks don't get overwhelmed by e-mails. She suggested that resources might get posted on our LinkedIn (LI) Group too. We will add this to our procedure manual. She asks members to send resources to the Webmaster to share on our website. Also, we will give Karol a heads up that people may post the resources on our LinkedIn Group too. Michelle encouraged Officers to add comments to discussion on the LI group page.

Volunteer Packets – She would like to create interest/orientation packets for future volunteers and leaders.

Training on Roberts Rules – This could be added to an Officer Orientation packet and/or volunteer leaders packets. We discussed ways to get more training and how to do so. Lakeisha will pull together some of these resources and ask all to give input as to what could be useful to MCDA. If anyone has any input, please share any other resources. Jose will share some resources he has and this will be added to the agenda for Lakeisha and Jose's next meeting.

Committee Development – Lakeisha plans to touch base with Chairs to confirm people want to continue as Chair. Lakeisha is going to do that now and have things set up for Jose for next year. Jose will help fill vacant positions. Lakeisha and Jose will confirm Chair responsibilities, terms and goals for each committee.

- **Membership** – Jose asked if the Chair would work with PR committee to increase membership. Lakeisha asked Officers for input on any goals to set for membership. She will ask Elda to propose some strategies to ensure membership does not decrease. Jose would like to be involved in these discussions or at least be kept abreast of the goals set.
- **PR** - Lakeisha asked that we look into the possibility of getting us on Twitter with a minimum number of Tweets for time frames. Michelle suggested setting up a hash tag for the conference.

- Nominations – Lakeisha asked we start earlier and asked that Michelle give a pitch at the conference for nominations and that we continually express this need in our newsletter.
- Awards- This committee needs to start earlier to ask for nominations. Michelle suggested when we send out the Call for Proposals in August that we also send out a call for nominations.
- Newsletter- Lakeisha proposed making it similar to Career Convergence and asked for feedback. Lakeisha asked Jose to converse with Janet to see how we can get some more people involved to help Janet with the newsletter. She will also ask her to set publication dates for the year ahead along with deadline dates for submission to assist with planning.

The following committees were not discussed at this time: Technology, Credentialing, Legislative/Employer Relations, Event Registrar, Mentoring, Professional Development, NCD Month

OLD BUSINESS

Future meeting locations/dates

Officer meetings will be held via conference call.

- *The full Board meeting on **Sunday, August 14, 2011** (from 3-5pm) will be held at Marilyn's church near Towson (see address information at the end of these minutes)*
- *The full Board meeting on **Sunday, October 9 2011** (from 3-5pm) will be at Paula's office, the training room at the Career Center at Arnold Station 1460 Ritchie Hwy, Arnold MD 21012*
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We are looking for other locations to try for the two face to face meetings. Please make suggestions to Lakeisha.

Review Officer Structure – We will postpone this review until the September Officer's meeting, when Marilyn is present

Conference update –

Lakeisha sent out a recap of the meeting. August 15th is the goal to send out the first call to register and have the webpage set up. Pam McHugh will be sending out a Call for Proposals. We will be looking for sponsors. Please share any potential ideas. Janet Wall suggested having a tech lab. We discussed this idea. Suggestion was to do a scaled down version (compared to NCDA). People will sign up ahead and bring their own computers. We still need to decide on time frames. It was suggested to have one morning session and one afternoon session.

Comments and concerns

Next meeting will have all Chairs and Officers in attendance. Lakeisha will confirm with all Chairs that they need to attend the meetings every other month.

Adjournment

Lakeisha made a motion to adjourn the meeting at 8:10pm. Paula Brand seconded and all voted in support.

DIRECTIONS FOR AUGUST BOARD MEETING

Our next MCDA meeting will be on Sunday, August 14, 2011 at 3:00 PM.
Thanks to Marilyn for volunteering her church - here is the address:

Towson Unitarian Universalist Church
1710 Dulaney Valley Road
Lutherville, MD, 20193

Directions: Exit the Beltway at Dulaney Valley Road headed North. Pass 2 stoplights, then a hill. At the bottom of the hill, turn left into the parking lot.