

## **MCDA Board Meeting Minutes**

**Date:** Sunday, August 14, 2011, from 3-5pm

**Location:** Towson Unitarian Universalist Church

**Meeting called by:** President, Lakeisha Mathews

**Minutes Prepared by:** Amanda Baker

**Members in attendance:** Lakeisha Mathews, Marilyn Maze, Michelle Carroll, Jose Torres-Reyes, Amanda Baker, Elda Schwartz, Raymond Holmes, China Wilson, Karen Jones, and Karol Taylor

The meeting was called to order at 3:05 pm by Lakeisha Mathews, President MCDA.

### **WELCOME & INTRODUCTIONS**

1. Special Thanks to Marilyn for the use of her church for today's meeting and to Amanda for taking minutes in Paula's absence.
2. Lakeisha introduced the new chairs in attendance at the beginning of the meeting: Elda Schwartz, Membership Chair; China Wilson, Legislative & Employer Relations Chair; and Raymond Holmes, Awards Chair.
3. All introduced themselves, where they work, and their areas of interest.

### **ANNOUNCEMENTS**

1. Lakeisha met with the new MACD president, Cheryl Moore Thomas – they are asking us to consider our shared resources, and they are struggling to come back after last year. We will need to have a future discussion about shared resources including: accountant and bookkeeping services, MemberClicks, and etc.

### **CURRENT BUSINESS**

1. Officers Meeting – Lakeisha Presented – an email was sent to all Chairs asking them to attend Board meetings, set goals for their committee, and submit a meeting report
  - a. Committees & Communication – Lakeisha would like to simplify our communication strategies
  - b. Please email Lakeisha with items for discussion to be added to the next meeting agenda
  - c. Please use the MCDA LinkedIn Group to share resources, books, websites, and etc.
  - d. Listserv emails have been set up by Amanda – please look for an email on Monday, August 15 with instructions and information
  - e. Amanda will train Paula on how to send emails announcing meetings to all members
2. Bylaws – Amanda Baker Presented
  - a. Amanda asked for any other feedback or comments – there were none
  - b. A bylaws discussion will be on every Board Meeting agenda until voted on at conference – in order for any member to come and give comments or feedback.
  - c. Amanda will announce changes on LinkedIn Group and website by 8/31 (as previously agreed upon)
  - d. Amanda will post the comparison .pdf document on the members only section of the website by 8/31
3. Policies & Procedures Manual – Marilyn Maze Presented
  - a. The deadline for documentation was today!

- b. Committees need to document what they do – Marilyn has been gathering information
- c. The entire publication will be posted on our website
- 4. Advertisements: Print vs Email & Web – Marilyn Maze Presented
  - a. Marilyn reviewed the history of this issue
    - i. The newsletter is not being read, even by the Board and needs fresh ideas – Janet Wall has stepped down and we need a new editor
  - b. Please see Appendix A of this document for the new pricing structure
  - c. Marilyn will propose a policy to go along with the new pricing structure for the next Officers meeting, scheduled for Monday, September 12, 2011

## COMMITTEE REPORTS

1. Treasurer – Marilyn Maze Presented
  - a. There is no new information
  - b. We don't have the end of fiscal year report from the accountant yet
  - c. We have a lot (approximately \$28k) in savings and excess money for the Officers to go to NCDA
2. Membership – Elda Schwartz Presented
  - a. Please see the membership report in Appendix B of this document
  - b. Elda will contact the 106 expired members and focus on those with bounced emails
  - c. Lakeisha asked for a membership welcome letter
  - d. We discussed several ideas to increase membership throughout the meeting, including a campaign for membership
  - e. We don't know whether or not the Kindle was awarded from the last membership campaign!
3. Public Relations & Social Media – Karol Taylor Presented
  - a. All shared resources should now be added to our LinkedIn Group – please do not send these in emails
  - b. We need to get all Members to join our LinkedIn Group – Marilyn will add a pre-approved list to the group from our current members
  - c. There are two new members of this committee: Charlie Endicott ([rcendicott@salisbury.edu](mailto:rcendicott@salisbury.edu)) and Aaron Basco ([ambasco@salisbury.edu](mailto:ambasco@salisbury.edu)) – they are in Salisbury, but could Skype in to meetings
  - d. Sandy Meyer is no longer a member of this committee
  - e. Suja set up a fan page on FaceBook – Karol will contact her about this
  - f. The MCDA Twitter feed is on the horizon! Once it is set up, members should be re-tweeting our posts and commenting on our posts to gain credibility on Twitter.
4. Nominations – Michelle Carroll Presented
  - a. Michelle will collaborate with past-presidents Amanda Baker and Pamela Allen
  - b. Paula Brand is considering a run for president-elect next year!
  - c. Lakeisha encouraged everyone to get involved in recruiting new board members and committee volunteers
5. Professional Development – Jose Torres-Reyes & Michelle Carroll Presented
  - a. Jose wants to meet with many people individually to learn more and share ideas
  - b. GCDF Instructor Training by Ellen Weaver
    - i. A proposal was made for this as follows: Training dates November 2-4; applications due by September 15; fees paid by October 15; maximum 20 participants with 5 on the waiting list; minimum cost as mandated by NCDA is \$975

- ii. There was much discussion and debate about this given past issues with external presenters and two other GCDF Instructors present at the meeting – many of our membership are able to teach these courses, are we only going to sponsor one person?
    - iii. Other issues include: MCDA would have to charge more in order not to lose money on this – perhaps this would be better if the instructor paid us the new advertising rates (see Appendix A of this document)
    - iv. This item was tabled for further discussion at the next Officers Meeting scheduled for Monday, September 12, 2011.
  - c. GoToMeeting Webinar Ideas
    - i. Karol Taylor could present on her new book
    - ii. Karen Chopra could present on starting a private practice
    - iii. NCDA Conference presenters from Maryland invited to present with us
    - iv. Marilyn Maze has a contact to present on multicultural sensitivity
- 6. Website – Amanda Baker Presented
  - a. Amanda will set aside 1 hour or so per week to work on the website – if you need things, please email me – in general 2 weeks notice is best
  - b. Need bios and pics from all committee chairs by September 15 to update Board section of website
  - c. The Secretary email has been temporarily deleted to make room for a new conference email: [mcda.conference@mdcareers.org](mailto:mcda.conference@mdcareers.org) – MemberClicks only gives us 15 email addresses
  - d. 3 new listserv emails are now available – only members of the listserv may send emails to the listserv at any time:
    - i. [MCDA.Officers@MDCareers.org](mailto:MCDA.Officers@MDCareers.org) – only current officers can use this listserv
    - ii. [MCDA.Board@MDCareers.org](mailto:MCDA.Board@MDCareers.org) – all current officers and committee chairs can use this listserv
    - iii. [MCDA.Committees@MDCareers.org](mailto:MCDA.Committees@MDCareers.org) – all current officers, chairs, and volunteers can use this listserv
  - e. Board group on the website – officers, committee chairs, and people who need website access, but no one else – the group on the website influences the cost of event registration we previously agreed to allow officers free registration and only committee chairs the student registration rate.
  - f. Conference site up by 8/15 – other information will be posted as it is available
- 7. CEU – Diana Bailey and Rose Howard are working on this
- 8. Newsletter – Lakeisha Mathews Presented
  - a. Janet Wall has stepped down and we need a new editor
  - b. Lakeisha would like to move to a web link format similar to NCDA
- 9. Legislative – China Wilson Presented
  - a. There is a new Pathways program in the Federal Government to clarify discrepancies – OPM is encouraging feedback and we will comment on this on LinkedIn from the MCDA voice
  - b. The Department of Labor Internship Laws have changed – there are now 6 criteria that for-profit employers must abide by if they hire unpaid interns, otherwise they are in violation
  - c. Encourages knowledge of trends in this area
  - d. Will put a presentation online by early October
  - e. Monthly updates will be emailed to the members
  - f. NCDA has a new full time legislation person – China will connect with them
  - g. We need to encourage employers to join our organization as well

10. Mentoring & Student Outreach

- a. Karen Jones discussed her mentoring program at Johns Hopkins Bayview with high school youth – a mentee to employee program
- b. Ideas for this committee include: members being mentors and asking counseling professors at local colleges to encourage their students to join MCDA

11. Conference Update & Awards

- a. The website is up and more information will be added as it is available
- b. Pam McHugh is working on the call for proposals, which will be due in October
- c. Lakeisha will send a save the date this week including the call for proposals, awards, and registration information
- d. Raymond Holmes is working on the Awards committee – he created a flyer and is editing the nomination form
  - i. He will email this information to the Board – feedback should be emailed to Lakeisha by Friday, August 19

**NEXT MEETING**

Our next Board meeting will be held on Sunday, October 9, from 3:00 – 5:00 pm at the:  
Anne Arundel Workforce Development Corporation (Paula Brand's Office)  
The Career Center at Arnold Station  
1460 Ritchie Highway, Suite 205  
Arnold, MD 21012

The meeting was adjourned by Lakeisha Mathews at 5:15 pm.