



Maryland Career Development Association

MCDA January 2013 Board Meeting (Full Board)

Date: January 26, 2013

Location: Conference Call (in-person event was canceled due to inclement weather)

Meeting Called By: President Paula Brand

Minutes Prepared By: Secretary Shauna C. Bryce

Attendees:

- President and Conference Chair Paula Brand
- President Elect and Programming Chair Berri Wells
- Treasurer Maria Schaeffer
- Secretary Shauna C. Bryce
- Nominations Chair Lakeisha Mathews
- Legislative Committee Chair China Wilson
- Membership Committee Chair Elda Schwartz

Guests: None

- *Reminder: All MCDA members are welcome to attend MCDA board meetings.

Meeting Called To Order: 9:33 am

Announcements: By Paula

- None.

Old Business: Led by Paula

- China Wilson's Leadership/Group activity: Rescheduled until we have another in-person event.
- Legal status update: Marilyn recently created the Asian Pacific CDA as a 501(3)(c) and has offered to help MCDA if we should pursue this change in legal status. MCDA is a nonprofit organization, not a charitable organization, so we can think about our whether to change our legal status should MCDA become independent from MACD. (This is a correction of information recorded in the December 2012 minutes.)
- Paula is asking committee Chairs to schedule at least 2 committee meetings that can be shared with potential committee members, one right after the leadership event in early March and one after the conference to build upon momentum of potential new committee members.
- **Intern Bridge partnership: Board needs to vote on deciding whether to partner with this group. After discussing the benefits of partnership, Shauna made a motion to approve partnership. Maria seconded the motion. The Board voted to approve 5-0. Paula will contact Intern Bridge so we can start moving forward.**
- Changing Twitter handle: Paula hasn't yet been able to do this due to login and technical issues. She'll follow up with Karol to make sure it happens.
- December minutes were approved and have been posted on the MCDA website.

New Business: Reports by Officers

- **President Paula Brand**
 - Updates from MACD: Paula has been developing a very good relationship with MACD leaders, including writing an item for MACD's recent newsletter. Their Feb 2nd leadership retreat was postponed, and so it's possible MACD and MCDA will have a combined leadership retreat.
 - Updates MCDA Board members: Elda will finish up her term over the summer. Mentoring/Student Outreach Chair and Webmaster positions are vacant. So we will need people to fill Membership and Mentoring/Student Outreach Committee Chairs, as well as Webmaster position.
 - Social media posting: Paula's asking for board members to volunteer to post on MCDA social media pages (Twitter, Facebook, or our LinkedIn group). She'll circulate a sign-up sheet, where MCDA leaders can volunteer for two-week watches to promote and create activity on MCDA on communities.
 - T-Shirts: Paula and Maria each got quotes for t-shirts, and they'll get together to compare.
 - Preliminary survey results: Marilyn's deadline to respond to the survey was yesterday and she's compiled and distributed preliminary survey results to the board. She'll do final and complete survey results in the next week or so. We had about 90 responses (a very good response rate, ~10% since it went out to our entire contact list of +900). Most responses were from members. We'll be going through and analyzing the data.
- **President-Elect and Programming Chair Berri Wells**
 - Berri organized a meet and greet on Thursday, which had a large turnout (21 attendees, exceeding the number of people who had RSVP'd) despite the bad weather. Donated books were given as door prizes. Photos were taken and available for posting.
 - Berri suggested we bring paper applications to all future events since there were former and prospective members who expressed interest in signing up for membership in MCDA. Paula will ensure the paper applications get back into the Meet and Greet bag.
 - Berri said the distinction in color tags for members and nonmembers ensured nonmembers were greeted, but also provided a light-hearted talking point about the benefits of membership.
 - Berri also suggested immediate follow up with attendees, especially those who expressed interest in either joining MCDA or in volunteering. Berri and Paula will split this follow up.
 - Going forward, Berri would like MCDA to sponsor something called "Third Thursdays" having rotating meet and greets around the state, including places where we have the largest membership numbers like Montgomery County, Baltimore, Annapolis, Timonium, Laurel, and southern Maryland. She'd also like to have "rush" type event to recruit future leaders and committee members and to encourage more participation within the membership. She'd like to get planned and up on the MCDA calendar on the website to increase the calendar's activity.
 - The survey's responses will help tremendously in planning activities and topics, and allow MCDA to show it's responsiveness to the survey.
 - Berri talked to MACD about how MCDA can help promote their Mark Savikas event on May 4th.
- **Secretary Shauna C. Bryce**
 - The December board meeting minutes were approved and posted within Shauna's two-week goal.
 - Shauna emailed Debbie Gann of NCDA get a list of all NCDA members in Maryland (35% of new members say they hear of MCDA through NCDA, and our survey results show the highest overlap in our membership is with NCDA). Debbie did provide the list in a pdf, and Shauna forwarded it to Paula, who sent it to Marilyn and Amanda to import emails into our system. However, we need the information in another format and with personnel changes at

both NCDA and MCDA this has not happened, so Paula will follow up with NCDA to try to get this information again.

- We'll need to update the MCDA leadership roster to reflect changes.
- **Treasurer (Registrar and General E-mail Monitor) Maria Schaeffer**
 - There's no new report because we haven't held any money-generating events recently.
 - We discussed the types of events that are most successful. The survey says the most important types of activities to members are networking and those that provide CEUs.

Committee Updates: By Paula

- **Awards:** Raymond has been working hard on preparing the award nomination forms He considered proposing a new awards category for Career Center Director but has postponed this for now. The Diversity Award and Corporate Sponsorship Award have not received nominations for years. We decided to clarify the definition of "diversity" as used in the award description, and to remove the Corporate Sponsorship Award and the President's Award from the nomination process since they will be given by MCDA at its president's discretion.
- **Conference:** Paula and Marilyn have posted most of the information up on the website (the rest will be up shortly). People are able to register through the website now. Advertising and email blast about the conference will start in the new few weeks. **Shauna made the motion that MCDA Committee Chairs be allowed to register for the conference at early-bird student rates, until April 3rd. Maria seconded the motion. The Board voted in favor, 4-0.** MCDA Officers already attend the conference for free as an officer benefit.
- **Credentialing:** Rose has contacted the accountants is making sure we have all proper information. Vikki has become a co-chair and is helping review evaluations.
- **Legislative:** China asked Senator Mikulski's office to send a representative to attend our evening conference panel on April 18th. She's waiting to hear back; their response might have been delayed by the holidays and Presidential Inauguration.
- **Membership:** We now have 161 members. Two new members join at the January Meet and Greet.
- **Mentoring/Student Outreach:** Chair is now vacant, so we are looking for replacements.
- **National Career Development Month (November):** Michele never heard back from NCDA with the tools to implement the video pilot contest entries so MCDA did not end up holding any contest for NCD month. Next year, we'll go back to the old way so that it doesn't fall through the cracks.
- **Nominations:** Lakeisha is following deadlines in Policies & Procedures Manual for collecting nominations.
- **Newsletter:** Suja got out the newsletter, despite some issues with her mdcareers.org email. Some articles were not received due to email issues and will be included in the next issue. Information about the conference and our January event were included as well as a crossword puzzle created by Raymond to raise awareness of MCDA awards and facts. People submitted some very useful articles. Thanks for all who contributed. Information about the conference and awards were included, as well as really good articles. Berri asked about included a President's Elect column, like the President's column. Berri and Paula will continue to discuss.
- **Programming:** Berri has been working on plans for the coming year (discussed above).
- **Public Relations:** Paula needs to touch base with Karol.
- **Website:** Discussed above.

Meeting Adjourned: 11:42 am

REMINDER: The next OFFICERS-ONLY Board meeting will be Monday, February 11, 2013 at 7 pm by conference call. The next FULL Board meeting will be Sunday, March 10, 2013 from 3-5 pm at the MCDA conference site Doubletree Columbia.