



MCDA May Board Meeting

Date: May 20, 2012

Location: Arnold Station

Meeting called by: Paula Brand

Minutes prepared by: Michele George

Attendees: Paula Brand, Shauna C. Bryce, Maria Schaeffer, Amanda Baker, Marilyn Maze, Bob Hardy, Lakeisha Mathews, Michelle Carroll, Michele George, Elda Schwartz

Meeting called to order at: 3:09 pm

Announcements:

- New incoming officers were introduced.
- All committee chairs have been instructed to contact the MCDA President in regards to their experiences as chairs and their plans to continue their leadership this upcoming year.
- We are still considering becoming our own entity. The Officers will conduct research and make a final decision in the next few months.
- NCDA has requested our end of the year report which has been sent in
- Every year an outing for the Maryland NCDA conference attendees is planned. If you are available Wednesday during the conference week contact Michelle Carroll.
- We have regional ambassadors for MCDA and want to understand their connection and role. Bob has been tasked to touch basis with them.
- The newsletter is a strong marketing piece that should be visible for both members and other contacts. Within the newsletter a link for membership and a list of membership benefits will be displayed. A link will be created on all of the social networking groups.

Website Committee

- Update in website progress: Amanda will create a group for those who have web access: officers, Marilyn for newsletter, the registrar, Suja for newsletter, Elda and Rose for credentialing. Within that, some will have different rights to what they are able to update or change on the site.
- There is a new committee section on the site and the docs are uploaded for the committee and we can write messages and share docs so that we can limit the amount of emails sent about the conference. There is now an easier way to

connect our twitter to the homepage and have Google analytics. There is a social committee all within the MCDA website.

- Member clicks.com/go is the free training website. This will serve as a How- To and help tools for the site. All board members and new committee chairs need to send a picture and bio by July 1 for the site.
- We are looking into the capability and the benefits of blog writing from Chairs of Committees.
- A column will be put on the website for those who teach a GCDF or GCDF class with information of who to contact.

Program Committee:

- Successful year: book signing in April and the webinar by Karen Chopra were excellent; good feedback and Rose is working on the CEUs.
- The webinar recordings are free and accessible on the website for the public and members after the live recording. We need to implement a policy and a fee associated with the webinar recording so that people have an incentive to see the webinar live rather than wait for the recording for free. Non-members who view the on-site webinar will be charged an additional fee and can still obtain a CEU. Ms. Chopra will need to sign a waiver to give permission for the fee we will charge on the site.
- Bob Hardy has officially stepped in as President Elect
- The Go- To- Meeting contract will not be renewed this June. We may opt to use Go-To- Webinar which allows for more attendees and the same interface as Go-To-Training. We are attempting to resolve some of the outstanding flaws and create more efficiency. MACD is eager to join this training as well. For any meeting there are two options: one is free with ads associated and the \$180 training session. The final decision will be made after a test run by the Program Committee.
- Ellen Weaver would like to advertise the GCDFI again however we may present the advertising options and the parameters associated (the advertising policy).
- A reminder will be sent out that you must be a current active member to be apart with our LinkedIn group.
- The ad policy will need to be placed in the newsletter.

Membership Committee:

- Membership statistics were discussed and disseminated for specific demographics and categories. There will be a follow up conducted with those who join through membership clicks.
- There is a discrepancy with membership renewal notices and reminders. The reminders may be filtered directly to email Spam or Junk.
- Suggestions for membership: need to track members more efficiently.

Old Business

- Transition Items, accomplishments and current projects were discussed and disseminated to the Board and officers.
- Intern Bridge agreement has been revised and the revision was disseminated.
- Moving forward we need to train and empower our Committee Chairs.
- The Parliamentarian position will transition in to test how the role works with the organization rather than serve as an officer. We must understand the philosophy of the organization; more casual or more aligned with Robert's Rules of Order.

Officer Reports

Treasurer

- The balance sheet and MCDA budget report was discussed and disseminated.
- MCDA has \$27,000 in the MACD accounts and will need to go through MACD to access it.
- We have \$2000 in excess of our budget however not all expenses have been paid.

President Elect

- The Presidential Goals for 2013 were discussed and disseminated.
- Leadership retreat on 29 July from 2-5.
- The most accommodating times and days of the week for meetings was discussed as well as the free conference call option for those who cannot make it in person.
- The ACA leadership training registration ends 1 June. The retreat is July 26-28.



Presidential Goals

Meeting adjourned: 5:20