



Maryland Career Development Association

MCDA August 2012 Board Meeting

Date: August 13, 2012

Location: Conference Call

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 Bob Hardy
- Treasurer Maria Schaeffer
- Secretary Shauna C. Bryce
- Awards Chair Raymond Holmes
- Credentialing Chair Rose Howard
- Legislative Chair China Wilson
- Membership Chair Elda Schwartz
- Public Relations Karol Taylor

Guests: None. *Reminder: All MCDA members are welcome to attend MCDA board meetings.

Meeting Called To Order: 7:03 pm

Announcements: By Paula Brand

- Marilyn Maze will be MCDA's board designee at MACD meetings, although Paula plans to attend some MACD meetings.
- The date and time of the September board meeting has been changed; it's now a conference call on the evening of September 19th.
- Robert's Rules of Order states that the Parliamentarian should not be an elected officer, so MCDA will not elect one as planned.
- Need officer/chair to run the new Member Benefits Task Force, to define MCDA mission and clarify benefits of MCDA membership. Elda can provide benefit information to Task Force. Raymond and Paula will initiate the Task Force.

Old Business: Led by Paula.

- Paula makes a motion to approve May Board minutes as they appear on the website. Bob seconds the motion. Motion approved.
- Future process: Secretary drafts minutes, circulates minutes to attendees for approval/comments, and then sends for posting to website within two weeks.
- Shauna will provide Suja with a blurb for future newsletters, indicating link to website page with the minutes, so that we don't have to send an email out to membership every time minutes are approved and posted.

- Outstanding committee chair bio information to be circulated to Amanda Baker by Wednesday.

New Business: Reports by officers and committee chairs.

- President Paula Brand
 - Proposing consideration of: an attendance policy for board members; free one-year MCDA membership for committee chairs (would total about \$250, but might be challenging to implement administratively).
 - Presidential Goals: Number one goal is to have an excellent conference (at least 100 attendees). Also continue foundations started by past presidents, including helping board members grow in leadership skills. Increase membership by 10% (about 20 additional members). Increase participation of MCDA members at events (about 51 people attended MCDA's events last year, not including the conference), also increase number of volunteers (currently 35). Oriented and groom new leaders, including establishing leadership retreat (accomplished!). Continue to provide opportunities for members to network and get CEUs. Keep open channels of communication for membership. Complete/finish out old agenda items. Set out year's meeting schedule (done). And have a fun and productive year!
- President-Elect Bob Hardy
 - Trying to locate all and contact all Ambassadors. Would like them to be more active, if they want to be.
- Secretary Shauna C. Bryce
 - Submitted annual Leadership Roster to NCDA (due September 2012).
- Treasurer (Registrar & general e-mail monitor) Maria Schaeffer
 - Met with Marilyn Maze for transition.
- Awards Chair Raymond Holmes
 - Thinking of circulating membership benefits flier and awards information as pdfs to wider audience to increase membership and public awareness of award nominations. Will coordinate with Elda to avoid duplicate efforts. Will prepare a list of proposed organizations to contact/target for feedback from board.
 - This committee is currently seeking members.
- Conference Chair Paula Brand
 - Date, place, and time are set: Columbia Doubletree on the evening of April 18 and all day on April 19. Pricing is being set. RFPs are being drafted. Logo is being prepared. The exact schedule is still to be determined.
- Credentialing Chair Rose Howard
 - CEUs from last program year were sent out.
- Legislative Chair China Wilson
 - Federal government has reformed its hiring process, including the Internship Program.
 - Hoping to contribute updates about program changes to the newsletter.
 - A member is trying to pursue meetings with U.S. Senator Barbara Mikulski. As part of another organization's initiative, Bob has already met Senator Mikulski's staffers regarding counseling issues.
- Membership Chair Elda Schwartz
 - Current Membership: 167 members.
 - Goals: 1) Contact expired members; 2) Create new letter online membership sign up (create new letter to welcome members); 3) Increase number of student members (currently 19); 4) Create a list of member benefits and have added to website; 5) Remove expired members from LinkedIn group after they have been contacted about their membership (might be too onerous, but we can vote on at next board meeting as to whether the LinkedIn group should be open, members-only, or something in-between); 6) Increase number of Membership Committee members – monthly meetings/contact – any other suggestions?; 7) Consult

NCDA on what they do to attract and retain members; and 8) Increase knowledge of and use of Memberclicks.

- Mentoring/Student Outreach Chair Karen Jones
 - Submitted mentoring plan to increase student membership (current number is 19).
- National Career Development Month (November) Chair Michele George
 - NCDA has asked if state chapters want to be part of pilot program for video submissions.
- Newsletter Chair Suja Joseph
 - Next newsletter deadline is Sept 3. Always needs information for “Members on the Move.”
 - Possible new category (career resources) on website.
- Nominations Chair Lakeisha Mathews
 - Maybe start leadership event in the winter for current leaders and those interested in becoming MCDA leaders.
- Programming Chair Bob Hardy
 - Following up with those who’ve expressed interest in programming or committee work.
 - 1) Status of research on webinar service to use in the future; 2) Status of Chopra webinar being available on website; and 3) Status of programming for the year ahead – (ideas/people who have expressed interest and availability in MCDA events this year: Paula Brand on LinkedIn, Shauna Bryce on advice regarding legal career paths, Laura Labovich book signing, Bagher Fardanesh – same topic, CPP for MBTI training (800.624.1765).
 - Planning to have an outline of this year’s program by next meeting.
- Public Relations Chair Karol Taylor
 - Continues to post on Facebook page. We have 208 Facebook friends, and she’s asked them to consider joining MCDA.
 - Facebook and Twitter are linked.
 - Asking board to retweet MCDA tweets and help develop more followers.
 - Need more board members willing to post and retweet on Twitter.
- Website Chair
 - Transition from Amanda Baker to new Webmaster Will Anderson. Transition will likely take a few months.
 - Marilyn had reported MACD may change it’s website from Memberclicks. We’re not yet sure how this will affect us. Marilyn is looking at alternatives.

Meeting Adjourned: 8:28 pm