



Maryland Career Development Association

MCDA October 2012 Board Meeting

Date: October 9, 2012

Location: Conference Call

Meeting Called By: President Paula Brand

Minutes Prepared By: Secretary Shauna C. Bryce

Attendees:

- President and Conference Chair Paula Brand
- Treasurer Maria Schaeffer
- Secretary Shauna C. Bryce
- Membership Chair Elda Schwartz
- Public Relations Chair Karol Taylor

Guests: None.

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

Meeting Called To Order: 8:04 pm

Announcements: By Paula

- Call for New President-Elect and Programming Chair: Bob Hardy has resigned. Paula checked the bylaws about proper procedures to follow and is in the process of trying to get nominations to fill the position.
- Setting Up a Fall/Holiday Event: Although we no longer have a programming chair, we will move forward with scheduling an in-person fall/holiday event. Suggestions are a holiday mixer in Baltimore, (where most of MCDA's membership is), a LinkedIn presentation for career counselors by Paula at her office in Arnold, and a meet-and-greet at Killarney House in Davidsonville (Shauna will find out about whether this is feasible).
- Social Media Schedule: Paula suggested that board members could sign up to volunteer to post one message on one of our MCDA social media sites (Twitter, fb, LI Group) each week. She will prepare a sign-up sheet for our next in person meeting. We'll follow interest in social media closely to see where it's optimal to spend our time and resources.
- Mission and Vision: Raymond Holmes and Paula have been working on writing and circulating a draft mission statement and vision. Board members are asked to give their feedback by Thursday.

Old Business: Led by Paula

- September minutes were approved and posted on the MCDA website.

New Business: Reports by officers and committee chairs.

- President Paula Brand
 - Paula will pose a question in the next member survey about what would motivate members to volunteer.

- Paula would like the committees to meet more often to help engage potential committee members.
- Secretary Shauna C. Bryce
 - The September board meeting minutes were approved and posted within Shauna's two-week goal.
- Treasurer (Registrar & general e-mail monitor) Maria Schaeffer
 - Maria continues to work with Marilyn Maze on tracking expenses.
- Conference Chair Paula Brand
 - Paula has forwarded the Request for Proposals to all MCDA contacts plus a few people she knows as speakers. Historically we receive many proposals closer to the deadline and this year is no different. To date we have not received many.
 - She will send out another call for proposals. She asks that each of you share the RFP with your colleagues who would be interested in presenting and to consider presenting yourself. The link to the RFP pdf is on the top of the homepage at www.mdcareers.org. The deadline is Oct 29.
- Membership Chair Elda Schwartz
 - Elda has not send out letters to lapsed members, but continues to work on it.
 - She requested proposed survey questions from board members to pose to membership about what it would take to get them to volunteer and participate more. Please send potential survey questions to Elda by the end of October.
- National Career Development Month (November) Chair Michele George
 - Colorado and Maryland are the only two states participating in video submissions.
 - Michele provided the following written report:
 - Marie Zimmeroff will be sending me the details regarding the video entries this week such as the You Tube link that participants will use to upload their video. She will also send me the deadline associated with the video entries since it will differ from the poem and poster deadlines.
 - Maryland is not doing the poem and poster contest this year, only videos.
 - I reached out to Lisa Warren who is on my committee who will help me reach out and gain participation from schools.
 - Elda provided me with some of her networks/contacts who I will reach out to once I have all of the final information.
 - If anyone has any schools or organizations that they would like me to reach out to please email me at michelegeorge10@yahoo.com
 - If anyone wants to sign up as a judge for this years contest (this will include viewing the You Tube video entries) please email me.
- Newsletter Chair Suja Joseph
 - Suja and Paula will be meeting tomorrow to enter the newsletter into Membersclicks.
- Public Relations Chair Karol Taylor
 - Karol has been posting to LinkedIn and other social media. Others have been posting as well. We'd like more Facebook (only 40+ "likes") and will encourage people to follow MCDA through all forms: Twitter, LinkedIn, and Facebook.
 - Karol continues to re-Tweet MCDA's members' Tweets, as well as send out through other media. If members want Karol to publicize their social media, they should notify Karol or tag them with #MCDA.

Meeting Adjourned: 9:28 pm

REMINDER: The next meeting will be on November 3, 2012 9:30-11:30 am in-person at Maria's house. Paula will send out her address in the reminder but you can also check the Board meeting schedule to get her address.