



# Maryland Career Development Association

MCDA December 2012 Board Meeting (Officers Only)

**Date:** December 10, 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 Berri Wells
- Treasurer Maria Schaeffer
- Secretary Shauna C. Bryce
- Nominations Chair Lakeisha Mathews

**Guests:** None

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

**Meeting Called To Order:** 7:04 pm

**Announcements:** By Paula

- None.

**Old Business:** Led by Paula

- October and November minutes were approved and have been posted on the MCDA website.

**New Business:** Reports by officers.

- President Paula Brand
  - Updates from MACD: Mark Savikas is still scheduled for May 4<sup>th</sup>. Paula wrote an item for MACD's recent newsletter. Their Feb 2<sup>nd</sup> leadership retreat is 9 am to 1 pm in Montgomery County (space TBD), and Berri will attend on behalf of MCDA. Charles and Marsha of MACD were added to Basic Contacts on website.
  - Future Board meeting schedule: All officers received the new schedule. The April officer meeting time has been changed to 7 pm.
  - Paula attended MACCA and gave away raffle items. She asked the new MACCA President about reciprocating raffle items. MCDA members Karol and Janet received awards from MACCA for their work.
  - Status of listservs: Some people are receiving emails, but others don't seem to be. Paula has been trying to troubleshoot, and is asking for volunteers to help determine who should be on the listservs and to help confirm whether they are receiving the emails.
  - Internbridge partnership: Internbridge focuses on college career centers, leadership, and related areas. (About 30% of MCDA members are in college career centers.) Last year, Internbridge had a very long contract. Since then, they've refined their contract, philosophy,

and expectations to simplify the partnership. They've made it much easier to partner with them. At the next board meeting, Paula will call a vote on whether MCDA should partner with Internbridge this year. MCDA members would receive a discount on Internbridge events.

- Other partnerships (MD Works, Workforce Excellence Groups, HR groups, etc.): Other groups have expressed interest in joining MCDA as group members. Let's think about setting up a corporate membership, or reciprocal agreements with other memberships. We need to think about how we would implement this.
- Mission/Vision status: Paula wrote an article for the newsletter to promote the new mission and vision statements.
- Strategic plan: Paula would like us to think about developing strategic plans for issues like status of legal relationship with MACD and attendance policy for board members. Paula suggests addressing this in February.
- President-Elect and Programming Chair Berri Wells
  - Berri emailed potential programming committee members last week about a meeting next week at Venus's office. So far, there are 3 committee members attending the meeting, but Berri will follow up with the others on her list. Berri has a meeting agenda developed and would like to discuss having an event each month, whether educational or networking, in-person or by conference call. She is considering which topics would be most valuable to the membership. The data from the upcoming survey, as well as data collected when members join MCDA, will help determine topics of interest to members.
- Secretary Shauna C. Bryce
  - The November board meeting minutes were approved and posted within Shauna's two-week goal.
  - Shauna updated the MCDA Leadership Roster and NCDA State Division Leadership Report to reflect the change in President-Elect. She filed the NCDA State Division Leadership Report.
  - Paula mentioned that NCDA is supposed to send us a list of all NCDA members in Maryland. Shauna emailed Debbie Gann of NCDA to check to see if NCDA has done this, and if so, who they sent it to. 35% of new members say they hear of MCDA through NCDA.
- Treasurer (Registrar and General E-mail Monitor) Maria Schaeffer
  - Maria continues to work with MACD treasurer, and continues to have difficulties accessing Membersclick.
  - Maria confirmed with accountant that MCDA has tax-exempt status from federal income tax; however, MCDA is responsible for Maryland state taxes. MCDA's legal status is under MACD's legal status. MACD is a corporation, *not* a nonprofit; therefore ***MCDA is not a nonprofit***. We still would like to become a nonprofit and continue looking into becoming legally separate from MACD.
  - Maria asked that all registration forms have this message: "Refund Policy - A \$10 service fee will be charged on refunds; however, registration fees cannot be refunded if the request is made within 3 days of the event or later." Berri will check whether there is already a refund policy stated in our materials. If so, then it needs to be made more prominent.
  - Paula and Maria will coordinate collecting bids and pricing information about ordering MCDA t-shirts (probably quantity is 100). T-shirts will not be tied to the conference specifically, but instead generally promote MCDA.

#### **Committee Updates:** By Paula

- **Awards:** Raymond has drafted a crossword puzzle about the MCDA for the next newsletter. He also submitted some survey questions, which because of our decision to limit the survey to 10 questions,

were adapted by Elda for the survey. Lastly, he is preparing the award nomination forms, including possible proposal of new award for director of a career center.

- **Conference:** Paula and Maria finished the pricing, but still have to finalize the schedule. They will circulate the pricing to the officers for review. They are ready for their big marketing push, panel planned, Lisa and sponsorship, logo, etc.
- **Credentialing:** Paula talked with Diana who confirmed that CEUs should not be given until evaluations are collected. She explained that for the online classes, the CEU provider is actually NCDA through Janet, but MCDA still needs to keep records since we are sponsoring it. Paula had a conference call with Vikki Sawyer and Rose (who will be sharing the task of CEU Committee). She asked them to revise CEU policy to address necessary changes related to online classes and asked them to make contact with our accountant to verify that CEUs forms from last year are in place and, if not, to make sure they have forms.
- **Legislative:** Paula asked China to contact Senator Mikulski's office for attending our evening conference panel on April 18<sup>th</sup> and asked China to be moderator.
- **Membership:** Elda (with Marilyn's help) is working on Membership survey. Elda and Maria got out letter to folks who had blocked our bulk e-mails to ensure that was what they wanted. They found that many people were no longer in the area or our field.
- **Mentoring/Student Outreach:** Karen stepped down as chair. We need to find someone to take over. Karen sent an email out to her committee members to ask if any of them were interested.
- **National Career Development Month (November):** Paula believes Michele never heard from NCDA about the video contest that was supposed to be held in November.
- **Newsletter:** Suja is working on getting this out soon. The deadline was extended because no one had made any submissions. We have some now. Paula wrote President's message as if it was coming out first of the near year due to the holidays.
- **Nominations:** Lakeisha is planning for next year's elections. She proposes we have the elections at the conference, but there may be many logistical problems with doing that. Lakeisha and Paula will discuss it more and then send a proposal to the officers.
- **Programming:** Berri has been working on plans for the coming year. The Meet n' Greet at Killarney House was fun with good sharing of ideas for entrepreneurship, although attendance was low due to rescheduling for Hurricane Sandy. We will try to hold additional regional Meet n' Greet meetings in other locations in 2013.
- **Public Relations:** Paula will pass out a list at the next in-person meeting asking people to sign up to make posts on our social media sites. She also asked questions about social media in the upcoming membership survey to help us focus our presence. **Paula made a motion to change to Twitter handle from MCDAssoc to MDCareers if available, and to notify all Twitter followers of change. Maria seconded the motion. The officers voted unanimously in favor.**
- **Website:** Paula sent needed updates and changes to Amanda for her to do and to use to train Will to succeed her as webmaster. However, it turns out that he might not be available, however, so it may be best to have a backup person. Paula has been working on a variety of website issues, including the possible replacements for Membersclick. She watched the Wild Apricot webinar to learn more about that service. Paula is working to get together information to Amanda to post for conference (registration, sponsorship, etc.) before she steps down. Paula wants to see information posted about GCDF classes given by members of MCDA (as previously decided by the Board) and wants to better promote the GCDF discount (the discounted was voted into effect by the Board in January 2012). Paula again raised the issue of reliability of renewal notices to members.

**Meeting Adjourned:** 8:38 pm

**REMINDER:** The next full Board meeting will be on Saturday, January 26 from 9:30 am to 11:30 am at Paula's office located at Arnold Station, 1460 Ritchie Highway, Arnold MD 21012. This will be an in-person meeting for ALL board members.