



# Maryland Career Development Association

MCDA March 2013 Board Meeting (Officers & Committee Chairs)

**Date:** March 10, 2013

**Location:** Doubletree Columbia (conference site)

**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
- Membership Co-Chair Elda Schwartz
- Membership Co-Chair Bruce Wahlgren
- Conference Committee Member Jamie Dunn
- Legislative Chair China Wilson

**Guests:** None

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

**Meeting Called To Order:** 3:10 pm

**Announcements:** By Paula

- **New Board Members:** Yasmin Anderson Smith has volunteered to take over the Mentoring/Student Outreach Committee. Bruce Wahlgren has volunteered to take over next program year when Elda steps down as Membership Chair. Please welcome them!
- Interim Webmaster and long-time MCDA leader Marilyn Maze has been elected as NCDA Treasurer, for the term starting in Oct. 2013.

**Old Business:** Led by Paula

- February minutes were approved and have been posted on the MCDA website.
- Paula reminds all board members to read the minutes from the previous meetings. Minutes are circulated to Officers and Committee Chairs via email and also posted on the MCDA website.

**New Business:** Reports by Officers

- **President Paula Brand**
  - Memberclicks: We received a list of NCDA members in Maryland from the NCDA in a csv file and uploaded it into our basic contacts into our Memberclicks database. The Membership Chair will work with the Webmaster on clarifying the member categories in Memberclicks to help us reach members in order to promote local events.

- NCDA Regional Event: NCDA asked us to co-host this upcoming event in Baltimore. Lakeisha Mathews has volunteered to be the liaison for this event, serving on the programming committee at NCDA.
- MACCA Partnership: MACCA and MCDA have agreed to cross-promote our conferences.
- Intern Bridge Partnership: The website for MCDA members has been posted, giving MCDA members discounts with Intern Bridge services. Intern Bridge specializes in effective college internships.
- Additional Partnerships: Paula's been contacted about other various partnerships. We're thinking about different ways to simplify our partnership arrangements so that we can have more groups or vendors partner with MCDA. MCDA thanks Jay Stewart of MD Works for sharing information about our conference and, in return, MD Works will provide a flyer for our conference packet.
- Future Board Meeting Schedule: We need to reschedule the leadership/transition meeting from May 19 to either June 1 or June 22, 10am to 12pm.
- Succession Planning: Paula and Berri are confirming with board members whether they are willing to continue in their roles so that we know which positions we'll need to fill for the next year. We know we'll need to fill the Webmaster position, and we may consider setting up a student internship to assist in web and technology projects.
- Strategic Planning: Major on-going/future projects include: deciding on the future host of our website; development of more partnerships; considering raising dues; exploring independence from MACD; building volunteer base; considering hiring a virtual assistant to aid in continuity and taking some of the workload off volunteers; increasing the programming and value for members to support the proposed modest increase in membership dues; having regular surveys of the membership; setting a policy for attendance at board meetings (the current suggestion is to require Officers and Committee Chairs to attend 75% of their meetings); and more.
- MACD: They've had a lot of successful events recently, and we continue to help cross-promote events with them.
- Capital Coaches Conference: Has solicited us to sponsor a booth for \$350 at their conference. We'd need to get 12 new members to break even, so we will decline.
- Committee Chairs: Please set a committee meeting in May, by phone or in-person. We would like to have sign-up sheets at the conference, which will include the time and date of the May committee meetings.
- **President-Elect and Programming Chair Berri Wells**
  - Berri is organizing Third Thursday regional meet and greets. The next will be March 21. The April event will be April 18, at our conference. May 16<sup>th</sup> will likely be the following date. We likely skip the summer, and then pick up again in September.
  - Berri would like to have two CEU events before the end of the program year (May), one virtual and one live. However, we don't have a webinar provider right now, so we might focus on doing the live event until the provider service is set up.
- **Secretary Shauna C. Bryce**
  - The February board meeting minutes were approved and posted within Shauna's two-week goal.
  - We will update the leadership roster and then circulate it to the board.
- **Treasurer (Registrar and General E-mail Monitor) Maria Schaeffer**
  - (See Conference Committee Update below)

**Committee Updates:** By Paula

- **Awards:** We have not received any nominees for awards, so please encourage nominations by the March 22 deadline. The nominations form is on the MCDA website. We're hoping to make an awards page on the website, listing past award winners.
- **Conference:** The Conference Committee met this morning and did a walk through of where all the conference events will be. Reminder to board members: if conference attendees show interest in volunteering with MCDA, then please encourage them to sign the volunteer roster and also please collect their contact information or business card. We already have 77 attendees registered. The t-shirts have been purchased and received. We'll sell them at the conference for \$10 each. We also have the nametags, as well as ribbons identifying speakers, board members, and conference committee members. We also have 4 sponsors, including a Silver Sponsor.
- **Credentialing:** Rose is working on the CEU Form for the conference and should have it available within the next week. Vicky is receiving the evaluations from Janet Wall on her online course. Rose spoke with the secretary for the audit and is gathering the documents for submission. Rose also spoke with Vicky and she is also willing to serve another year.
- **Legislative:** China and Paula are waiting for a response from representatives of Sen. Milkuski's office to our invitation to attend our upcoming conference.
- **Membership:** Elda provided the survey results for the board to review. We have 1213 total active profiles, but we have a small decline of 16 regular members. Elda sent an email to all expired members. She's also started creating a membership benefits list. Once finalized, we can add it to the website. We may also want to think about creating informational handout for employers about why they should consider reimbursing member dues and conference expenses.
- **Mentoring/Student Outreach:** We now have a chair, Yasmin Anderson-Smith.
- **Nominations:** Lakeisha, Paula, and Berri are continuing to develop the slate of candidates.
- **Newsletter:** The next newsletter deadline passed on March 4th and the newsletter is scheduled to go out at the end of the month. It will be done sooner if possible.
- **Programming:** Berri has been working on plans for the coming year (discussed above).
- **Public Relations:** Paula posted a LinkedIn policy in the group. We discussed when to change the Twitter handle (from @MCDAssoc to @MDCareers) and it was decided that it would be best to announce it at the conference and implement it the following day. Paula sent around a sign-up list for Board members to post on MCDA social media sites in two-week periods from now until June 30, 2013.
- **Website:** Marilyn will need to transition out of this position soon to take over the NCDA Treasurer role.

**Meeting Adjourned:** 5:15 pm

**REMINDER:** The next Board (Officers Only) meeting will be April 9, 2013 at 7 pm via conference call.