



Maryland Career Development Association

**Maryland Career Development Association
Board Meeting/Leadership Retreat Minutes, 9/17/16
Location: (board member's home) Germantown, MD**

Present:

Ronda Ansted, President
Sabira Vohra, President-Elect
Susan B. Gordon, Past-President
Alyssa Best, Treasurer
Joan Freedman, Secretary
Meredith Tseu, Public Relations Chair
Laura Lipovitch, Programming Chair (virtual presence)
Lois Bennet, National Career Development Month Chairperson
Karen Boyd, Membership Committee Chair
Bruce Wahlgren, Conference Committee Chair
Kradi Shapkarova, Newsletter Chair
Dawna Reeves, Website Chair

Not Present:

Rose Howard, CEU Co-Chair

President Ronda Ansted called the meeting to order at 10am

Introductions of all board members/strengths

(Personal information and preferred contact method deleted for public record)

Alyssa, detail oriented, thorough, passion for accuracy
Joan, creative problem solver, process-oriented
Karen, accountability, decision making, integrity
Dawna, technology, like to learn
Lois, quiet storm, fresh perspective
Sabira, quiet storm, ideas, global perspective, leader
Bruce, industry and non-profit connections, conference organization skills
Meredith, networker, media savvy, big picture thinker, brainstormer
Laura, program development

Sue Gordon, decision maker, reflection, sounding board, fun
Krazi, writing, editing, execution of plans, learner
Ronda, creative problem solver, bring strengths together, make things fun

Policies and procedures

Sue: Leading a year-long effort to update policies and procedures as last review was in 2012. All board members will review board job description and email Sue with suggested changes by October board meeting date.

Ronda: Board meetings will take place virtually. Prior to every meeting, each chair will update the form on the google drive to reflect their committee's activity. All board members are responsible for reading the reports before the meeting so that the meeting time can be used for productive conversation. These reports will be included in the meeting minutes.

Visioning

What do you want MCDA to look like in 3 years? (*Broke out into small groups to brainstorm and reported back*).

- Membership
 - o Clarity on who members are now and who should be recruited.
 - o Needs analysis to be done, where is data from past surveys?
 - o Consider including companies and business for the networking opportunities.
 - o Identify benefits of being a member; provide different benefits and access for members and non-members.
 - o Showcase how someone can grow as a professional through their membership.
 - o Create a process for welcoming new members with onboarding mentor
- Programming
 - o Expand geographic reach throughout the state, hold meetings and events in different regions, including member-member local groups.
 - o Better use of web technology to enhance the connection capability.
- Communication
 - o Create opportunities to connect virtually through a listserv or Google group to share referrals, identify member expertise, job listings, speaking opportunities.
 - o Become the place recruiters think of when looking to hire career professionals for jobs and consulting opportunities.
 - o Celebrate the individual members in the newsletter (Humans of NY style).
- Board Processes
 - o More cohesion on timing of our board communications and coordination.
 - o One-year terms don't give enough time to learn the role, perform it, and pass it on. Improve onboarding of new board members, for faster start up.
 - o Create incentives to make board and committee work more attractive for long term involvement.

- o Develop standards for tracking what we have done in the past so that we can build on it and not reinvent it with each board.
- o Develop a central digital repository for board documents.
- o Identify a centralized method for recording and storing continuing education records/clock hours for members.

Working lunch discussion: Putting our thoughts into action

Website

- Consider developing a new website by April 2017 conference. Wild Apricot contract ends in July 2017. May be able to update existing templates.

How can we improve the benefits of membership?

- Joint memberships or discounts at other conferences for continuing education.
- Member discounts on our conference and skill builder events.
- Access to member only events.
- Access to member only communication lists/groups.
- Recruit a volunteer coordinator to create a pipeline for member involvement.
- Offer short term mentoring that is part of the onboarding process so that new members have one point of connection.
- Negotiate member discounts for services that independent career coaches, counselors, and consultants need for their businesses such as web hosting, webinar access, discounted hourly office space, business insurance, billing, etc.
- Mastermind group on starting a practice.
- Matching service between licensed counselors and interns seeking supervision.
- Searchable membership directory with opt-out features for keeping some information private. Different information access for non-members and members. (Connect to Linked-In via the web site).
- On line tracking of Continuing education credits
- “Get Scrappy” book for PR for small businesses
- Peer-peer group supervision/case-discussion groups for counselors (zip code based for proximity or on line)

Budget Discussion - Alyssa

The current state of the budget is healthy. Planning will take place early spring for approval at June meeting for the 2018 fiscal year that begins July 1, 2017.

The budget surplus is currently in a non-interest account. Our Accountant suggested we 20% of surplus be set aside for investment. It was recommended that a six-month reserve of operating expenses be kept on hand, and identify needs for the remaining surplus funds. Suggestions included:

- Foundational improvements that make the board’s job easier resulting in better member benefits.
- Direct the virtual assistant to do more of the conference administration with

direction from Bruce. She can also research new membership association software.

- Extend the professional photographer (head shots at the conference) to shoot images for the web site
- Professional web site development with direction from Dawna.
- Start a scholarship fund to be used by members for professional development with a requirement that they join a board committee.
- Consider board member subsidies to attend NCDCA conference
- Consider conference hotel room discounts for board member to be able to work both days of the conference.

National Career Development Month - Lois

Lois will work with Meredith to create communications for the poster and poetry contest. Maryland Counseling Association School Counselors group would be a good resource for distribution. Consider how we can promote MCDA to the counselors and provide them with career resources.

Board meetings

Every other month (3rd Saturday) Saturday morning 10-11am

Every other month Tuesday mid-day

In person 3 times a year: board retreat holiday party, conference

Minutes will be emailed to the board and 1 week allowed for changes. After that time minutes will be posted on the web site.

Meeting adjourned at 2:30pm

Respectively submitted by Joan Freedman