



# Maryland Career Development Association

Maryland Career Development Association  
Board Meeting Minutes, 9/10/18  
Location: Virtual

Present:

Ebony Scurry-Contreras, President  
Lucinda Nobles, President-Elect  
Alyssa Best, Treasurer  
Lisa Oliver, Staff  
Natalie Kauffman, Legislative Chair  
Rose Howard, Credentialing Chair  
Jenn Leard, Secretary

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Ebony called the meeting to order at 12:05pm.

Meeting agenda:

- Review and follow-up on action items from 8/25/2018 Board Retreat (see Retreat minutes for full details).
- Ebony to share relevant updates pertaining to new items that have arisen since the Board Retreat.

Review of Current MCDA Board Action Items:

- **Election Results:** Ebony will send election results to membership through upcoming newsletter (working with Krasi).
- **Annual Membership Renewal:**
  - To better track and engage membership, the Board agreed at the retreat to move forward with a move to an Annual Membership Renewal.
  - Based on recommendations from Ebony's, the Board agreed to move forward with having Annual Renewal at the conference, with **Annual Renewal date of April 12, 2019.**
  - Discussed working closely with the folks at Wild Apricot to initiate process. Will need to address members who still have time on their membership and how to address for this first year. Idea proposed to offer one free Skill Builder as compensation for forfeited time (more options to be evaluated).
  - Recommended to consider precedent set by change to private practice membership.

- ACTION ITEMS: (Ebony) Follow-up with Rhonda about precedents set with private practice membership, further identify “compensation” options, and consider communicating about this change in upcoming newsletter. (Lisa) connect with Wild Apricot contact to understand the back-end of this process, any challenges, and how to start to move forward.
- **Volunteer Communication:**
  - Ebony has already reached-out to many volunteers, will continue to do this, and will send email to all volunteers and board with meeting dates and involvement opportunities. Lucinda offered to help reach-out to folks to engage volunteers.
  - ACTION ITEM: (Ebony & Lucinda) Ebony will send email to volunteers and board, and CC Lucinda for support (*task completed on 9/10 prior to posting minutes*).
- **Membership Fees:**
  - Survey feedback showed current membership fees are a good value (\$40), and that members would still consider a good value if fees were raised.
  - To increase the value of membership with support of additional funding, the Board plans to have increased membership fee confirmed for April 12<sup>th</sup> Annual Renewal/Conference. Wanting to make data-driven decision that is best for MCDA (one example, NCDA membership fees = regular as \$85 per year, \$35 new professional, \$35 student, \$50 for retired).
  - Question arose: If we do want to raise our fees, do our members have to vote on this at the conference? Bylaws: Article 2, Page 8 – Finances was cited as saying that the annual dues are set by the Board. The Bylaws, as they are now, updated in April 2016, say that the dues are set by the board and would not membership vote.
  - Idea shared for feedback: consider higher increase in membership fee, but include Skill Builders or reduce the cost associated of Skill Builder to increase value of membership. Two Board members shared perspective that, as members, they value lower membership fee without skill builder included vs. higher membership fee that includes skill builder.
  - ACTION ITEM: (Unassigned) gather additional data and make decision about new membership fee rate to implement April 12, 2019 at conference.
- **Evaluating - Cost and Model of Skill Builders:**
  - Currently: 1-hour webinar skill builder (online) is \$40 member/\$80 non-member. Evaluating cost and how to stay competitive to both members and non-members (consider budget constraints and reduced ability to spend on professional development).
  - Hearing that our rates are currently not competitive (multiple offerings of free or lower-cost webinars cited), ***consider move to Webinar Skill Builders priced at \$10 for members, \$20 for non-members*** (will continue to evaluate, but plan to operate from this framework to move forward). Allows us to be competitive and cover any associated costs (limited).

- For in-person skill builders, pricing model depends on space, speaker and other costs for these. \$100 honorarium for speakers at skill-builders, venue costs (all last year were at no cost to MCDA) and lite snacks. In-person, 2-hour skill-builder was set last year at early-bird \$80 member, \$160 non-member, \$40 student/retired member; 3 days before event \$90 for member, \$170 for non-member, \$50 student/retired member.
- Question: What is the minimum amount of people to run an in-person skill-builder event without cancelling?
- Consider (will continue to evaluate, but plan to operate from this framework to move forward): Minimum 5 people to move forward with ***in-person skill-builder at reduced pricing model of \$30 for members, \$60 for non-members.***
- **Action Items – Quick Review of Items and Follow-up Completed:**
  - **Membership Forms-** ACTION ITEM (unassigned) Flagged again as a possible next step to better understand members, remains unassigned. From Board Retreat notes *“Evaluate the check box categories on membership forms to gather more information about the work sectors of our members so that we can plan programming (higher edu, federal government, human resources, private practice, etc...what is missing from our list options). NCD A membership form includes: work setting, geographic region, age group (decade), education level ethnicity, gender. Consider adding these categories to MCDA membership form.”*
  - **Membership Locations-** Joan collected data about zip codes and sent email to board on 9/8 including map of “Active Members Zip Code Density” and “Lapsed Members Zip Code Density” to increase understand of membership and inform decision-making about in-person events. *Limited time for discussion, will further discuss at next meeting.*
  - **Membership Engagement:** Focus on keeping membership affordable for all with a move away from free memberships (new professionals/graduate students), and working to come up with an incentive to engage local graduate programs, students and other professional programs in MCDA. ACTION ITEM: (all) Ebony asks the board to think about this- what incentives can we offer to increase engagement for these groups (short of free membership), (Krazi and Ebony) working on drafting a letter to send out to local programs/professors who teach career courses by end of October, (Joan) will create a spreadsheet of contact information and programs.
  - **Google Group-** ACTION ITEM (Alyssa and Rochelle) will evaluate the Google group that has been set-up, but not rolled out to create more member to member communication options.
  - **Programming:** Rose followed-up with Elda Schwartz for October session, looks like a busy for October and working to prepare program to be a webinar, not able to commit for October/November timeframe.
  - **NCD A Webinar Recordings:** Ebony followed-up with NCD A for webinar recordings, will send out email to Board with more information, but

confirmed that you do not have to be an NCDA member to get CEUs, the certificate comes from MCDA.

- **Conference Date and Location:** April 12, 2019 was decided as a conference date (?). Ebony asked for an updated proposal from the City Club of Washington and would still like proposals for other locations. ACTION ITEM (all) please share other ideas for conference locations with the group.
- **Board Positions:** New opportunities on the horizon for involvement with the Board.
  - Krasi expressed desire to train someone to take over the Newsletter across this year.
  - Alyssa expressed interest in cycling off of the board (2.5 years of service).
  - ACTION ITEM (Ebony) will follow-up with membership in newsletter to share new opportunities.

#### New Items Shared by Ebony:

- Lisa Oliver gave her 30-day notice and will be focusing on other things in her career. We will be without her fantastic service after October 8<sup>th</sup>. Big THANK YOU and sincere appreciation to Lisa for all that she has done for MCDA.
- We will need to consider hiring another VA and next steps to move forward. ACTION ITEM (Ebony) evaluate options for new VA and next steps to move forward.

#### Next meetings:

- October 1<sup>st</sup>, November 5<sup>th</sup>, and December 3<sup>rd</sup> at 12pm EST. ACTION ITEM (Lisa) will send updated current Board roster and invites for remaining Board meetings.

Meeting adjourned 1:08pm

Respectfully Submitted, Jenn Leard