



Maryland Career Development Association

Maryland Career Development Association
Board Meeting Minutes, 1/27/18
Location: Baltimore

Present:

Sabira Vohra, President
Alyssa Best, Treasurer
Susan B. Gordon, Publicity Chair
Karen Boyd, Membership Chair
Krasi Shapkarova, Newsletter Chair
Ronda Ansted, Past-President
Joan Freedman, Secretary
Rose Howard, Credentialing Chair
Lisa Punter, Programming Chair
Bruce Wahlgren, Conference Advisor
Lisa Oliver, Staff

Not Present:

Ebony Scurry-Contreras, President-Elect
Dawna Reeves, Website Chair
Safiya Stewart-Sagoua, Career Development

President Sabira Vohra called the meeting to order at 10:00am

Conference Status Report - Lisa/Bruce

- The venue has been confirmed for Thursday and Friday April 12 & 13. PDI, keynote, and session speakers are confirmed ready to promote on web site, all but one are clock-hour eligible
- Photographer for Friday head shots and board group photos
- Lisa P, Lisa O, Alyssa, Krasi, Sabira, Joan, Sue, Karen, and Ronda will stay overnight to facilitate set up and registration for Friday morning.
- Web site

- Conference program needs photos - **Lisa O.** will add photos from last year
- Need new logo and tag line – **Karen** is working with a designer
- Need more text about PDI and agenda – **Sabira and Lisa** will draft it and send it to the board for proofreading
- Need a social media post that we can all use to promote the conference – **Krasi** will write and **Sue** will schedule all social media blast
- **Lisa O** will make a weekly email /marketing timeline for announcements
- **Lisa O** will contact speakers to get the following information: Bio and photo for the program and web site, answers to three questions about their presentation that can be included in articles for the blog/newsletter
- Include hashtags for the web site and program book - #MCDA2018, #thrive,
- Sponsorship/tables
 - Two have already committed and we are seeking all types of self care vendors in keeping with theme of the conference.
- Awards – no chair
 - As there is no chair or committee this activity will be scaled back this year
 - **Sabira and Rose** will combine the award categories to three and publish and email request for nominations.
 - The bylaws state that there is an Awards committee so a change to that status has to be put to a member vote.
 - Action Item for the next board retreat – Hold a training on bylaw revision - **Ebony?**
- Business meeting at the conference (bylaw requirement) - **Sabira**
 - Announce the private practice membership
 - Show the new logo
 - Encourage and recruit new volunteer for committees

Membership- Karen/Ronda

- **Karen** has been working with a designer to update the logo (keep the blue/black color scheme) and include the tag line.
 - Designer will generate several designs for the board to consider and we will vote via email
 - Approved to spend \$200
- Private practice membership update – Ronda

- Affiliate membership is live, was announced in newsletter and signature link
- Everyone in the member database who has indicated they have a private practice or a business will be contacted about upgrading to the affiliate membership
- It will be announced at the conference, and promoted in the program booklet – **Lisa O.**
- How can members upgrade at the conference?
 - Existing members can upgrade for \$50 at the conference using a discount code (members upgrade)
 - Have a laptop/ipad available at registration table for upgrading

In Appreciation

The board presented Bruce with several gifts including a lifetime membership in appreciation for many years of volunteer service leading the conference committee.

Meeting adjourned 12:15pm

Next board meeting dates will be communicated to the board by **Sabira**

Respectfully Submitted, Joan Freedman