



Maryland Career Development Association

Maryland Career Development Association

Board Meeting Minutes, 10/1/18

Location: Virtual

Present:

Ebony Scurry-Contreras, President

Alyssa Best, Treasurer

Lisa Oliver, Staff

Jenn Leard, Secretary

Rochelle Kithcart, Membership Committee

Joan Freedman, Credential Committee

Rose Howard, Credentialing Chair

Ebony called the meeting to order at 12:06pm.

Newsletter Status & Marketing/Communicating Updates to Membership

- **ACTION ITEM:** Ebony will follow-up with Krasi about status of October newsletter.
- Discussed vacancy and need for social media lead (need to identify replacement for Sue Gordon).
- Discussed MCDA social media accounts and who has administrative access; need to identify Facebook and LinkedIn passwords- Lisa does not have these. Ebony and Lucinda will become administrators on social media sites (will remove outdated administrators). **ACTION ITEM:** Ebony to follow-up on social media account access and social media lead position.
- Continued Annual Membership Renewal discussion from board retreat and last board Meeting:
 - Need to understand the decisions on the Wild Apricot back-end to be helpful to make decisions about details for MCDA process– What does this look like for

current members? What does it look like for people who sign-up mid-year?

- **ACTION ITEM:** Lisa to follow-up with Wild Apricot about back-end in going to annual membership renewal and how Wild Apricot can help us manage logistics/details for process.
- **ACTION ITEM:** Ebony to follow-up with Rochelle offline about gathering additional data to make decision about new membership fee rate to implement April 12, 2019 at conference; working to communicate information to membership in October newsletter.
- Identified content to include in October newsletter, and volunteer to draft brief content for each area and **submitting via email to Ebony by 10/8, ACTION ITEMS below:**
 1. Call for volunteers to start learning Krasi (newsletter) & Alyssa's (Treasurer) positions – KRASI & ALYSSA
 2. New membership rates – ROCHELLE
 3. Annual membership renewal – ROCHELLE
 4. Ending of free memberships - KRASI (Ebony will touch-base)
 - *Will need to communicate change in policy with any course instructors who we have previously provided with free membership option for their students (believe to be limited, if any, free membership offerings currently)*
 5. Reaching out to collaborate with colleges and universities – KRASI (Ebony will touch-base)
 - *Ebony and Krasi working on this project*
 6. Advertising rates for newsletter and website – EBONY
 - *Currently promote advertisements under website on events and within newsletter (advertisements not posted on social media)*
 7. New Google MCDA group – ALYSSA & ROCHELLE
 8. Election results – EBONY

Update on MCDA Google Group provided by Alyssa:

- Google Group has been created under the name:
MarylandCareerDevelopmentAssociation@GoogleGroup.com
- Option to automatically add people or to invite people to join. Decision that board members will be added automatically and members will be given the option to opt-in; promotion plan still being decided – option to promote via e-newsletter and social media and/or a separate email blast.
- **ACTION ITEM:** Alyssa and Rochelle to connect about rolling this out and will conduct

trial-run by inviting all current board members; will create content explaining what Google Group is and why members should use Google Group; working to promote via October newsletter and social media; will decide on who will own and process for ownership to manage the group (recommended to have Membership Chair take the lead in managing once launched).

Wild Apricot – Sending emails & Registration for future Skill Builders

- Lisa has created a screen-shot “How To” document for creating events in Wild Apricot (**ACTION ITEM:** Lisa will check to ensure it includes instructions on sending emails through Wild Apricot as well as events)

Transition Plan for Lisa Oliver and Search for Virtual Assistant

- Ebony shared that Lucinda is taking the lead on looking for a new Virtual Assistant and will be helping to facilitate the hand-off; Lucinda will be connecting with Lisa to capture necessary information for training and hand-off.
- Lisa confirmed that she is willing to schedule time in the future to talk with next Virtual Assistant, once selected, to help with the transition (YAY and BIG THANKS to Lisa). **ACTION ITEM:** Ebony will communicate directly with Lisa about next steps and will copy Lucinda.

NCDA Webinar License

- Ebony has been communicating with NCDA about the webinar license, we will have access to 4 new webinars and those that have been recorded in the past (a valuable new resource for MCDA members!).
- Invoice received and to be paid by Alyssa 10/1/2018.
- **ACTION ITEM:** Ebony will follow-up once invoice is paid with NCDA contact to learn about the details of getting these opportunities out to our membership.

AGENDA ITEM ON HOLD: Precedents set with private practice membership, further identify “compensation” options, and consider communicating about this change in upcoming newsletter – Rhonda to make update at future Board Meeting.

Active Members “Zip Code Density” and “Lapsed Members Zip Code Density”

- Joan sent files out for last meeting with research conducted about geographic locations of active members.
- Brief findings report by Joan: Looks like we are evenly split between Baltimore,

Washington and Columbia. Board should actively take a look at programming across geographic areas. Helpful to take a look where our programs are being scheduled (face to face) in terms of where people are traveling from to work to work toward equitable opportunities.

- Identified challenge with data = findings are based on addresses provided at member registration, therefore we are unsure if addresses are home or work.
- **ACTION ITEM:** Joan will save these documents in both Programming Committee and Membership folders on the MCDA Google Drive.

Final Comments and Action Items:

- **ACTION ITEM:** Ebony to follow-up via email to review current Board Meeting day/time to see if there is a more agreeable time for all board members.
- Ebony has been contacted by a member who is job searching. Are there resources that we can send new members for jobs in the area? Identified that this is the goal of the Google Group to have more member to member transactions, building a community in virtual space to share information like this.
- Alyssa identified that the website needs to be updated, asking if we get the website refreshed and the conference information updated. **ACTION ITEM:** Ebony will send Lisa new content to update the website before October 8th departure.
- Sincere THANK YOU to Lisa (this was her last board meeting) for the incredible support, organization and expertise that she has contributed to the MCDA community!! October 8th is Lisa's last day with MCDA. Huge Thank You and Well Wishes to Lisa!!

Meeting adjourned 1:03pm

Respectfully Submitted, Jenn Leard