



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 10/28/17  
Location: Virtual**

Present:

Sabira Vohra, President  
Ebony Scurry-Contreras, President-Elect  
Alyssa Best, Treasurer  
Susan B. Gordon, Publicity Chair  
Karen Boyd, Membership Chair  
Lisa Punter, Programming Chair  
Bruce Wahlgren, Conference Committee Chair  
Lisa Oliver, Staff

Not Present:

Ronda Ansted, Past-President  
Joan Freedman, Secretary  
Rose Howard, Credentialing Chair  
Dawna Reeves, Website Chair  
Krasi Shapkarova, Newsletter Chair  
Safiya Stewart-Sagoua, Career Development

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President Sabira Vohra called the meeting to order at 9:00 am

Treasurer's Report - Alyssa Best

- Live document will be kept in the google drive under budget/financial report 2017-18.
- Survey Monkey account can be turned off and reactivated when ready to be used again.

**Action Item: LisaO**

Membership Report - Karen Boyd

- Very low growth this month. .03% last month and .01% this month.
- Krasi and she worked on the tag lines. Karen explained that the tagline would be included in the newly designed logo.
- Two taglines were presented for consideration.
  - Professional Community Worth Your Investment
  - Professional Community that Exceeds Your Investment

There was some discussion on each. Karen and Krasi will consider the Board's feedback and report back in 2 weeks.

- **Action item: Karen and Krasi will consider the Board's feedback and report back in 2 weeks.**

#### Private Practice Membership Proposal -

On behalf of Ronda Ansted, Sabira gave the following report:

- Met with Lisa to go over the new membership level on-boarding process
- Wrote up text for the website and newsletter
- Wrote up process instructions for Lisa
- Wrote up Welcome Letter text
- Submitted the text and instructions to Lisa, Sabira, and Ebony to review
- Created text for event form to be used to announce events through the website and newsletter.
- Next Steps:
  - Met with Lisa to go over the new membership level on-boarding process
  - Wrote up text for the website and newsletter
  - Wrote up process instructions for Lisa
  - Wrote up Welcome Letter text
  - Submitted the text and instructions to Lisa, Sabira, and Ebony to review
  - Created text for event form to be used to announce events through the website and newsletter

#### 2018 MCDA Annual Conference Report - Bruce Wahlgren

- The date will be April 12 – 13, 2018
- The location will be the Doubletree.
- There was some discussion on the format. Thursday will have Professional Development Institutes (PDI's), with a reception, dinner and a light program. Friday will be a traditional full day.
- Presenters for PDI's will be paid ~\$500 each.
- The registration rate is still under consideration.
- Budget-there was some discussion on how the rates will affect the budget. Sabira asked if there was any objection to increasing the rates this year. There was no objection.
- Suggestion-It was suggested to increase the rates for vendor tables.
- Theme-It was confirmed that the theme will be "Thriving in a Changing Workplace"
- Because Bruce will be relocating to Colorado, the Board agreed that Lisa O will take the lead in Conference coordination. Bruce will support Lisa and Sabira will be the Board Representative.

#### Events Report -Lisa Punter

- The updated process is on the Google (G) Drive.
- There will be a \$100 honorarium to the presenter.

- November skill builder and the Holiday party has been confirmed. Alyssa and Sabira inquired if the location offered vegetarian options. Ebony will ask her contact at the restaurant.
- It was discussed whether webinars will be paid \$100 honorarium. Laura will set up a webinar on Productivity. Some webinars will be eligible for clock hours; some will be solely for Professional Development.

#### Publicity Report – Sue Gordon

- Sue is engaging Facebook and Twitter to post and retweet items of interest to increase MCDA's web presence. She has posted about National Career Development Month and the MCDA Holiday Party.

Career Development Month Updates-On behalf of Safiya Stewart-Sagoua, Sabira made the following report:

- Contest Flyer created
- Resources Flyer created
- Materials for CD Month on website re: contest and career development activities - <https://www.mdcareers.org/National-Career-Development-Month>
- Announcements request sent for Social Media and Newsletter
- Online submission form created
- Outreach to School counties across MD, MD PTA, MD School Counselor Association via email
- CD Month Committee started

Technology Report - Dawna Reeves on behalf of Dawna, Sabira mad the following report.

- Review Google analytics to see which parts of the web site are viewed by the public and our members, more specifically what the membership numbers mean in relation to lapsed membership and active membership **Action item - Karen**
- Content previously published in the Newsletter is being gathered for posting on the Blog. It will go live as soon as this has been completed. **Action item - Krasi and Dawna**

Looking for more suggestions on web site items that need to be updated and improved. Will create a spreadsheet on the google drive for comments - **Action item – Dawna**

Website Updates:

- NCD Month information up on Homepage and under Events page.
- Question- Do we have pictures from last year's winners to add to the website?
- Save the date for the conference is up for all, the conference webpage will be under events page when hotel dates are confirmed
- Question- When do we need the information for the Call for Conference Proposals to add to conference page?
- MCDA awards are listed on homepage and Marylanders with NCDA awards- are there other winners that should be included?
- There has been an increase in requests for website updates. To help us track requests and upates, please use the form:

<https://goo.gl/forms/8AbNZDkwyAwmey8A3>

- Please plan for ~1 week for changes and updates to be made to the website.

Newsletter Report - On behalf of Krasi Shapkarova, Sabira made the following report:

- Several submissions have been received for the upcoming November newsletter and Ebony is submitting a featured article. Krais has enough info for a solid newsletter but if anyone wants her to add anything else, please email it to her by Friday, October 27th.
- Alyssa and Sue have volunteered articles for the December and January editions.
- The blog is currently on hold until we can figure out how we can add different authors so Krais is not the only one showing as author. She's followed up with Dawna who will check on it.

President's Report - Sabira Vohra

- MCA conference is November 2-4 at the BWI Hilton. Sabira will work with Lisa O to obtain MCDA materials for a shared table with other affiliates.
- Action Item :Sabira will send out Board Guidelines to the Board.

Meeting adjourned 10:20 am

Next meeting is December 2, 2017 at 9:00 am. It will be a virtual meeting. Please send all reports via email and on google drive by November 25.

Respectfully Submitted by: Lisa Oliver