



Maryland Career Development Association

Maryland Career Development Association

Board Meeting Minutes, 12/11/18

Location: Virtual

Present:

Ebony Scurry-Contreras, President

Lucinda Nobles, President-Elect

Sabira Vohra, Past-President

Jenn Leard, Secretary

Natalie Kauffman, Legislative Chair

Rose Howard, Credentialing Chair

Andre Myers, Volunteer (Treasurer Interest)

Joan Freedman, Credential Committee

Ebony called the meeting to order at 4:04pm.

- May call an additional meeting before the end of December for upcoming events

January Holiday Party –

- Holiday party will be held January 11th from 6:30-9:00pm at [Koi Asian Cuisine](#) - 12046 Cherry Hill Rd, Silver Spring, MD 20904
- Jenn to support planning of the Holiday Gathering, with Ebony being on-site to facilitate (Jenn might not be able to be on-site)
- Party ideas: Focus on networking/connecting/talking; No food or drink purchased by MCDA all “on your own”; Raffle Prizes at no charge (avoid asking potential conference sponsors – could include university/college swag or MCDA Webinars); White Elephant exchange instead of Raffle suggested
- **ACTION ITEM:** Jenn to follow-up with Ebony about next steps, Ebony to send details to Krasi for December Newsletter

Google Group update –

- **ACTION ITEM:** Ebony to follow-up with Alyssa and Rochelle about where we are with Google Groups; Jenn confirmed receiving email after last Board meeting with sign-up

Board Meeting Times and Call in –

- Board Meetings moving forward will be at 4:00pm on the first Tuesday of the month EXCEPT for January, which will be the second:

January 8 th at 4pm	July 2 nd at 4pm
February 5 th at 4pm	August 6 th at 4pm
March 5 th at 4pm	September 3 rd at 4pm
April 2 nd at 4pm	October 1 st at 4pm
May 7 th at 4pm	November 5 th at 4pm
June 4 th at 4pm	December 3 rd at 4pm

- **Reminder:** Remove all of the Monday at 12pm times from your calendar, as these planners were sent by Lisa and are no longer relevant

Website Update –

- Hugh Taylor has volunteered for the Website Committee to oversee updates, Ebony to follow-up with Hugh and CC Sabira on communication
- Ebony sent Alyssa the P.O. Box information to update the website, and will work with Hugh to add Webinar event available for registration online & Advertise the holiday party
- Next step: Identify additional items on the website that need to be updated/added

Virtual Assistant Update –

- Planning to move forward with offering Dianne Camille (virtual in Philippines), referred by Marilyn Maze, VA position; confirmed agreeable hourly rate for an average of 7-15 hours a month
- Lucinda will work with Ebony on figuring out processing of payment, and will ask Marilyn how she pays outside of the country
- Recommendation to consider implications of board meeting time and getting quick responses with Dianne being in the Philippines
- VA will not be able to be as involved with the conference; it was suggested to consider hiring someone to coordinate the conference

Newsletter –

- Krasi (not on the call) expressed that the December newsletter will need to be her last, and that she's happy to train a new Newsletter Chair to support the transition – A BIG THANK YOU TO KRASI FOR YOUR CONTRIBUTIONS AND COMMITMENT IN THIS ROLE!
- We've had good contributions for the Newsletter recently with strong content- please continue to contribute
- Natalie completed social media posts last month as Legislative Chair, in lieu of an article in the newsletter – please go to social media and comment/re-post so that the content becomes visible again and active; an article was submitted for the December newsletter around legislative issues
- We are in high need of a Newsletter Chair to replace Krasi - Ebony will send out via Social Media and send to Volunteer list, and asks current Board Members and volunteers to consider this opportunity

Webinars –

- Currently participants receive the webinar link and then must pay to earn CEUs; moving forward (once on the website for registration) participants must pay prior to receiving webinar link; 2 people

have paid for current webinars and 10 additional people have inquired (Ebony will follow-up with these people)

- Will continue to advertise webinars and promote via social media; consider raffling off a few webinars as part of the holiday party

Annual Conference –

- Two venue possibilities still on the table: Johns Hopkins Conference Center or City Club of Washington DC, both options fit our need by space, set-up, equipment (Ebony provided breakdown of each venue we are considering)- the venues each provide a different feel, as one is more academic and the other has more of a “WOW” factor (costs reflect this)
- Joan confirmed that for JHU space costs would be around \$2500. There is no standard catering- we have options about who to bring in and associated cost ranges
- Recommendation of several Board Members that we should keep the conference in Maryland, the JHU location would speak to DC as well as Baltimore, with easy access parking
- Recommendation to hire a conference manager- when the conference has gone well, we have hired someone who organized every aspect of it- it’s a huge job. Economic factor not referenced in either of the scenarios is how much would it cost to hire a conference planner. **ACTION ITEM:** Lucinda will move forward with identifying a conference planner – will reach-out
- Consider pushing back conference date to May/June/July for more planning time (if hosting in April, we need to be soliciting proposals now); proposed 10am start and end at 6:30pm (shifting the day to start and end later than past years)
- Stronger consensus to hold conference at JHU conference center. **ACTION ITEM:** Joan will reach-out to caterers for proposal options
- Based on survey data our members said that they wanted more in depth workshops, 2 hours 15 minutes instead of 1 hour 15 minutes; in past years we solved this with PDIs, and this year we are looking at a balance of sessions not as long as the PDI, but longer than our normal. By having less sessions, we can work to increase the number in these sessions. Decision was made to move forward with 2 hour sessions. With reduced number of sessions, it was suggested to consider only offering sessions that would count for CEUs or at least considering how longer sessions without CEUs offered might not draw as many participants/imbalance in participation
- Continue to consider an optional reception off-site at a local restaurant/bar for continued networking
- Conference Project Plan can be found in the Google Shared drive (also attached to the agenda Ebony emailed prior to the call)
- Ebony will schedule follow-up call to focus more specifically on conference planning and next steps

Minutes close - 5:07pm.

Respectfully Submitted,
Jenn Leard