



Maryland Career Development Association

December 2, 2017 9.00-10.00 am , online meeting via Go to Meeting

Present:

Sabira Vohra, President
Ebony Scurry-Contreras, President-Elect
Alyssa Best, Treasurer
Susan B. Gordon, Publicity Chair
Karen Boyd, Membership Chair
Dawna Reeves, Website Chair
Krazi Shapkarova, Newsletter Chair
Ronda Ansted, Past-President
Joan Freedman, Secretary

Not Present:

Rose Howard, Credentialing Chair
Safiya Stewart-Sagoua, Career Development
Lisa Punter, Programming Chair
Bruce Wahlgren, Conference Committee Chair
Lisa Oliver, Staff

Treasurer's Report -Alyssa Best

- Financial Report was shared with the board members. Income from dues is increasing and there was revenue from skill builder events. Expenses include reimbursements from attending the national conference, survey monkey, and staff support. Big expense next month will be the deposit for the conference facilities.
- **Action item - Alyssa, Krassi.** Consider adding mailchimp to the budget as the free version may not be expansive enough for the number of emails we need to send in future.

Membership Report – Karen Boyd

- Membership has been growing about 2% each month.
- The board approved adding a tag line to the organization name “The community that connects and develops career professionals.”
 - **Action Item - Karen.** Need to decide where and when to use the tag line and to work with Lisa O, Krasi, Sue and Dawna to integrate it into the website and all media communications.
- Membership renewal letter has been edited, approved by board members, and is ready to send out ASAP
 - **Action item by 12/12/17 - Lisa O, Sabira.** Identify lapsed members and those who are coming up for renewal in the next two months via Wild Apricot database. Send the letter and also include information about the private practice membership and ‘GoToMeeting’ access.

Private Practice Membership – Ronda

- Reviewed terms and conditions for use of GoToMeeting for MCDCA members and offered the following feedback:
 - Lisa O will facilitate signups use and adherence to use policy

- Suggest the agreement specifies the length of time for each instance of a meeting.
- Acuity will be used as an online scheduling program with 1 hour time slots.
- Lisa O will check monthly how often members are using this benefit.
- MCDA reserves the right to change the policies at any time.

Technology Report – Dawna Reeves

- Board members were recently emailed a link to a spreadsheet to use when suggesting additions or edits to the website. This helps Dawna and Hugh track tasks to be done.
- **Action item - Dawna and Ronda.** By Dec 4 update the website to include information about private practitioner membership. Ronda will provide the blurb.
- Remove info about National Career Development Month
- Board should all review the conference pages on the web site.
 - **Action item Lisa O, Bruce.** Conference submission deadline extended until Dec 15. Promote on the web site and remind Bruce to update the emails he sends out through his business
 - **Action item - Dawna/Hugh Lisa O.** Add photos and testimonials from last years conference evals. Also link to the video/slideshow.
- Blog posts through Wild Apricot cannot be attributed to the author, only the person who posts it. Need to promote and encourage members to write for the website blog
 - **Action item - Lisa O., Ebony.** Send the email Ebony drafted to the members

Publicity Report – Sue Gordan

- Social media (Twitter, facebook, and LinkedIn) used to promote holiday party and save the date for January and February skill builders. Will add the website links as soon as this information is on the web site
 - **Action Item - Dawna.** Send Sue photos to use in social media messages and update the 'photos' folder on the google drive.

Newsletter Krassi

- Would like to standardize the newsletter publishing date. Upcoming newsletter dates should be 1-2 weeks after the NCDA newsletter so it doesn't conflict. Goal is for the MCDA newsletter to be sent out during the second week of each month.
- January issue will include an article by Alyssa, conference information, and upcoming skill builders.
- Concern that new members are not receiving the newsletter because the mailchimp mailing list is not updated automatically when a member joins.
 - **Action item - Lisa O.** Export the member emails from Wild Apricot every month to use with the Mailchimp newsletter.

Conference - Sabira

- Conference rates and registration should wait until the program is finalized.
- Professional Development track on Thursday will have 3 options: Private practice, workforce development, and a general session.
- When does information about vendor tables go out and how are vendors solicited?
- **Action item - Lisa O.** Send out email ASAP with the extended submission date for proposals
- **Action item - Karen.** Pull suggestions from member survey relating to topics of interests and share this with proposal selection committee by December 19 submission deadline.

President-Elect Update -Ebony

- Holiday Party on December 8 has 18 people registered. Lisa O is monitoring the number of registrations and will send Sabira, Lisa and Ebony the final list of attendees.

Next Board Meeting Jan 27, 10am-12noon, Joan's Home (Baltimore City)