



Maryland Career Development Association

**Maryland Career Development Association
Board Meeting Minutes, 2/14/17
Location: Virtual**

Present:

Ronda Ansted, President
Alyssa Best, Treasurer
Joan Freedman, Secretary
Laura Labovich, Programming Chair
Susan B. Gordon, Past-President
Bruce Wahlgren, Conference Committee Chair
Kradi Shapkarova, Newsletter Chair

Not Present:

Rose Howard, CEU Chair
Karen Boyd, Membership Committee Chair
Dawna Reeves, Website Chair
Sabira Vohra, President-Elect
Lois Bennett, National Career Development Month Chairperson

President Ronda Ansted called the meeting to order at 12:30pm

Upcoming Events/Announcements

- Krasi – Grow Your Business, Increase Your Revenue and Boost Your Market Influence through Writing February 24, 2017 12:00 PM, location is Johns Hopkins University Carey Business School building - Room 203, 1625 Mass Ave NW, Washington, DC. (1 credit hour). Will work with IT support to test streaming it via GoToMeeting for board members to test. Board members should register for the event online even though they will attend virtually.

- Ronda - Working on a skill builder/presentation about technology tools for the private practitioner on May 31. This will be similar to a presentation she will do at the NCDA conference in Orlando.
- Sabira (from progress notes) That's not what I meant! Combating Microaggressions in Counseling - Rescheduled from January to be held on March 17 most likely at Loyola-Timonium Campus

Planning for 2017-2018:

What does each committee want to do differently? What would it take to create more offerings of services for our members?

- Alyssa - Create a more detailed budget with line items for each program so that we have a deeper understanding of the costs per event. Complete the budget in time for the July 1 start of the fiscal year.
- Ronda - Karen and Sabira are working on a member survey to identify services that members want.
- Joan - We brainstormed ideas of new services at the September retreat. (Minutes are on the MCDA website at <http://www.mdcareers.org/resources/Documents/Minutes/Board%20Meeting%20Leadership%20Retreat%20Minutes%209%20%2017%2016.pdf>)
- Ronda - Committee chairs who did not report on this item please be prepared to do so at the next meeting and include ideas in the monthly report forms.

What have we learned from this year? What can we do differently?

- Bruce - Start earlier with conference planning. Start the call for proposals 1 month earlier. Line up sponsors, exhibitors, and advertisers in the Fall. Clarify the goal of the conference as if we want to grow the meeting we will need a larger space. Get help with editing and rewriting the session descriptions for web site and conference program. Administrative assistance from Lisa is a huge help. The biggest need is for assistance with marketing and event promotion.
- Laura - Start planning programs the spring before so that the calendar is set by July 1 and can start in September. Set up the on-line forum so that members can talk about programming and create the buzz needed for successful events.
- Ronda - Leverage the energy at the conference to recruit more people to join a committee or board position. Committees should be more than just the chair. Communication with our members is our weakness, this needs to be improved.
- Krasi - Define the purpose of the newsletter and consider transitioning news to a blog or web site. Current newsletter is just a reiteration of events listed on the web site. Perhaps the newsletter should join the marketing committee? It would be nice to have an archive of past events on the website.
- Ronda - Committee chairs who did not report on this item please be prepared to do so at the next meeting and include ideas in the monthly report forms.

Affiliate Programs (Sue and Sabira)

- Sue - One idea is to have an affiliate membership rate that is slightly higher but offers the benefit of being able to promote your business services to the membership through our newsletter or web site. We could encourage the affiliate to offer discounts to our members. Guidelines and processes would need to be established. This additional membership option would necessitate a change in the bylaws which needs to be approved by the membership at the April meeting.
- Alyssa - This might make more work for the membership chair to process different annual terms.
- Bruce - This could be problematic if an affiliate offers events similar to the ones we are offering and skims off some of our member registrations due to competing dates.
- Krasi - How do we judge the worthiness of their offering? Just because an affiliate has paid membership dues should not mean that we are obligated to let them promote anything they want. We will need a policy and guidelines on what is acceptable.
- Sue - Lisa would still be doing the posting so there is an opportunity to preview all posts first.
- Ronda - Real guidelines and a well written proposal needs to be created before we can bring it to the members.
- Sue - will continue working on this and have a draft to review at the march board meeting so that it can be voted on at the April meeting.

Conference Update (Bruce)

- Registration is open for the conference and can be completed on the web site. Twenty-four percent of members clicked on the email notification link to view the event listing.
- Board members should login before registering and select the option marked BOD (Board of Directors). This will help us determine how to fill the volunteer schedule.
- We are adding a networking cocktail hour in the Atrium on Thursday between the end of the afternoon session and 6pm dinner. Karen Chopra has offered to assist with this event.
- Please review last year's program and recommend any changes for the layout this year's booklet.
- Considering using a conference app and seeing if the hotel can provide tech support.

Relationship with MCA (Ronda)

- Many of our business services are provided through MCA and there are pros and cons to this arrangement.
- Alyssa - Will work with Sabira to draft a pro/con list for discussion at the next meeting.

Other Business

- Laura - Considering adding Mastermind sessions to program offerings.
- Sue - Taking responsibility for Awards and Nominating process, so start thinking of who you would like to nominate for an awards and which board positions will be open next year.

Status Updates/Accomplishments

National Career Development Month - Lois

- Contest winner was identified as a 10th grade student, not adult professional. Will contact the school counselor and acknowledge the student at her school.
- Need to change the award.

President Elect - Sabira

- Met and reviewed affiliate program with Sue
- Discussed membership survey questions with Karen. Reviewed survey questions and made suggestions on membership survey.
- Started conversations with Board members to start the planning process for next year.
- Biggest challenge has been logistics for programs in terms of costs and getting them scheduled. Redesigning certification for Clock hours.

Meeting adjourned at 12:30 pm

Respectively submitted by Joan Freedman