



Maryland Career Development Association

**Maryland Career Development Association
Board Meeting Minutes, 3/18/17
Location: Virtual**

Present:

Ronda Ansted, President
Sabira Vohra, President-Elect
Alyssa Best, Treasurer
Joan Freedman, Secretary
Susan B. Gordon, Past-President
Bruce Wahlgren, Conference Committee Chair
Kasi Shapkarova, Newsletter Chair
Karen Boyd, Membership Committee Chair
Dawna Reeves, Website Chair

Not Present:

Rose Howard, CEU Chair
Lois Bennett, National Career Development Month Chairperson
Laura Labovich, Programming Chair

President Ronda Ansted called the meeting to order at 10:00am

Upcoming Events/Announcements

- Next newsletter coming out April 3.
- Last week's skill builder on Microaggressions had 10 registrations and was very well received. Shira may be willing to do a newsletter article on the same topic. The last skill builder was recorded and is on the board's google drive to review. Decisions need to be made regarding how to make them available to the members and if to charge or offer the CEU's as the face to face session did.
- Sue noted that in 2009 there was an archive of presentations on the old web site that were lost when we changed platform. A small fee was charged and CEUs were awarded after taking a quiz.

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? What have we learned from this year? What can we do differently? What would it take to create more offerings of services for our members?

Dawna - Website/technology has a new committee member Hugh Taylor which should help move things along faster. Evaluating several apps and mobile friendly platforms for communication. Learning how to use Wild Apricot to the fullest. We need to have a backup share for long term file access and archives. Learning about GoToMeeting and building it out to allow members to use it for their business purposes as well.

Listserv conversation - An important priority from the board retreat that has not moved forward. The goal of it is to create a casual environment for members to respond to each other about jobs, events, questions. Alyssa will take the lead using the MCDA google account to start a google group and will add Lisa as an account manager/moderator. Will announce it in the next Newsletter (April 3) and promote it at the conference.

Karen - Membership survey in collaboration with Sabira is ready for final review by the board by Monday 3/20. MCDA already has a Survey Monkey account which can be upgraded to a paid membership to receive over 100 responses. Board approved this expense. Link to survey will be sent out by email, in the April newsletter and announced at the conference. Survey can be formatted for mobile devices so members will be encouraged to take the survey at the conference.

-Board members who have new questions for the survey should send them to Karen and Sabira to be included in a subsequent survey.

Committees to report during the April meeting:

Rose Howard, CEU Chair

Lois Bennett, National Career Development Month Chairperson

Conference Update (Bruce)

- Volunteers needed to moderate sessions. Spreadsheet is on the google drive for board members to sign up. Others who are interested should speak with a board member.
- Early bird registration has closed with 68 registered for more than one day, 35 for Thursday, and 57 for Friday. Online registration closed April 19 and after that is on-site registration. Target is 150. Board members need to register asap. Four vendors are confirmed.
- Technology was problematic last year due to (personal) loaned equipment that did not work and each presenter bringing their own laptop and not having the necessary adaptors.

- Joan suggested renting 1 laptop and 1 projector for each room to avoid problems. Board agreed this would be a good use of funds.
- Krasi suggested that each speaker be required to submit their presentation materials ahead of time to a dropbox or google drive so that they can be copied onto the laptop in each room prior to the presentation. Backup flash drive will be made in case the internet is not working. Bruce will facilitate this communication.
- Ways we can use the conference to grow participation in the organization
 - Bruce- have an MCDA table staffed by a board member with sign up sheets for committees.
 - Joan - use networking break to connect people by county/regions.
 - Bruce - Karen Chopra proposed a networking/mixer activity.
- Bruce was contacted by a student who volunteered to shoot some video of the conference for marketing purposes.
- Bruce will contact hotel regarding rooms for board members who need to arrive early and stay late to facilitate set up. Board approved hotel room compensation at discounted rate.

Nominations and Awards- Sue

- Joan, and Alyssa will stay on for one more year as secretary, and treasurer.
- Need nomination for President-Elect.
- Need to create a leadership pipeline starting with recruiting members to join committees and mentoring them through to leadership position.
- Sue will ask DC and Maryland Career Consortium (university) center directors to encourage staff to attend and consider MCDA leadership positions as professional opportunities.
- More nominations for awards are needed. Please reach out to members for nomination suggestions.

Budget- Alyssa

- January revenues from dues and lunch and learn program.
- January expenses include conference program design, archive storage, merchant transaction fees, Lisa's support services, GoToMeeting subscription.
- Conference expenses will be paid from available cash \$34,562. Last years conference generated a surplus.

Newsletter - Krasi

- Looking at ways that the Newsletter (generated and sent through Mail Chimp) can be posted and archived on the web site.
- Reaching out to members to write articles and be published as professional development.

- Will set a consistent publication schedule so that members know when to expect the next issue

Status Updates/Accomplishments

President Elect - Sabira

- Began planning process for next year. Most people will continue to serve in chair positions: Dawna Reeves - Website, Sue Gordon- Publicity Chair, Joan Freedman- Secretary, Bruce Walgreen - Conference, Krasimira Shapkarova - Newsletter, Karen Boyd- Membership, Alyssa Best- Treasurer, Ronda Ansted- Past President, Sabira Vohra - President.

Treasurer - Alyssa

- Updated monthly financial statement; conducted call with Sabira to reflect on this year and plan for next year.
- Streamlined financial statements and conducting budget planning process.
- Challenges have been cross-referencing expenses with the accountant's monthly reports, which often seem out-of-sync.
- Possible solution is reconciling certain expenses with MCA Treasurer and our accountant.

NCD Month Committee - Lois

- Spoke with the contest winner's guidance counselor to coordinate a date for the student to receive the award. No date was set, we will reconnect after the MCDA conference.
- Challenges have been late promotion of the event. Best to begin promotion in Sept. or Oct. Develop create incentives and challenges of board members and others to spread the word and get involved.

Newsletter - Krasi

- Biggest accomplishment is the revival of the newsletter and then soliciting several submissions from career development professionals for the past three editions. Started drafting a list of 12 themes for 12 monthly newsletters.
- Challenge has been soliciting submissions from MCDA members. Having a theme for each newsletter will hopefully help. Reaching out to presenters at the conference is another strategy. And yet another is having a promotional/info table at the conference.

Meeting adjourned at 11:30 am

Respectively submitted by Joan Freedman