



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 6/20/17  
Location: Virtual**

Present:

Ronda Ansted, President  
Susan B. Gordon, Past-President  
Kradi Shapkarova, Newsletter Chair  
Alyssa Best, Treasurer  
Joan Freedman, Secretary

Not Present:

Sabira Vohra, President-Elect  
Lois Bennett, National Career Development Month Chairperson  
Laura Labovich, Programming Chair  
Dawna Reeves, Website Chair  
Bruce Wahlgren, Conference Committee Chair  
Karen Boyd, Membership Committee Chair  
Rose Howard, CEU Chair  
Lisa Oliver, Staff

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

**Election Results - Sue**

- Ebony Tara Scurry will be the President-Elect for next year.
- Voting was done through ElectionRunner.com (\$29 per election) which ensured all votes were received from members and one vote per person.
- Announcement will be made to the membership next week.

**Board Retreat - Ronda**

- Will try to be rescheduled to accommodate the availability of the new President-Elect

**Budget- Alyssa**

- Monthly budget report –
  - Revenue report is available for April and May but receiving expenses due to the MCA treasurer processing lag time (usually a 3 week delay).
  - Need additional conversation with the executive board on the ongoing financial support relationship with MCA as this makes MCDA Treasurer’s job harder due to time lag.
- Annual proposed budget
  - Provisional budget for FY 18 was reviewed prior to next board meeting.
  - Revenue shortfall to support growth of the organization and extend capabilities of an all-volunteer board through the increased use of administrative support was discussed.
  - Will try to increase the revenue through more optional member services and educational programs.
  - Will be able to close out the fiscal year by early August
- Budget was provisionally approved with revised/final budget available at the next board retreat based on goals and decisions made by the full board.

**Newsletter/Outreach – Krasi**

- Goal of the newsletter is to provide learning for our members related to new information. Newsletters are composed using MailChimp and sent to members via email. This format is very easy to use but does not archive on the MCDA web site. Need to have blog feature on the web site to be able to upload and review the past issues.
- Need more online presence with information available 24/7 for our members.
- We need assistance in creating an MCDA brand and uniformity and consistency in sharing information with our members.

**Administrative Support – Ronda**

- Need more integration of virtual assistant into board meetings and retreat so that she is aware of action items that inform her role.

**Educational Program Pricing – Ronda**

- Need to standardize the cost per hour of our educational programs.
- Sabira researched peer organizations in the area and found \$40 per program hour was the going rate. Next year’s educational programs will be offered at this rate.

**Future Discussion Topics – Ronda**

- Concerned about uneven participation by board members and the challenges of some mission critical areas being understaffed. The board should discuss ideas for restructuring to encourage more participation by members. Members are reluctant to commit to be on the board but are interested in volunteering on specific projects to get

things done. People want to participate using their favorite skills but not commit to specific blocks of time.

- How can we be welcoming and encourage the participation of busy people yet ensure coverage of mission-critical operational functions.
- Add this topic to the retreat discussion.

Meeting adjourned at 1:35 pm

Respectively submitted by Joan Freedman