



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 9/30/17  
Location: Virtual**

Present:

Sabira Vohra, President  
Ebony Scurry-Contreras, President-Elect  
Ronda Ansted, Past-President  
Alyssa Best, Treasurer  
Joan Freedman, Secretary  
Susan B. Gordon, Publicity Chair  
Dawna Reeves, Website Chair  
Karen Boyd, Membership Chair  
Rose Howard, Credentialing Chair  
Safiya Stewart-Sagoua, Career Development  
Lisa Punter, Programming Chair  
Lisa Oliver, Staff

Not Present:

Bruce Wahlgren, Conference Committee Chair  
Kradi Shapkarova, Newsletter Chair

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President Sabira Vohra called the meeting to order at 9:00am

Treasurer's Report -Alyssa Best

- Live document will be kept in the google drive under budget/financial report 2017-18.
- Transaction tracking documents have been redesigned to show more timely reporting moving forward.
- July statement shows income from memberships and skill builders, no income in August. Some expenses were carried over from previous year because they came in late. Paid in full for web site for the year. Conference budget will need to be revised to reflect the new 2 day format for next year. Any changes that board members need to make should happen this month.

- Future discussion - Should SurveyMonkey account be turned off when not being used?  
**Action item - Ebony, Karen, LisaO**

#### Membership Report -Karen Boyd

- Review the people who were given 1 year free memberships with their Global Career Development Facilitator (GCDF) certification to see if they renewed and if this strategy was productive in generating members. **Action item - Karen**
- **Action item (from retreat), Develop tagline for MCDA, Karen, Krasi-**

#### Private Practice Membership Proposal -Ronda Ansted

- *Proposal text below was submitted via email prior to the board meeting*
  - Overview: In response to request from members and non-members to promote their events and programs via MCDA's website, combined with a desire to provide specific benefits to members in private practice, MCDA is proposing an addition of an "Affiliate Membership Program".
  - Proposed Rate: Affiliate members would pay an annual fee of \$75.00 (\$40.00 is the regular member fee).
  - Benefits:
    - Approved posting of their events on the MCDA website
    - Promotion of events via the monthly MCDA newsletter
    - Access to GoToMeeting for professional use (up to 3 times per week)
    - Special discounts to events that are specific to private practitioners (skill builders)
    - Special events to connect with other support
    - 50% off for a booth at our annual conference
  - Procedures:
  - Posting on our Website: Advertising via the MCDA website would occur by submitting the request to our Virtual Assistant at least one month prior to the event. Lisa, in consultation with the Board if needed, will determine if the event is eligible. Completed copy for the event advertisement must be completed by the affiliate member. To be eligible, the event must:
    - Directly contribute to the professional development of MCDA members
    - Be directly related to the fields of coaching, counseling, workforce, and/or career development
    - Special recognition will be given to events where MCDA members are offered a discounted rate for attendance.
  - Posting in our Newsletter: To be included in the newsletter, the event must meet the above criteria AND the poster must provide finished copy to the Newsletter Editor no less than one week prior to publication date.
  - Using GoToMeeting: Each affiliate email will have access to an individualized GoToMeeting "room" where they will be listed as a co-organizer, able to schedule and host meetings. They will schedule their meetings through MCDA's free Acuity Scheduling program, no more than 3 per week. MCDA meetings get first

priority. Lisa will review and present on monthly usage per affiliate and if the limitations are exceeded, then the Board can decide on next steps, including removing access.

- Next Steps:
  - Ronda will work with Lisa on specific procedures for affiliates and administration.
  - Ronda will create the new membership in Wild Apricot with a welcome email describing the procedures
  - Krasi will advertise in November's newsletter.
- Feedback on this proposal needs to be submitted by Nov 6. **Action Item - ALL**
- Ronda has created the new membership category in Wild Apricot however it is not easy to switch to new member type without admin assistance. **Action item: Ronda and Lisa O** will explore the procedure in the next two weeks.
- Another benefit to this group of members could be a discount on conference booths as they would not already be promoting their services with MCDA booths.
- Methods of introducing this new membership category include
  - An article in the November newsletter. **Action item - Ronda**
  - Contact the 70 people in our database listed as private practitioners and ask them to sign up. **Action item ???**
  - Create a new PR campaign for this initiative. **Action item - Sue**
  - Create announcements for web site, viewable by all - **Action item - Dawna**

#### Technology Report -Dawna Reeves

- Review Google analytics to see which parts of the web site are viewed by the public and our members. **Action item - Karen**
- Content previously published in the Newsletter is being gathered for posting on the Blog. It will go live as soon as this has been completed. **Action item - Krasi and Dawna**
- Looking for more suggestions on web site items that need to be updated and improved. Will create a spreadsheet on the google drive for comments - **Action item - Dawna**

#### Events/ Credentialing - Lisa Punter/Rose Howard

- Drafted MCDA Workshop Proposal Submission Form. Need feedback by Oct 6, Document in google drive. **Action item - ALL**
- Be consistent in using the term 'clock hours' not CEU (continuing education credit)
- September skill builder canceled due to low attendance, not charged for the space.
- October skill builder 10/26, Lee J. Richmond, PhD, hosted by Ebony in Silver Spring.
- November skill builder, private practice development. Need a space - **Action Item - ???**
- Future discussion topic the trade off on how much to pay speakers in terms of number of attendance.
- December Holiday Party - Space Needed, ideas to Lisa P
- Use event listing from prior year as ideas for upcoming event locations. **Action Item - Lisa P**
- Working on an event policy and procedure guide for event setup. **Action Item - Lisa P**

Newsletter - Sabira (on behalf of Krasi Shapkarova)

- Solved problem of linking Mail Chimp newsletter to web site. New submission guidelines will be sent to the board for review. **Action item - Krasi**
- Need more board members to write articles. Also reach out to membership for blog postings. Create guidelines for member submissions. **Action item - Ebony will draft this and ask Krasi to review.**

Conference - Sabira (on behalf of Bruce Wahlgren)

- Bruce will not be available to work on the conference this Spring. A clear list of what needs to be done needs to be created. **Action item - Bruce**
- Executive Board Members and conference committee will meet ASAP to determine next steps. **Action item - Sabira, Ebony, Ronda, Joan, Alyssa, Bruce, Lisa P**
  - Sabira will send virtual meeting invitation
- Can items Bruce agreed to do at the retreat (create an updated modern logo) still be completed or do they need to be reassigned? **Action item - Bruce**

Career Development Month - Safiya Stewart-Sagoua

- Poster and Poetry contest announcement is next week and webinar about the activity and use of tool-kit is on Monday. Submissions are on-line this year.
- Will reach out to Sue and Krasi to assist with PR about the contest.
- Looking for a committee to help with judging, will contact Lois about last year's committee members/judges.
- Reach out to private practitioners to see if they will help promote the contest at their events Action item - Ronda
- Will send out a document for board review **Action item - Safiya**

President-Elect Report - Ebony Scurry-Contreras

- Drafted letter to target lapsed members including our values and reasons for joining MCDA. Need feedback by Oct 6, Document in google drive. **Action item - ALL**
- Same language can be used and targeted to other audiences such as our web site and new members.

Presidents Report - Sabira Vohra

- NCDA seeking volunteers to help review conference proposals. Let Sabira know if you are interested and she will forward your name.
- MCA conference is Nov 2-4 at the BWI Hilton. Bruce and Ronda are presenting. MCDA will share a table with other affiliates, materials are needed.

Meeting adjourned 10:10am

Next meeting is October 28 at 9am. Please send all reports via email and on google drive by October 20. November meeting date will change due to Thanksgiving holiday.

Respectfully Submitted, Joan Freedman