



Maryland Career Development Association

Maryland Career Development Association
Board Retreat Minutes, 8/25/18
Location: Board member home in Silver Spring, MD

Present:

Ebony Scurry-Contreras, President
Lucinda Nobles, President-Elect
Joan Freedman, Past - Secretary
Alyssa Best, Treasurer
Lisa Oliver, Staff
Krasi Shapkarova, Newsletter Editor
Natalie Kauffman, Legislative Chair
Rose Howard, Credentialing Chair
Rochelle Kithcart, Volunteer

Ebony called the meeting to order at 10:30am
Welcome of new board members and volunteers

Action Item: Ebony will communicate the result of the election to the members and reach out to new board members and volunteers who did not attend the retreat.

Serving our constituency

- Current membership is 423 (5 private practice memberships) however only 115 are currently paying dues. **Action Item: Ebony** will review the logistics involved in switching to an annual membership renewal (calendar year? during conference registration?) for better tracking of memberships.
- Membership survey (at conference April 2017) received 47 responses (about 40% of active members/conference attendees) indicated:
 - Current membership \$40 is good value, a modest increase would still be good value.
 - Value the ability to earn CEUs however they will still attend programs that are relevant but not rates for continuing education.

- Want more opportunities for networking and building professional community.
- **Action item: (unassigned)** Evaluate the check box categories on membership forms to gather more information about the work sectors of our members so that we can plan programming. (higher ed, federal government, human resources, private practice, etc...what is missing from our list options). NCDCA membership form includes: work setting, geographic region, age group (decade), education level ethnicity, gender
- Members want events that are close to home. Are our in-person programs easy to get to? Where do members live and how far are they willing to travel? **Action item: Joan** will collect zipcodes from membership database and analyse into regions. Can we do more virtual networking events with Zoom?
- We do not have any data on who pays membership and conference fees - an employer or self-pay. MCDA should be affordable for everyone - especially students
 - Keep the conference affordable for private practice, student and self-pay members.
 - Free memberships? CCSP (Certified Career Service Provider - formerly GCDF, the NCDCA credential) currently are given 1 year free membership. Should we extend this to students currently enrolled in a counseling graduate program? The student rate is \$15.
 - How can we do a better job at welcoming students?
 - Write an annual letter from MCDA president to heads of local counseling programs or counseling faculty member who teaches the CAREER course inviting students to join.
 - **Action item: Ebony and Krasi** will draft letter by end of October.
 - **Action Item: Joan** will create a spreadsheet of programs with contact information.
 - Invite students to 10 minute talks, present posters and round tables at the conference.
- Review the use of a listserv such as Google Groups to create more member-to-member communication options. **Action Item: Alyssa and Rochelle** will evaluate the google group that has been set up but not rolled out.

President's vision for this year

- Gather info from members. (see constituency above)
- Share data to inform directions and priorities (see conference and program notes below)

- One time commitment - lasting impact. InReach. We dont need more members, we need to each into our existing pool and get people more involved and more engaged.
- All members should be able to participate and contribute to the organization in small but meaningful ways, reducing the expectation of committing a large amount of time and energy to MCDA.

Programming

- Several program presenters have been identified for fall skill builders. **Action Item: Rose** will follow up with Elda Schwartz for late September/October date
- NCDCA has existing webinars that can be accessed by members for \$35 for 1 CEU credit. **Action Item: Ebony** will confirm that MCDA member can access these webinars even if they are not also NCDCA members. One idea is to create an online community meeting to view the webinar and facilitate breakout discussion and networking sessions for participants
- Other events tentatively planned are: November breakfast mixer, December holiday party, February lunch mixer, March webinar, April conference, May speed networking with other associations (SHRM? ATD? MCA? Legislative reps?).
- Video was shot at 2017 conference by one of Karol Taylor's students. We never received the footage or an edited video. **Action Item: Krasi** will review her emails to see if she has the person's contact info or reach out to Karol to see if they have any more information.

Program planning

- Conference location may be changed for 2019 as the hotel has not responded to concerns several years in a row. Costs for 2018 conference facilities was \$16,182 for 120 people. Costs should include AV (support?), presentation rooms, and meals (outside caterer possible). Location criteria include keynote room/auditorium (120), 3 breakout rooms (40 people), lunch networking space, registration area. **Action item: Ebony, Lucinda, Rochelle?, Krasi?** Are interested in viewing potential spaces.
 - City Club of Washington, Metro Center metro station.
<http://www.clubcorp.com/Clubs/The-City-Club-of-Washington> \$11,000 - \$16,000 includes all above requirements. Holding April 12, 2019
 - JHU Montgomery County campus in Shady Grove
<http://mcc.jhu.edu/meeting-space-rentals> \$1,500-\$2,000 covers space and AV support only. Special Events Coordinator, Paula Kramer, 301-294-7000, paulaK@jhu.edu, available April 5, 19, 26, 2019

