



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 1/14/17  
Location: Virtual**

Present:

Ronda Ansted, President  
Sabira Vohra, President-Elect  
Alyssa Best, Treasurer  
Joan Freedman, Secretary  
Laura Labovich, Programming Chair  
Susan B. Gordon, Past-President  
Lois Bennett, National Career Development Month Chairperson  
Bruce Wahlgren, Conference Committee Chair  
Krazi Shapkarova, Newsletter Chair

Not Present:

Rose Howard, CEU Chair  
Karen Boyd, Membership Committee Chair  
Dawna Reeves, Website Chair

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

**Planning for 2017-2018: What will the process look like? (Ronda and Sabira)**

- Planning will start soon with Sabira reaching out to the board to start talking about next year so that there is an easy transition without a gap in board training and productivity.
- Consider scheduling a board meeting on the morning of the conference since most board members will be there.

**Access to GoToMeeting (Ronda)**

- Should GoToMeeting access be expanded as a member service?
- Ronda will explore the terms of agreement in our GoToMeeting license
- Ronda will send login information to board members to test out feasibility of multiple users doing client and web presentations.
- Sue suggested using the MCDA Google calendar to schedule use of the service

- Many board members agreed that this could be a nice benefit for members who are private practitioners and do not have access to corporate services.

### **Budget Updates (Alyssa)**

- Accounts are current as of the end November due to statements from the accountant being delayed.
- Everything is on track. We have a healthy cash reserve going into the period where there are major conference-related expenses.
  - Bruce noted an increased operating expense for photographer was approved at the last meeting. New budget should reflect \$1,150 for the photographer to shoot the entire event to build an image set that can be used for our website and PR.
- Our accounting services are provided through an agreement with MCA (Maryland Counseling Assn). It is more time consuming going through our 'parent' organization instead of working directly with the accountants. Sue noted that this has been an ongoing concern from past years.
- There are pros and cons to being a part of the MCA financial management arrangement and this should be reviewed as part of planning for next year. Note to make this an agenda item for next month.
- MCA accountant had suggested that some portion of our available cash be invested to generate some income. We agreed to pursue this at the summer board meeting but have not taken action to implement this with the MCA treasurer.
- Received \$45.00 income from newsletter ads submitted by a member. This option should be promoted more as other members may want to place ads in the future.

### **Conference Update (Bruce)**

- Twenty-five proposals were received and the sub-committee made preliminary selections of presenters and roundtable activity leaders. One of two keynote speakers have been identified.
- Registration is scheduled to open on Feb 1. Presentation speakers and topics will be listed. Additional information will be added to the web site as session descriptions are edited and approved.
- Krasi needs the names, topics, and presenter contact information to write features in the newsletter as a way to promote the conference.
- The presenter selection process was smooth and well organized however starting the process earlier next year will provide enough time to communicate the request for proposals, review, and notification.

### **Partnering with Businesses (Ronda)**

- The board was approached by a member who wants to offer a 10% discount to MCDA members in exchange for advertising her services. This generated a discussion about the types of benefits we can offer our members who have small business. Bruce thinks MCDA has done something similar in past but there is no record of the policy.

- It was decided that a policy needs to be researched and written so that decisions would not be made on a case-by-case basis. Sabira and Sue will work together to draft a policy for discussion at the February board meeting. Some concerns are:
  - The opportunity should be opened to everyone at the same time, thereby generating a lot of discount opportunities/services for our members.
  - You must be a current member to offer this service for a discount.
  - May want to consider a membership category for private practitioners that comes with discounts for services that other members may not want/need.
  - Laura has affiliate partner status with another organization which entitles her to list her services and post a logo. Many professional organizations have businesses as affiliate members. It is a common practice.
  - Alyssa has an affiliate relationship with an organization where she is listed as one of their providers in exchange for offering a discounted first session. Perhaps we can use this model in a providers section of our web site?
  - Implementation guidelines should also spell out communications pathways. Do affiliates get to email members directly? Do all listings get included in a monthly newsletter? How would affiliate events impact communications about our events?

### **Lessons Learned from Holiday Party**

- Attendance at the Holiday party was small but feedback from those who did come was positive with good networking. Thanks to Laura and Sabira for pulling it together. Better marketing was definitely needed
- Joan suggested having smaller regional parties such as DC metro, Baltimore, and Western making it easier to drop by for a short time and to network with people who work in closer proximity.

### **Anything else?**

- Lois - NCDA contest winner was selected and will be awarded free entry to the MCDA conference. Lois will send out a notification letter and forward her entry to the national level.
- Sue - Will handle nominations for awards and board positions prior to the conference. Awards are based on the past fiscal year, not calendar year. She is also looking for a low cost voting platform that limits people to one vote.
- Ronda - We need a publicity chair and have an offer from the daughter of a past board member to create a publicity plan for free. We would need to pay (her company or someone else) for the implementation.
- Ronda and Bruce will both reach out to members who may have the expertise and interest in being the publicity chair to implement the plan.

### **Status Updates/Accomplishments**

Programming Committee - Laura

- Status update: Next skill builder: Grow Your Business, Increase Your Revenue and Boost Your Market Influence through Writing by Krasi Shapkarova. Feb 24, 2017 noon-1pm at JHU Carey Business School Washington campus

#### Conference Committee - Bruce

- Status update: Reviewed session proposals and confirmed onsite photographer services
- Biggest accomplishment: Reviewed, evaluated 25 session proposals, made preliminary selections, and identified one keynote speaker

#### Leadership - President Elect, Sabira,

- Status update: Two clock hours skill builders are scheduled: 12/2/16 (in partnership with PsyCoun) Seven Dimensions of Soul Work. Twelve people attended. The program was very well received . January 11, 2017 skill builder, Microaggressions and the Client Counselor Relationship had to be rescheduled for sometime in March. Holiday Party went well, although lower than expected attendance. Lack of marketing and location played a part in this.
- Biggest accomplishment: Better planning of programs.

Meeting adjourned at 11:25 am

Respectively submitted by Joan Freedman