



# Maryland Career Development Association

Maryland Career Development Association  
Board Meeting  
Held at Stevenson University  
10925 Owings Mills Blvd., Owings Mills, Maryland 21117  
June 5, 2016

Attendees:

Ronda Ansted  
Alyssa Best  
Susan Gordon  
Lisa Oliver, Recording Secretary  
Dawna Reeves  
Sabira Vohra  
Bruce Wahlgren

Absent:

Rebecca Benner  
Rose Howard  
Laura Labovich  
Carolyn Owens  
Krasimira Shapkarova  
Karol Taylor

President Sue Gordon called the meeting to order at 11:00 am.

**Welcome**-Sue welcomed all the attendees and thanked Sabira for hosting the meeting at Stevenson University.

**Treasurer's Report** – Alyssa gave the budget report.

**Income**

Revenue for month: \$5,555.00  
Revenue Year to Date: \$21,960.00

**Expenses**

Expenses for month: \$16,885.93  
Expenses Year to Date: \$27,126.60

It was discussed that the budget should be prepared by the time Leadership Retreat takes place. Therefore, budget meetings should be scheduled in advance.

The payment of \$1200 was paid for the conference hotel in taxes. Alyssa will ask about using MCA's non-profit number for getting tax exempt status. Sue recommended that it be stored on the website in the files.

Alyssa will also check to see if the taxes could be reimbursed retroactively.

**2016 MCDA Conference Debrief** – Bruce shared that serving as the Conference lead added a great deal to his workload this year and suggested that Lisa, in the virtual assistant capacity, take over the majority of the responsibilities. Bruce suggest that he serve as “Conference Coordinator”. The board agreed. Lisa accepted the new role and the responsibility.

Other items of discussion regarding Conference:

- It was discussed that we need to follow up with first time attendees (those who are marked as non-members in Wild Apricot).
- The hotel rate needs to be published earlier.
- The evaluation forms need to be revamped to be more concise.
- The speaker selection process will be reviewed.
- The conference registration fee for the board was discussed. It was raised that registration could be free to the Board members if they volunteer for at least one task at Conference. Alyssa will run financial scenarios to analyze the costs/impact of putting this into place.
- Rose Howard should be reimbursed for her payment of the June Skillbuilder since she “worked” as Credential chair. Ronda will handle.

Conference Evaluations/feedback – The overall feedback was favorable.

Ideas for the future/opportunities to make it even better – Ronda made the motion to allow the board members' conference fee to be free if they volunteer for at least one task at Conference. Alyssa seconded and it was unanimously voted to allow the board members' conference registration fee to be free if they volunteer for at least one tasks at Conference.

To avoid AV/technology issues, Bruce suggested that MCDA supply laptops to be used with the projectors for the presenters' presentations. Additionally, presenters will be instructed to email their presentations to MCDA to prepare for and manage at the conference.

The idea of having the program divided up into tracks was discussed.

It was discussed to conduct a needs analysis on the membership using Survey Monkey. Ronda will handle.

In response to the participant feedback for more content and more opportunity to earn Clock Hours, it was discussed to expand the Conference to incorporate more content on Thursday. It was proposed to begin the conference on Thursday at 1:30 pm and add workshops, networking, and happy hour. This will encourage attendees to stay overnight. The rate for Thursday will need to be re-evaluated and increased.

### **Committee Reports -**

**Website** – Dawna brought up developing a membership directory online. If we do this, the membership will be advised in advance and will have the option to opt-out if they wished. The directory would be open to the public plus certain features of the directory would be open to members only. A referral database was also discussed. Ronda wants to explore this during the summer and then announce it at the kickoff networking event in September.

Dawna would like incorporate more photos of the Board. The website photo gallery should be updated with more pictures of the conference and events.

Dawna proposed disabling the blog feature on the website until we have the chance to revamp the website.

It was proposed to get more training on Wild Apricot in early fall. This could be done via video conference or in person. Many training topics are requested from the group.

Dawna will contact Marilyn Maze to get admin rights to Go Daddy to streamline and adjust MCDA email traffic.

It was proposed to look at redesigning the MCDA website in Wild Apricot. This topic may be discussed at the Leadership Retreat. Certain questions will be asked, such as:

- What content is important to you?
- What do Board members use on the website?
- What do members use on the website?

Sue volunteered to help Dawna with the website updates, specifically the overall website appearance, optimization for mobile users, and reviewing analytics information.

**Membership** – No additional information. Laura Labovich has requested to transfer from the Membership Chair to the Programming Chair.

**Newsletter** – No report.

**Programming** – The June Skillbuilder went well with a great turnout. Content was interesting and made a connection between mental health field and career counseling.

In the future, it was proposed to have an RFP process for speaker selection.

Promotion for the Skillbuilder events should be increased and through additional outlets.

Denise Riebman approached MCDA to conduct multiple hour Skillbuilders on using positive psychology in practice. This is seen as a favorable arrangement.

Marilyn Maze, Psycounts, provides programs that are both credential hours eligible and non-credential hours eligible. The question was raised about partnering with them to provide content for future Skillbuilders programs. This was seen as favorable because it would allow for Skillbuilder events on many different topics.

Laura Labovich expressed interest in serving on the Programming Committee and moving from Membership Committee.

**Publicity** – Meredith Tseu will be contacted to be Publicity Committee chair, replacing Karol Taylor on June 30, 2016. Karol will be leaving the MCDA Board to take on the position of President-elect of the MCA.

**Credentialing** – Sue reported that Rose appears to be caught up in the Credit Hours for conference. Sue will contact her to ask what type of additional assistance she would like.

**Nominating** – There are currently two nominations for President-Elect: Sabira Vohira and Ebony Scurry. There is one candidate for Secretary, Joan Freedman, and one candidate for Treasurer, Alyssa Best. The ballots will go out by Tuesday, June 8 and Sue encouraged everyone to vote.

**Other**-Ronda shared that she will be contacting everyone by email to gather dates and times to talk about their experiences on the MCDA board and suggestions for improvement. The dates for the Leadership Retreat will also be on that email.

**President's Remarks and torch passing**- Sue thanked everyone for their contributions to MCDA board and for their support during her term as President. She reminded everyone that she will be taking over as Chair of the Nominations Committee and thanked Carolyn Owens for a job well done while in this position.

The meeting adjourned at 3:30 pm.