



# Maryland Career Development Association

Maryland Career Development Association  
Board Meeting Minutes, 4/28/18  
Location: Virtual

## Present:

Sabira Vohra, President  
Lisa Punter, Programming Chair  
Ebony Scurry-Contreras, President-Elect  
Joan Freedman, Secretary  
Krasi Shapkarova, Newsletter Chair  
Rose Howard, Credentialing Chair  
Lisa Oliver, Staff

## Not Present:

Alyssa Best, Treasurer  
Ronda Ansted, Past-President  
Susan B. Gordon, Publicity Chair

---

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

## **Conference Debrief - Participant evaluations still pending**

- Registration
  - Approximately 100 unique people attended the 2 day event with a variety of combinations of programs. First timers were welcomed by the board and new attendees seemed comfortable.
- Keynotes
  - Presenters were engaging and knowledgeable. As neither initially applied as keynotes they had to reformat their small group 4-hour PDI structure into a 1 hour large group keynote format. Lisa O will compile feedback for each presenter from the online survey and send them personalized feedback.

- **Action Item:** In future ask for a video sample of their presentation style
- PDI
  - Everyone enjoyed their experience and said it was a great addition to the program. The registration numbers were lower than expected and many of the attendees were non-paying board members.
- Workshops
  - Format of four sessions with three options felt like the right amount of content/value
- Clock Hours
  - Clock hours continues to be a big draw for attendees.
  - All sessions should be eligible for hours if qualified presenters understand what the criteria are prior to writing their proposals.
    - **Action Item:** Rose? Create clear criteria that are distributed with the request for proposals.
  - Must submit a conference evaluation to receive clock hours. 46 evaluations have been received so far.
    - **Action Item:** Lisa O send another email reminder with link to the survey
  - Clock hour sign-in should be part of the check in process not on another table. The process was not communicated well. Instructions should be included in the program and on a sign at the check in table
  - Rose would like to train someone to assist her and learn the process. A graduate degree in mental health or counseling is required.
    - **Action Item:** identify a trainee from those who signed up at the conference to volunteer
    - **Action Item:** document Rose's process (Joan can assist Rose with this)
- Facilities /Technology
  - Room temperature was inconsistent across locations
  - Food was excellent
  - Technology was provided by the hotel and when the keynote presenter had a technical sound problem when showing a video clip and there was no one available for support. Sound quality from the lavalier mics in the main meeting room is very poor and there was frequently interference. Handheld mic and speakers on stands worked better.
  - Perhaps we should consider another location or partnering with a university for better pricing and support.
    - **Action Item:**Volunteers are needed to work on this.
- Attendance

- The numbers were lower than expected and on a downward trend over the past 3 years. Was there too much competition from other conferences such as Raising the Bar (workforce development 1 week later). Consider partnering with another organization for a joint conference.
- Marketing the two part of the conference (PDI and keynote/workshops) was more challenging than expected and may have split the attendees. Board members attended both days and did not have to pay a registration fee as they assisted the administrator with all of the support functions and logistics.
- Presenters attended the conference on the day of their presentation without charge. This policy may have increased the number of presentation proposals received however added 12 non-paying attendees. It was noted that other conferences occasionally also allow presenters to attend for free as they often have other costs such as gas and materials to prepare.
  - **Action Item:** Consider a 50% off policy for presenters in future.
- Need to rethink the conference from a cost/benefit perspective. It takes a lot of work by a decreasing number of people to put on the conference.
  - **Action Item:** Discuss this at the board retreat

### **Recruitment of Exec members**

- Elections for Secretary, Treasurer, and President-Elect will be done on-line in May. **Action Item:** ballot needs to be created and email with voting link sent to all members.
- Open board positions:
  - President-elect -
  - Membership -
  - Social Media -
  - Website -
- Several board members expressed interest in training others so that they do not feel obligated to continue in the same role every year. Trainees are needed for Credentialing, Newsletter, Treasurer
- Volunteer signups from the conference should be reviewed ASAP and evaluated for potential board positions and to identify good fits for committee work
  - **Action item:** Lisa O will review volunteer sign ups and compile information
  - **Action item:** Ebony will write an email to acknowledge, appreciate and let them know we will contact them soon

- Each board position should have a detailed job description to assist with transition.
  - Board member position descriptions are on the Google Drive in the Policies and procedures folder.
- Sabira and Ebony will coordinate the hand off of the presidency effective July 1, 2018

#### **Next Meeting Dates**

- May Board meeting (virtual) Saturday May 19, 9:30-10:30
- June Board meeting (Sabira's house Westminster?) Saturday June 2, 10am - 12:30pm (Save the date)
- Summer board retreat - TBD by Ebony

Meeting adjourned 10:15am

Respectfully Submitted, Joan Freedman