



Maryland Career Development Association

**Maryland Career Development Association
Board Meeting Minutes, 12/13/16
Location: Virtual**

Present:

Ronda Ansted, President
Joan Freedman, Secretary
Karen Boyd, Membership Committee Chair
Rose Howard, CEU Co-Chair
Bruce Wahlgren, Conference Committee Chair
Dawna Reeves, Website Chair
Laura Labovich, Programming Chair

Not Present:

Alyssa Best, Treasurer
Sabira Vohra, President-Elect
Susan B. Gordon, Past-President
Kradi Shapkarova, Newsletter Chair
Lois Bennett, National Career Development Month Chairperson

President Ronda Ansted called the meeting to order at 12:00pm

Conference Updates

Bruce - Many conference proposals have been received but some members have asked for an extension. It was decided to extend the deadline to the end of the year, December 31. Proposals will be reviewed by the committee in early January. It was decided to hire a professional photographer at the conference to take free portraits for attendees as well as build a collection of images that can be used on the web site for promotional purposes. A check-list of shots will be developed prior to the conference. Bruce will discuss in-kind communication and organization promotion with the 'Raising the Bar' conference for Maryland workforce development March 15-16.

Communication Updates

Ronda - We will be moving to MailChimp for email newsletters as the Wild Apricot environment does not work well for everyone and occasionally ends up in people's spam folders. Ads in the newsletter and on the web site can be used by members to promote their services. Will ask Krasi to do a presentation to the board on this feature. Laura suggested we reconstitute the email listserv that was established but not used several years ago. Dawna, Ronda, and Lisa will investigate the google group capabilities and roll out a list serve by the end of January 2017. Lisa will help promote this member-to-member service. Board members will start using it with weekly posting to generate and develop the user culture. The purpose is to encourage member-to-member communication in addition to MailChimp for board-to-member communication.

Budget Updates

Alyssa – Sent an updated budget to board members but was not able to attend the virtual meeting.

Status Updates/Accomplishments

- Conference committee - Creating a two-day version of the conference agenda
- Treasurer - Approving the budget given this is my first time going through a budget planning process. Created our monthly income statements for July - October according to our new budget. Will schedule a call with our accountant before year-end
- Programming committee - We've planned the event with Hillary Berman, our member holiday party, and an upcoming event on Feb 24th
- Website committee - Working with 'GoToWebinar' to negotiate a non-profit rate and we are moving forward with a public directory of members.

Meeting adjourned at 1:05pm

Respectively submitted by Joan Freedman