



# Maryland Career Development Association

Maryland Career Development Association

Board Meeting

American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016

March 19, 2016

Attendees:

Susan Gordon

Ronda Ansted

Rebecca Benner

Alyssa Best

Rose Howard

Laura Labovich

Lisa Oliver, Recording Secretary

Krasimira Shapkarova

Karol Taylor

Bruce Wahlgren

Absent:

Carolyn Owens

Dawna Reeves

Sabira Vohra

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

**Welcome and connect:** Sue welcomed everyone to the American University campus and those who joined by teleconference. Light conversation and good news was shared by all.

**Treasurer's Report:** Alyssa gave the budget report. She shared that she will be utilizing a new format for her reports in the future.

**Income**

Revenue for month: \$2,405.00

Revenue Year to Date: \$5,165.00

**Expenses**

Expenses for month: \$188.06.00

Expenses Year to Date: \$9,810.09

### **Conference update:**

Bruce provided the following report:

- Early Bird registration: 89
- Exhibitors: 2 to date
- Raffle prizes: a couple to date
- Karol is reaching out to career counseling students at various schools to request volunteers. Volunteers will be registered at no cost. Board members will be able to volunteer for tasks of their choice. The need for volunteers will be assessed.
- The room rate at the hotel is \$109 or \$119/double occupancy. A link to the hotel will be placed on the website and sent in future announcements.
- If there is a Board member that needs to register for the conference, please contact Lisa.

**Credentialing related to conference:** On Rose's behalf, Sue reported that discussions continue on how attendees will receive their certificates of completion for credit hours.

**By-laws Discussion and vote to bring to membership:** Discussion ensued about the need to bring the by-laws up to date. A thorough review of by-laws was held. A motion was duly made, seconded, and unanimously agreed to bring the proposed by-law changes before the membership during the business meeting of the 2016 MCDA Annual Conference. An emailed version of the proposed changes will be sent to the membership for review in advance of the conference.

Committee Reports-

**Programs:** Ronda advised the LinkedIn Skillbuilder received positive feedback and will hopefully result in higher conference attendance. She also shared that holding programs in other, less populated, areas is working toward good will and visibility. A Skillbuilder is planned for June. The topic is Working with Challenging Clients.

**Newsletter:** Krasl reported that she attended a conference in which the speaker wrote an article for the MCDA newsletter. She shared that wanted to put out the newsletter more frequently.

**Nominating:** Carolyn sent an email asking for feedback on Board members and Committee chairs that will be returning next year. She can promote vacancies at the Conference.

**Website:** Dawna requested that Board members provide headshots for the website. There will be a photographer at the Conference and this would be a good opportunity to put an updated headshot on the website. She also requested the board members to be more active on social media. She advised there is a draft document for tracking requests for website changes on

Google docs and asked for feedback on the form. Dawna inquired about the term MCDA has with Wild Apricot, which is July 2017.

**Awards:** There are five awards to be presented

- 2016 MCDA Outstanding Professional Award
- 2016 MCDA Lifetime Achievement Award
- 2016 MCDA Organization Award
- 2016 MCDA Innovative Technology Award
- 2016 MCDA Diversity Award

There are two President's Awards

- President's Award
- Corporate Sponsorship Award

The deadline to receive nominations is Friday, March 25, 2016. There was some discussion on the requirements of an award recipient to be a current MCDA member or pay conference registration fees.

**Membership:** Laura reported that she would like to implement future means of communication within Google to encourage interaction between current members.

**Public Relations:** Karol forwarded a written report in advance of the meeting. She thanked Ronda for connecting her with Meredith Tseu, who will assist her with publicity tasks. She advised there will be a workshop at the conference about using social media for networking. She advised MCDA's LinkedIn page has 451 members. Lisa and Meredith are managers, Bruce is a moderator, and Sue is a manager on the Company page. Karol advised that she was asked by Maryland Counseling Association (MCA), to run as President-Elect. Congratulations and well wishes were expressed by all.

**Sue's Schedule:** Sue advised she will be in South Africa beginning March 24, 2016. In her absence, Ronda will handle any questions or concerns.

**New business:** Sue called for any new business. There was none.

The meeting was adjourned at 12:00 pm.

Next meeting will be held after the conference as a wrap up meeting and to transition the President's office to Ronda. The date and location is still to be determined.