



Maryland Career Development Association

Maryland Career Development Association
Board Meeting
Teleconference
November 14 2015

Attendees:

Susan Gordon	Karol Taylor	Ronda Ansted
Alyssa Best	Laura Labovich	Rose Howard
Bruce Wahlgren	Lisa Oliver, Recording Secretary	Sabira Vohra
Carolyn Owens	Maria Schaeffer	Vikki Torrence
Dory Goldberg	Rebecca Benner	R Howard
Dawna Reeves		

The meeting was called to order at 9:41 am.

Budget Report:

Alyssa Best gave the budget report.
MCDCA budget: 7/1/2015 - 6/30/2016
Balance carry-over: \$31,683.37

Income

Projected (for fiscal year): \$27,300
Actual (year to date): \$965

Expenses

Projected (for fiscal year): \$33,380
Actual (year to date): \$7,173

Awards Committee Report:

Sabira Vohra and Carolyn Owens requested additional time to prepare a handout.

Credentialing Report:

The event, Finding Employment that Works for Individuals with Asperger's Syndrome (Autism Spectrum Disorder) had 18 attendees. The feedback was very favorable. The consensus was that there should be more ADA topics offered.

There was some discussion on specific requirements for program contents and speakers that have the licensures and credentials to offer CEUs for their programs.

It was discussed that when promoting or receiving proposals, need to be careful when confirming credentials.

Rose Howard, Sue Gordon and Bruce Wahlgren will meet separately at a separate conference call to discuss requirements for collecting proposals. When all the proposals are received, they will set up a conference call for evaluating the proposals and deciding which we would like to approve.

It was suggested to evaluate the proposals not only on whether or not they qualify for CEU's but also for the topics that would add interest to the conference. A certain percentage of the conference could be credentialed and a certain percentage could be non-credentialed. It would be helpful to have clarity on what can receive CEUs.

Membership Report:

There was no report.

Mentorship Program:

Vikki reported that there is limited leadership/support available for the mentoring program. Therefore, it was suggested to discontinue the program for the present time. It may be possible to keep the student outreach portion of the mentoring program if additional support can be found.

The student outreach identifies schools with career development or career ambassador programs in place. Information can be circulated within these schools. Career matching programs help students who are seeking career development services. They can work with the school in job search and resume writing. It was suggested that we contact those programs and invite them to our events.

Conference Report:

Bruce reported that we have received 9 proposals so far: 1 Keynote, 2 Roundtable, 6 Speakers.

David Riley is confirmed for Friday AM. The event is set up on the website and not yet enabled for registration. A limited window is open until mid-December for Board members to register free of charge. Then, in January, registration will be open to all. Bruce and Karol Taylor will coordinate promotional schedules.

Breakout Sessions- There are a total of 12. There will be separate registrations for sponsorships and a limit on certain sponsorship levels. Bruce reported that the hotel confirmed that the rooms will hold 15 tables; but we should limit the tables to 12.

Marketing- Karol sent a "Save the Date" message. The photographer is contracted for \$250. Free headshots will be provided for all attendees.

Program Evaluations- The areas of most interest were CEU issues and having more time during the program for networking.

Website Report:

Dawna Reeves provided a report on the website. She made suggestions to update the profiles of those listed on the website. She suggested creating a form to track website updates and keeping the form on Google.

A long term goal will be to study the analytic data to see patterns.

MCDCA Month:

No report.

Newsletter Committee:

Newsletters are written on a quarterly basis. January newsletter is particularly important for the upcoming conference.

Programming Report:

Ronda Ansted reported that she is soliciting for events, webinars, etc., but with no luck so far. She has received a contact from Paula Brand, but it is not confirmed yet.

Holiday Party Report:

Karol sent out an email reminder and will send out more reminders. Registration is live.

Raffle items- Ronda is the contact person for raffle items.

Public Relations:

The question was raised about the total gained from the Asperger's event. Sue reported that we did not gain any money because we provided ASL interpreter services. It was discussed that if we have a large conference, we'll provide the ASL interpreter service. Otherwise, no ASL interpreter service will be provided. Even though we were not obligated to provide the service, we did so ethically.

Discussion ensued regarding process for negotiating the amount of the ASL service and communication with the Board.

Social Media- Karol reported that as of August, there are 444 members in the LinkedIn group. The LinkedIn sight has a welcome message and a decline message. At this time, international requests are not accepted. It was suggested to review this process.

There are 111 followers on the MCDCA Company page.

Facebook: 170 likes and 137 last year. New pictures of MCDCA events are uploaded regularly.

Karol asked if we were going to hold an event before the conference in April. It was discussed to hold an event in February 2016. Karol will develop a flyer for the event. It would be helpful to have the details of the event by Thanksgiving.

Policies and Procedures Manual:

Sue asked the Board to look at their areas of responsibilities, and bring any edits to the January Board meeting.

The meeting adjourned at 11:30 am.