



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 11/12/16  
Location: Virtual**

Present:

Ronda Ansted, President  
Sabira Vohra, President-Elect  
Alyssa Best, Treasurer  
Joan Freedman, Secretary  
Rose Howard, CEU Co-Chair  
Lois Bennett, National Career Development Month Chairperson  
Bruce Wahlgren, Conference Committee Chair  
Dawna Reeves, Website Chair

Not Present:

Susan B. Gordon, Past-President  
Kradi Shapkarova, Newsletter Chair  
Laura Labovich, Programming Chair  
Karen Boyd, Membership Committee Chair

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President Ronda Ansted called the meeting to order at 10:00am

**Credentialing Process**

Rose - To be able to award Continuing Education Units (CEUs), Rose needs program description, learning objectives, speakers bio/resume, and length of program to calculate clock hours (awarded in 15 minute segments). Needs a 2-day turn around time for CEU approval to check credentials of speaker based on licensure and graduate degrees according to NBCC criteria/regulations.

**Storage for MCDA Inventory**

Ronda - Storage for organizational supplies and records has traditionally been at the home of the current president, an option that is no longer feasible. Lisa has investigated costs and locations of

storage facilities, about \$35 per month. Selecting one location that will be best for everyone (statewide) is difficult. As Lisa attends the major events she is available to bring supplies with her so storage in her home is an option. Lisa can provide this business service in her home for \$25 and will check on the insurance coverage for projector, boxes of t-shirts, records, etc. Ronda will amend her contract to include an agreement to return stored items when she leaves her job.

### **Conference Updates**

Bruce - Conference will be increased to one-and-a-half days to add more opportunities for clock hours. Proposed schedule includes five concurrent sessions with three options during each session. 40-45 people typically attend on Thursday and the target is to grow this to 90. The schedule for Friday will be similar to past years. The extra time for meeting rooms is free so the only increased cost is for the (cash bar) bartender and possible extended time for sign language interpreters. The call for workshop proposals will go out this week with a Dec 12 deadline. Lisa will post information on the web site with a google form application. A committee of board members will be formed to review the proposals and notify speakers by 12/31/16.

### **Budget Updates**

Alyssa – Presented a revised budget that includes funding for what can be realistically accomplished this year and leave the ideas discussed as part of the strategic plan for next year's budget. Total revenue of \$37,500 comes from from program/conference fees and membership. Total expenses of \$39,050 for program/conference expenses, affiliation and transaction fees, virtual assistant, and technical infrastructure leave a net income deficit of \$1,550 due to costs of technology upgrades. Budget deficit will be made up from reserve funds. Budget approved unanimously.

### **Other Business**

- Purchase 'GoToMeeting' for Board Meetings and Webinars - approved 1 year subscription
- Meredith unable to continue as publicity chair. Ronda will ask if Lisa can take on publicity functions as we try to find a new chair.
- New processes and timelines are needed to share information between the board members involved in event planning, approving continuing education clock hours, etc. Ronda will develop a process with Lisa and then inform the Board.

### **Status Updates/Accomplishments**

*Committee status update forms have been used to report the following information prior to the virtual meeting:*

#### **Publicity Committee - Meredith**

- Status update: I've been sent email for Nov. event and for Career Development Month
- Biggest accomplishment: Publicizing events

#### Programming Committee - Laura

- Status update: We are hosting our first lunch and learn on November 4th - Marketing That Works, with speaker and author, Hillary Berman. Each participant will receive a book (Customer, LLC).

#### NCD Month Committee - Lois

- Status update: Recruited 6 committee members. Hosted 1st conference call 10/17/16.
- Biggest accomplishment: Established state contest deadline and identified additional groups to notify for participation.

#### Conference Committee - Bruce

- Status update: Theme identified; draft brand for website and program book created; conference planning phone appointment with Lisa Oliver scheduled for October 19th; have person who will focus on recruiting sponsors, exhibitors, and advertisers.
- Biggest accomplishment: Theme confirmed and brand designed. Please share with board members.

#### Leadership - Ronda, Sabira, Alyssa

- Status update: Sabira is working on the programming for CEU credits. Sabira had had a conversation with PsyCoun to partner with CEU's. They will be \$20 per participant.
- Biggest accomplishment: Lunch and Learn in November
- Initial conversation with Karen taken place regarding the membership survey. Follow -up required.

Meeting adjourned at 11:15am

Respectively submitted by Joan Freedman