



# Maryland Career Development Association

**Maryland Career Development Association  
Board Meeting Minutes, 10/18/16  
Location: Virtual**

Present:

Ronda Ansted, President  
Sabira Vohra, President-Elect  
Alyssa Best, Treasurer  
Joan Freedman, Secretary  
Meredith Tseu, Public Relations Chair  
Laura Labovich, Programming Chair  
Karen Boyd, Membership Committee Chair  
Dawna Reeves, Website Chair

Not Present:

Susan B. Gordon, Past-President  
Rose Howard, CEU Co-Chair  
Lois Bennet, National Career Development Month Chairperson  
Bruce Wahlgren, Conference Committee Chair  
Kradi Shapkarova, Newsletter Chair

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President Ronda Ansted called the meeting to order at 12:30pm

## **Board Meeting and Seminar Technology**

Discussed several options for technology solution to be used for virtual board meetings as well as webinars. Ideal product would enable participation via both phone and internet and also have video capability to view presentations. Ability to record a presentation for later viewing was also suggested. Existing technologies we already have access to (Web-Ex and Wild Apricot) do not have all of these features. Sabira suggested 'Blue Jeans' and 'Uber Conference'. Dawna suggested 'Go To Meeting' and Joan suggested 'Zoom' (<https://zoom.us/>). Dawna will research all options. Board agreed to budget \$50 per month for a service of this type.

## **Budget**

Alyssa presented the budget with Revenues of \$30,700 and Expenses of \$48,950. This includes intentional expenditures from cash reserves to build a more solid technology infrastructure to improve member services and information dissemination.

- MCA (Maryland Counseling Association) meeting was not attended so keep the line item in the budget but reallocate the \$1500 as the event already happened.
- Alyssa will talk with MCA to confirm actual administration expenses for the year.
- Annual conference hotel/venue \$16,500, is slightly more than last year to cover possible increases. The conference has been expanded by a half-day so check with Bruce to see what the increased costs will be. Sabira asked for clarification on the goal: to earn profit or be revenue neutral? Expected profit is \$4,000, whereas last year it was \$5,000. Another conversation will take place with Bruce to find ways to increase conference services and balance it with profit.
- Keynote speaker \$1,000 budgeted whereas \$3,000 for 90 minutes is closer to the going rate. This line item will be increased.
- Conference will have to be capped at same attendance level as last year as the venue is already locked in and can only accommodate the same number of people. New venue should be researched for 2018.
- Suggested conference photographer for member head shots and documentation for web site is Karen Long <http://www.headshotguru.com/>
- Website redesign \$7,500 estimated cost however Karen pointed out that the full \$7,500 won't be spent this fiscal year and some could be moved into next year as some web developers charge monthly for the development and implementation.
- Conference scholarship fund \$3,000 needs to be fleshed out to decide how members will apply for it and how it will be administered.
- Alyssa suggested creating two versions of the budget
  - One includes bare bones operational expenses
  - The other includes programs and services we hope to implement

## **Event and Publicity Processes**

Meredith noted that there were no stated processes for board communication regarding publicity of events and member communications. Karen would like to coordinate messages about membership with event messages so that we do not send too much email. Ronda suggested using a web form to enter basic information about an event so that it is accessible to the board on the Google drive. She also suggested a group calendar with milestones for PR communications. Meredith, Lisa, and Ronda will have a conversation to clarify who does what, and how registration information from 'Wild Apricot' is given to the event organizer. A decision was made to switch to 'MailChimp' and Lisa will help with this transition. Sabira reminded us to use the MCDA 'LinkedIn' group as a group listserv.

## **Other Business**

Karen would like to know who has old member survey data that she can access prior to designing and sending out a new member survey. Bruce, Susan, or Paula Brand may know. Ronda will contact Paula and forward any information to Karen.

### **Status Updates/Accomplishments**

Forms have been improved to allow for submission of responses instead of editing the form itself, not all reports were able to be submitted prior to the meeting.

#### Website Committee - Dawna

- Status update: I have been in touch with Marilyn Maze about email system and website. Need to know- is anyone logging into Wild Apricot to check email? (No) If not, we can save money.

#### 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). It's going to be awesome!

#### 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.
- Biggest accomplishment: Lunch and Learn in November

Meeting adjourned at 1:40pm

Respectively submitted by Joan Freedman