

**Maryland Career Development Association**  
**Board Meeting Minutes, 8/20/2017**  
**Location: American University, Washington DC**

Present:

Alyssa Best, Treasurer  
Bruce Wahlgren, Conference Committee Chair  
Dawna Reeves, Website Chair  
Ebony Contreras, President-Elect  
Hugh Taylor, Website/tech Committee  
Joan Freedman, Secretary  
Karen Boyd, Membership Committee Chair  
Krazi Shapkarova, Newsletter Chair  
Lisa Oliver, Virtual assistant/administrator  
Lisa Punter, Program Chair  
Ronda Ansted, Past-President  
Sabira Vohra, President  
Susan Gordon, Publicity Chair

Not Present:

Lois Bennett, Credentialing & Membership Committee  
Rose Howard, Credentialing Chair  
Safiya Stewart-Sagoua, Career Development Committee

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President Sabira Vohra called the meeting to order at 10:00am

**Accomplishments/Goals**

- Krazi –Goal for the Newsletter is to grow and integrate with the web site. Would like more participation in writing informative articles.
- Alyssa –Streamlined the monthly statements and began budget planning earlier. Goal is to strengthen the systems and continue to develop processes.
- Ronda – Proud of solidifying the board and policies. Goal is to launch the private practitioner membership.
- Karen – Created and delivered member survey. Goal is to continue the growth in membership.
- Dawna – Implemented a new template for the website. Goal is to streamline the web site to make sure it functional for the members.
- Hugh – Improved the web increasing readability on mobile platform. Goal is to improve the system to enable easier updates.
- Lisa –Supported the conference working to bring in exhibitors. Goal is to run the planned programming and generate interest by members.
- Sue – Goal is to get publicity systematized to increase timeliness and engagement.

- Ebony – Goals are to understanding how each person supports the overall mission, help define new relationship with MCA, systematize communications and documentation for smooth transition.
- Joan – Goal is to produce timely minutes that highlight accountability.
- Bruce – Proud of successful conference with positive reviews.
- Lisa – Supported the board and conference activities. Goal is to provide greater support to the team.
- Sabira – Pleased to have helped the programming committee increase programs to occur monthly. Goal is to focus on membership technology and publicity.

### **Membership Presentation - Karen**

What is the intrinsic value – why became a member?

- Members who work in higher education – want to help members share best practices and benefit from each other. How can we help members find their value in what we offer? How does what I produce benefit others?
- Members who work Private Practice – want to feel like part of community. MCDA membership provides ethical authenticity. It's an investment in their business that helps grow referrals, and increase skills and business knowledge.
- Members who work in Government and Work Force Development – want to develop more confidence in their professional skills, maintain credentials, and increase competence level. Credibility through membership on resume.

Results of membership survey

- 86 current members (only 20 of whom have paid so far this year), 217 lapsed members
- Paid membership is in decline: 190 in 2013, 70 in 2014 when we changed the billing cycle from annual fixed date for everyone to one year from start of the membership.
- Survey results: 45 completed (41 of the were done at the conference).
  - Most are satisfied with the membership.
  - Top reason for membership is networking and development.
  - 96% would recommend memberships to others.
  - 70% pay for their own membership. Most people would pay \$60-65 per year (the lowest amount specified in the multiple choice).
  - 71% apply for and receive clock hours for attending the conference.
  - Work setting demographics: 43% are in private practice, 41% work in a college or university, 14% in business and industry.
  - Average length of membership is 1-3 years. Why leave after 3 years?
  - People said they became a member because someone asked them to.
  - Suggestions to improve membership included: have more members to network with, bring in more high-level experts.
  - When asked about establishing a private practice membership level an equal number were pro and con.

How can we increase membership through marketing messages? Based on the above exercise the following 10 action items were identified. The top 5 were 'low hanging fruit' that could be accomplished fairly quickly by the people who volunteered to work on them.

- Write a catchy tagline - **Karen and Krasi**
- Develop and integrate a color theme into our website – **Karen and Hugh**
- Create an updated modern logo – **Bruce**
- Integrate the intrinsic value into our messaging – **Ebony and Alyssa**
- Find out why lapsed members have not rejoined – **Ebony**

The remaining action items were deemed important and should be returned to later in the year.

- Acknowledge the three-part demographics.
- Seek a balanced representation from all three parts on the board.
- Open the membership directory to the public (**Alyssa – future activity**)
- Use more visuals in our messages
- Create regional hubs for local networking – (**Joan – future activity**)
- Offer more remote online programming,
- Start a membership drive – go ask a peer
- Consider scrubbing the membership list to include only those who are actively engaged. (**Sabira - discuss this at a future time**)

**Karen** to coordinate membership goals with leads and work on next steps for membership.

#### **Affiliate Membership – Ronda**

- Create a new membership level at a higher cost to provide more services to members in private practice and member businesses.
- Benefits to include:
  - Promotion in newsletter
  - Access to GoToWebinar (3x week) schedule through shared calendar - **Lisa O**
  - Discount on events related to private practitioners (skill builders)
  - Posting their events on the website – **Lisa O** consult with board for approval
    - Must directly benefit professional development of members
    - Be related to career development fields
    - Non-compete with MCDA events? (**Sabira - discuss this at a future time**)

Approved by the board. Start the roll out in September - **Ronda**

#### **Website review – Dawna and Hugh**

- Implemented the new templates within Wild Apricot environment
- Need to link the site to google account to do analytics. **Lisa will give Hugh** the google account information.
- Consolidate information that is displayed in several places to one location for easier updating. - **Dawna**
  - Display only 1 year of minutes from past meetings on the website
  - Archive the past minutes by year on wild apricot - **Lisa O**
- Event information
  - Post current MDCA events – **Lisa O and Lisa P work together**
  - Remove past events if there is no content to link to – **Lisa O**

- Past events such as skill builders link to content within the member-only portion of the web site.
  - List MCA and affiliate member events to – **Lisa O**
- Need a way for the newsletters (generated through mail chimp) to be posted to the website (possibly in pdf format) - **Krasi and Lisa O**
- Website blog feature attributes the content to whoever entered the post.
  - Transfer the newsletter content and cite the article to the original author – **Krasi**
- Remove menu headings and pages with no relevant content - **Dawna**
- Content that needs to be generated regularly. Board members responsible for generating 1 article each year. **Krasi will contact and assign**

#### **Conference update** – Bruce

- Based on feedback attendees like the small and intimate nature of the conference. Limit attendance to 150 as a branding feature and stay at current location.
- Based on feedback for bringing in more expertise from outside the region
  - Thursday Pre-conference afternoon with separate registration. Bring in a name speaker/s to lead workshop/s. Networking/happy hour and dinner are open to all registrants. **(Sabira - discuss possible presenters at a future time)**
  - Friday: three tracks (if possible) conference sessions and round tables
- First choice is April 12-13, 2018 second choice April 26-27, 2018

#### **Publicity/marketing** – Sue

- Increase use of social media
  - Hoot suite can schedule our twitter, facebook, and LinkedIn posts from MCDA board – **Sue will explore this tool**
  - Launch existing Google group as a way for members to communicate with each other - **Sue (with Alyssa for help)**
- Email
  - Write compelling subject lines for the email promotions.
  - Best times to send email before event: 6 weeks, 3 weeks, 10 days, 3 days before.
  - Social media, use Hoot Suite to schedule regular posts - **Sue**
  - Coordinate all emails through **Lisa O.** to avoid duplication
  - Use calendar on google drive to know what is happening when
- Newsletter
  - Publish a short write-up about each event using the following format
    - Draft 3 questions about each event for facilitator – **Krasi**
    - Facilitator (**Lisa P?**) emails answers to the questions to **Krasi**
    - Take a photo at each event – **Lisa P.**

#### **Financial** – Alyssa

- Budget folder is on the google drive with all documents to be reviewed and discussed at next board meeting
- Planned \$5,500 loss last year to build infrastructure and administrative support.
- Over \$20,000 in available funds.

- Ask vendors submit an invoice which can be sent directly to the MCA treasurer for direct payment to avoid reimbursements.
- A reimbursement protocol will be drafted and discussed at next board meeting - **Sabira**
- Consider a policy for reimbursements for board members to travel to in-person meetings each quarter. - **Sabira**

**Administration – Sabira**

- Board meetings at 9am (Virtual) on the last Saturday of the month with 1 in person meeting per quarter – see handout
    - If you can't attend notify Sabira and send status update
  - All documents are to be stored on the google drive and every committee has a folder to help build historical information and allow training for new board members. If you have documents on your private drive, please move to your folders on the MCDA google drive-
- ALL**
- For next (virtual) board meeting on September 30, 2017 at 9am- **Sabira**
    - Will generate a standing agenda for each meeting (no longer use the google forms) –
  - Will review the board expectations, meetings dates and reporting
  - Discuss revenue streams – newsletter advertising
  - Virtual Assistant Role and Processes
  - Wild Apricot – Access and Tour / Google Drive – Visual
  - Board Contact List & Programming/Skill Builders
  - ACA/MCA/MCDA
    - MCA Leadership Training
    - MCDA Board Liaison to MCA
    - MCA conference Nov 2-5 –representative/ Membership booth/Sponsorship
    - Legislative Committee

Meeting adjourned at 3:00pm

Respectfully submitted,

Joan Freedman