**Maryland Career Development Association (MCDA)**

**Board Meeting/Virtual Retreat Minutes**

**July 25, 2020-10:00am-12:00pm**

Attendees

Julie Neill, Natasha OrtizFortier, Marie Schaeffer, Pam McHugh, Rachel Loock, Karol Taylor, Natalie Kauffman, Karen Chopra, Karen Santiano-Francis, Marc St.Hilaire, Marilyn Maze

Motion: Approved meeting agenda all in attendance on invite with the exception of Rose Howard

Julie sent mission/ by laws, with agenda and asked Board to consider:

The Purpose of MCDA

What is our main focus? Sharing ideas: 2 or 3

Growing Membership

Julie started with Goal #2-Increase overall membership

Natasha-Share survey results with board ppt based on results-excel spreadsheet with responses

Julie recommended that MCDA have pre-elect officers like President Elect; Secretary Elect, Treasurer Elect. Should support Emerging leaders

What current members want? What’s in it for me/member (WIIFM)? Julie will resend survey and highlights

Enhance and engage-grow members what is member purpose

Learn, relevant in marketplace

What does MCDA do in community?

People Hunger for socialization-Marilyn M-members are usually working alone need communication with career peers, referenced growth in APCDA membership

Karen S-Place to go-not program managers or supervisors. Talk with those who have been there done that-

Natalie-used to go to MCDA directory and look up members to connect with—APCDA members listed by location and constituency groups

Maria indicates that this still exists on MCDA site

Links need to be same for all. Marilyn will fix-2 directories public facing can have ads and members only. Karen S. thinks this is a good idea

Ads make money, mirror NCDA- affiliate membership is low

Form Constituency groups--Communities of Practice for higher ed., K-12, Private Practice, etc.—Marilyn Maze indicated that for now, we’re too small, focus should be on growing membership with active participation

Focus on business associations, workforce development, UI-Julie likes the idea of businesses

Programming

Heard from Private Practioners

Karen Chopra-“Is this a good time to start a private Practice” session-recommended Panel in August

**Topics for Consideration:**

Diversity and Inclusion;

The Future of Work;

It’s Ok Not to be Ok-Natalie

How to do virtual presentations/training/facilitations-Julie recommended session on this topic Marc recommended including the use of tools needed for online facilitation such as breakout sessions, polls, chats etc.

**Audiences to focus on:**

LGBTQ-Karen S.

Multi-Generation; Graduating students; Encore careers-Marc would like to see these

**Types of Programs (CEUs)**

Not just webinars but meet ups, happy hours, an “Un Conference,” etc.

Karen S, indicated that programs need to offer CEUs-Julie this is why constituency groups are important-some members need CEUs, some don’t

**Suggested programming:**

Life Design Furs Day??? Burnett Evans potential speaker-was at Stanford, now at Hopkins

Webinar how to keep your own records-MCDA Katie?? To do presentation

**CEUs:**

Who does is? Is Rose Howard still on board? Maria S, to contact her

Need a lead—Marilyn indicated that programs need to meet requirements for granting of CEUs. President needs to be involved, not just lead—Marilyn M

Natasha recommended that we provide programming for growing outside of MCDA-generate money- and share our expertise outside of MCDA-3 part program-Graduating students example. Marilyn indicated that we need to find a way to id these groups. Program presenters don’t have to be NCDA/MCDA members. How do we price offerings for MCDA. Marilyn indicated that past programs have been @$20.00 per hour, per CEU

Marilyn M suggested that we aim to have 1 Event 1 Meet up each month-Marilyn mentioned that APCDA members were overwhelmed by COVID-Julie agreed with this recommendation

Newsletter

Julie indicated that based on the results of the member survey: indicates people read newsletter so we want to continue

**Ideas for Newsletter:**

Curating good content-lots of it

Member Spotlight

Topical-possibly have Editorial calendar

Feature others events

Rachel has good ideas:

Release Newsletter on the 1st of each month-Beginning August 2020

Aesthetics matter/graphical enhancements/template

Name to brand newsletter-down the road

Looking for ideas from members and board what has worked

Marc put forth a suggestion for a weekly digest like MCA instead of monthly newsletter-it includes features such as a job board

Julie wants to keep it fluid, but place focus on newsletter, not just focus on Conference

**Other Methods of Communicating:**

Julie asked what the board members though about alternate methods of communicating-referencing her invite to the board to join Tribe (facebook like)? We could try using it for constituency group. It provides metrics, is free with under 500 users, searchable which is important——good supplement to monthly newsletter. Can post jobs, limits on attachments, can have public and private groups. Wanted to try something a little different since features in Wild Apricot are not flexible

Action items

If you or anyone you know has graphic design experience to update newsletter template-reach out to Rachel-note to go out to membership on Monday August 3rd

Let Julie know if you would like to be a program presenter-looking for September/October

Karol offered to assist Marc with the social media/outreach transition--Marc is interested in advocacy on the legislative side of things and promoting thought leadership

Julie asked if there was anything else to discuss?

Next Meeting: TBD

Meeting Adjourned: 11:51am