



# Maryland Career Development Association

MCDA September 2012 Board Meeting

**Date:** September 19, 2012

**Location:** Conference Call

**Meeting Called By:** President Paula Brand

**Minutes Prepared By:** Secretary Shauna C. Bryce

**Attendees:**

- President and Conference Chair Paula Brand
- President-Elect and Programming Chair Bob Hardy
- Treasurer Maria Schaeffer
- Secretary Shauna C. Bryce
- Awards Chair Raymond Holmes
- Membership Chair Elda Schwartz
- National Career Development Month Chair Michele George

**Guests:** None.

- \*Reminder: All MCDA members are welcome to attend MCDA board meetings.

**Meeting Called To Order:** 7:06 pm

**Announcements:** By Paula

- There are about 80 members who have their Memberclicks settings blocking mass emails, which means that they aren't receiving communications from MCDA. Elda and Maria will contact these members to reconnect with them.
- MCDA wants to be sure we have the ability to survey the membership on various issues as needed. Paula asked Amanda about Memberclicks capability to conduct surveys. She said Memberclicks has a polling feature, but only allows one question at a time. For multiple questions, we would have to pay per response to the survey questions. Paula thinks that paying for a survey through Memberclicks would be silly with free options like SurveyMonkey. Elda will look into costs before moving ahead. Elda requests suggested questions from the Board to be considered. We will keep it short in length, maximum of ten questions.
- MCDA gave MACD permission to send a message about their conference in November to our membership.
- Paula intends to attend the MACD board meeting in October.

**Old Business:** Led by Paula

- August Minutes have already been approved by electronic vote and are available on the website.
- No change in the status of InternBridge, so Paula will follow up with Lakiesha.
- Some profile information about current board members is still missing from website, so Paula will follow up with those board members and with the webmaster to collect all the information and make sure it gets posted. There are also a few corrections about contact information and responsibilities

that need to be made. For any needed corrections on the website: notify Amanda, provide the detailed correction needed (cut and paste the URL if it is a bad link) and cc Paula and Will.

- Updates on items from the “parking lot” created during the MCDA Leadership Retreat in July:
  - The Member Benefits Task Force (consisting of Raymond and Paula) met and created a draft mission statement and vision statement. Paula will be circulating those to the board for feedback.
  - We’re still considering separation from MACD, but need to make it part of a larger, strategic multi-year plan. Paula will discuss with officers long-term goals and plans to be sure the organization has a strong vision for the future.
  - Paula will work with Amanda on other outstanding website issues. If anyone has problems accessing the website or other website issues, please notify Amanda and cc Paula and Will.

**New Business:** Reports by officers and committee chairs.

- President Paula Brand
  - Motion to approve leaving the LinkedIn group open for now. Bob seconded the motion. All Officers voted aye. Motion passed.
  - Still considering the possibility of additional incentive/benefits for board members to reward their commitment to the organization. Other suggestions included showcasing the skills and businesses of board members, providing more of a challenge and public thanks, and more.
- President-Elect Bob Hardy
  - Bob’s goal for this term is filling out a full program for the year (*see* his report as programming chair).
- Secretary Shauna C. Bryce
  - Shauna’s goals for this term are to get board meeting minutes out within two weeks, to help recruit an additional person who might be able to serve on the board eventually, and (stretch goal) to track all things voted on to be sure they are updated in the policy & procedure manual.
- Treasurer (Registrar & general e-mail monitor) Maria Schaeffer
  - Maria’s goals for this term are to work with the MACD Treasurer and MACD accountants to assure that MCDA income and expenses are recorded correctly; maintain a record of MCDA income and expenses to compare with MACD’s accounting; work with president and president-elect in pricing professional development activities in a fiscally prudent manner while maintaining accessible registration fees; assist in the preparation of the budgets for MCDA, its committees, and its publications; and work with officers and committee chairs.
- Awards Chair Raymond Holmes
  - Raymond’s main goal for this term is to increase the number of nominations in each award category.
- Conference Chair Paula Brand
  - Request for Proposals went out. Deadline for response is October 29. Once we get all the speakers and topics, Paula can set the schedule.
  - Asked Janet Walls to do the TechCafe at the conference again.
  - Maria and Paula are working on pricing for conference.
- Legislative Chair China Wilson
  - China and Neil Carey visited Sen. Barbara Mikulski’s office to talk about career issues.
- Membership Chair Elda Schwartz
  - We currently have 174 members, a slight increase.
  - Elda has contacted expired members (one of her goals for this term).

- Elda's main goal right now is to do a new survey, hopefully by the end of the year. She found the previous information from the last survey, in 2010, and has sent it to Paula and Bob.
- National Career Development Month (November) Chair Michele George
  - The theme is “inspiring careers, honoring history.” Michele talked to Marie Zimenoff from the Colorado NCDA branch about doing videos this year reaching out to four groups: elementary/high school, school counselors, colleges/universities, and then professionals in the career sector. Michele will set up a youtube channel where participants can submit videos in which they talk about how their careers have changed over the years, the evolving landscape of their industry/job/sector, and more. Michele is looking for suggestions and contacts at schools that she can reach out to. Also needs volunteers to judge the submitted video entries during December.
- Newsletter Chair Suja Joseph
  - Suja has gotten all the articles for the newsletter by the Sept. Deadline. The next issue is scheduled to come out on October 1. Suja just started a new job with Howard County workforce running their Early Intervention program.
- Nominations Chair Lakeisha Mathews
  - Paula spoke with Lakeisha about having an event that might attract future leaders. Lakeisha is not able to assist with this event but Michelle Carroll is able to set up the event (some time mid-year), and also creating a brain trust of past leaders. This event will become a part of the regular programming.
- Programming Chair Bob Hardy
  - Bob has circulated a tentative event plan to the board and has been in touch with prospective speakers for webinars and other events. Theme for this year: “Professional Development, Mentoring, Membership with Increased Networking.”
  - Bob's two main goals for this term are: increase opportunities for membership interaction/networking within the Association, the professional community, and academia (faculty and students); and to provide opportunities for synergistic events to optimize benefits for professional development, mentoring, and membership committees.
  - Bob has reached out to NCDA regional ambassadors, and with some college connections. He suggests co-sponsoring events with colleges or universities on-campus, where career counseling students can meet with practitioners.
  - Bob would also like more networking or social events, where members and prospective members can just meet and get to know each other. The board brainstormed on different types of events, venues, and other factors. We'll continue to think of ways to engage people.

**Meeting Adjourned:** 9:04 pm