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**NCDA Board of Directors Meeting  
May 12, 2020  
3:00- 4:30 PM ET**

**Approved June 29, 2020**

**Conference Call**

**Attending:**

|  |  |
| --- | --- |
| Kathy Evans, President | Patrick Akos, Trustee |
| Seth Hayden, President-Elect | Celeste Hall, Trustee |
| Sharon Givens, President-Elect-Elect | Carolyn Jones, Trustee |
| Melissa Venable, Secretary | Lakeisha Mathews, Trustee |
| Charles Lehman, Treasurer | Paul Timmins, Trustee |
| Lisa Severy, ACA Governing Rep | Courtney Warnsman, Trustee |
|  | Deneen Pennington, Executive Director |

Not in attendance: Spencer Niles, Past-President

**Meeting Called to Order by Kathy at 3:01 pm ET.**

**Approval of the Agenda (Kathy)**

**Approval of the February Minutes (Melissa)**

MOTION was made by Melissa to approve the minutes.

Seconded by Courtney.

Motion passes unanimously (no opposing votes, no abstentions).

**Report Out on All Action Items (All)**

Nothing was tagged in the February minutes with Action Item status. Several ongoing discussions and activities are included in the agenda today.

**Treasurer’s Report (Charles)**

The full report was made available to the Board in advance of the meeting.

Right now, the organization is running a deficit, which could end up being significant. Charles and Deneen have gone through the budget to make adjustments for the remainder of the fiscal year. There will be a decrease in spending in some areas, such as travel.

*Conference budget* – There are sunk costs (e.g., advertising, staff time), an estimated $48,000, that we will not be able to recover if the conference goes forward. Having a virtual conference event could defer $75,000 of the overall budget to next year. A lot of expenses listed will not be spent if we have virtual conference or do not have an event at all. The virtual conference option has an estimated cost of $65,700. Revenue is unknown. Not showing on the spreadsheet, but the organization is still libel for hotel fees if we come in under the contracted room count.

Discussion included:

* What would be the loss if we cancel and the hotel doesn’t? Upwards of $550,000 but in conversations with hotel representatives, they may not pursue if we decide to go back to this location in the future.
* When would we get assurance around that? No one knows right now. There is no guarantee. Other organizations that have already canceled are now working with their insurance adjustors.

*Credentialing budget* – We are running deficit in this area right now. On revenue side, we are well under the estimated budget. Most revenue is from the CCSP. Estimating approximately 470 CCSP later this year, which will still leave a deficit at end of year. Maintenance fees are building faster than anticipated and should continue to grow with a surplus for the year. On expenses side, committee travel is prohibited resulting in a savings. Need to think more closely about this budget going forward into next year and beyond.

Discussion included:

* No discussion

*Main budget* – reviewed as of 4/30/2020. Advertising: deficit anticipated. Conference and credentialing issues as discussed. Membership is running behind. Part of this is due to ACA’s three-month delay for renewals. Tennessee CDA grants: could these funds be donated toward overall costs this year since there may not be conference travel? Webinars: doing better than expected. Training: curriculum sales and supervision training will not be happening at conference as planned.

Deneen clarified the projected income from NCDA’s China partnership. Hopeful we can renew them by September, but they will defer renewal fees to next year if not.

Expenses side: anticipating cut in bank charges related to conference and cut in travel expenses that will not be spent to include state division travel. There is current planning for a potential in-person Board Meeting in Fall, however. Career Developments: next issue to be online and not printed, this would save $10,000. Holland book: to be available online as PDF vs. print publication that was proposed. There is also technology budget savings by not upgrading a specific tool as planned; this is delayed to next year. There is also a delay in curriculum printing.

Overall: possible savings of $499,050 projected. Could be a reasonable deficit by end of year given the situation and depending on estimates. These are still very cautious estimates as there are several unknowns.

Discussion included:

* Are we going to talk about credentialing revenues being at lower than expectations? Topics for next year may include increased fees and other possibilities. Charles will work up proposal to share at a future Board meeting, at beginning of fiscal year.
* State Grant reports – could the money from Tennessee be a donation to overall budget? The last president of Tennessee CDA has been difficult to reach as this division has closed out. Do we need her approval to change use of their volunteered funds? Carolyn will move forward to try to contact and propose this change.

Reserves: The organization has financial reserves that will carry us through whatever we need to do. A CD is coming due this month. At the last meeting we voted to move this investment to a higher interest mutual fund. Reversing that decision now. Bonds have fluctuated and are too uncertain. The reserve loss since October has been $16,000. Do we cash out these funds? Charles advises to maintain stocks and stay focused on the long term.

Discussion included:

* No discussion

Stimulus: Deneen’s company is PPP eligible for some staff. Deneen has moved forward with this process and could receive some revenues. Full funding for payroll applied for. Will disclose to board as this moves forward and transfer back to association. Will there be any stimulus initiatives that affect career counseling? Our lobbyist is following the possibility, but right now it doesn’t look like it. Action anticipated at some point, as the unemployed will need counseling. Grants to provide Training for one-stop centers, for example, could come out of this.

Budget for next year: Major changes need to be considered related to conference, credentialing, memberships, and training.

We should be okay this year with the reserves available to offset changes related to the coronavirus pandemic. The biggest issue is the potential conference hotel cancellation in Minneapolis.

Motion that CD coming due in May be transferred to a money market account

Charles, Celeste

MOTION was made by Charles to move the reserve funds from the CD coming due in May to a money market account.

Seconded by Celeste.

Motion passes unanimously (no opposing votes, no abstentions).

Charles and Deneen provided a reminder that all budget details are presented as informational at this time.

**Pandemic Risk Insurance Act 2020 (Deneen)**

Jason from LobbyIt connected with several groups about this act. NCDA supports it. It is intended to cover the lack of insurance covering COVID-19. It might provide support if it passes.

**Virtual Conference Options (Deneen)**

The Governor of Minnesota has a press conference this Thursday. Membership inquiries about the status of the conference have ramped up. Deneen’s recommendation at this time is to cancel the conference and announce on Thursday. If the state’s stay-at-home order is extended this could be helpful when canceling hotel reservations.

Discussion included:

* Deneen was really hesitant at previous call. Now is more sure, due to prolonged decision-making by the state and hotel, and the need to inform members in a timely manner. If we are moving forward with a virtual option, we need to do so now.
* NCDA is just one of many groups affected overall in Minneapolis. Deneen remains in close contact with the convention bureau.
* Deneen and Mary Ann are also tracking other conferences. ASCA canceled recently for the same dates as the NCDA conference.

MOTION was made by Patrick to cancel the in-person conference.

Seconded by Lakeisha.

Motion passes (1 opposing vote, no abstentions).

Deneen reiterated that the hotel marketing group feels they are ready to host. With social distancing requirements, however, it’s unlikely they would be able to execute the contract.

There are currently 473 registered attendees who haven’t asked for refunds, yet. Membership safety is a primary consideration. We need to assume the biggest possible financial loss, with hope that there will be some offset as previously discussed.

There was a request for more information from hotel related to consequences and possibilities if we cancel and reschedule for another year. This question has been posed to the hotel weekly. They are non-committal on this issue. It’s up to the corporate office not the individual hotel.

As no action has been taken on the previous vote, another motion was made.

MOTION was made by Paul to rescind the previous vote to cancel the in-person conference.

Seconded by Charles.

Motion passes unanimously (no opposing votes, no abstentions).

Deneen will wait for the Governor’s announcement on Thursday and circle back with the Board no later than Monday. Watch for e-vote next Monday.

NCDA Staff has been looking at possible approaches to a virtual conference. Recommending we use our own organizational resources for the summer conference (proposal provided in advance of meeting), and establish a third party to help with future events as it is anticipated that the need for virtual conferences and meetings will continue.

Mary Ann provided information about Crowd Compass, the app and online platform already uses by NCDA. Presenters would upload their recorded presentations, having the opportunity to give their own webinars and link those to the conference presentation listing. Individuals can view the desktop version of the app. We can also conduct live events directly from that app utilizing existing tools, similar to the webinars we already host. We would do this for keynotes and the President’s session, for example. All materials are self-contained within the app, but online interaction opportunities are also possible. The app offers advertising options for vendors as well as virtual exhibits and social media promotion. Limited additional costs associated with this proposed approach.

Discussion included:

* What about awards? Defer eminent career award to next year (awardee is already aware of this possibility). Others could also be deferred or presented in an online session. They will be published in fall Career Developments magazine.
* What about PDIs? They are not included in this proposal, but could be rescheduled for next year. Could be added as a 1-hour presentation this year. Or potentially re-apply for the following year.
* Two of the keynotes have confirmed that they will do live online sessions if needed.
* Participants would need to register for access through the app. Afterward, NCDA could provide access to content in other ways (for CEUs, etc.) – this is just a suggestion at this point that would need to be discussed further. Need to address how and what might be recorded and be transparent with all involved. Permissions and agreements might be folded into the registration process.
* Will accepted presenters need to re-propose next year if they do not choose to do a virtual option this year? Further conversations with Seth needed. Need to have a clear plan to give to presenters.
* Wednesday dates are proposed. No dissenting opinions voiced.

October CPI – A small deposit was made to the university venue. Hotel was only contracted for board members. Losses will be relatively minor if this does not happen on site. Deneen proposed to work with third party vendor to move forward with that.

**CDQ Editor Approval (Kathy for Skip)**

Mae Ting has been selected to serve as the next CDQ editor. Other applicants will be notified this week.

MOTION from Charles to approve the selection of the next CDQ editor.

Seconded by Seth.

Motion passes unanimously (no opposing votes, no abstentions).

**Job Listings on Website (Deneen for Melanie)**

Details provided in advance of the meeting. The Board agreed to move forward with the fee-based option proposed, with the option to return to free listings if needed in the future.

**June Board Meeting (Kathy)**

Seth and Kathy are working though the report from the strategic planning session held in February. They will identify 2-3 major things to address over the next few years.

Seth requests that the Board is responsive to inquiries about this process, which will be forthcoming.

At the June Board Meeting we will spend some time discussing the strategic plan with a goal of implementation in October.

**K-12 Professional Development Resource Needs (Celeste)**

K-12 classes have moved to a remote learning environment and there is a need to provide school counselors with more resources for working and providing services in remote environment. Working to build out website with more resources. Please contact with any recommendations or suggestions.

**TEC New Members (Sharon)**

The following new members are put forward: Pam Ehlers as Master Trainer Rep, Kelly Pierce as Career Practitioner Supervision Rep, Leann Morgan as Member At Large, and Keri Aaver as FCD Instructor Rep.

MOTION from Sharon to approve the selection of the four listed members for the TEC, beginning October 1.

Seconded by Charles.

Motion passes unanimously (no opposing votes, no abstentions).

A MOTION was made to adjourn. Unanimous vote to adjourn at 4:34 PM ET

*First draft of meeting minutes was submitted to the President and Deneen Pennington on May 15, 2020 by Melissa Venable.*