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**NCDA Board of Directors Meeting  
June 29 & 30, 2020  
3:00PM – 5:00 ET Both Days**

**Conference Call - Zoom**

**Attending:**

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

**Meeting Called to Order by Kathy at 3:03pm ET.**

**Approval of the Agenda (Kathy)**

MOTION was made by Paul to approve the agenda.

Seconded by Sharon.

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

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

MOTION was made by Celeste to approve the minutes.

Seconded by Courtney.

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

**Report out on Action Items - NONE THIS MONTH (All)**

**Treasurer’s Report (Charles)**

No major changes since the last meeting except for conference updates.

Tennessee CDA chapter close out, which provided NCDA with fund, was intended for some conference registrations. In the last meeting, the board approved using these funds for other budget needs right now, pending Tennessee CDA leadership approval. Carolyn checked with them and they want this money to remain dedicated to conference registrations. So it will not be used for other purposes.

NCDA received a publications inquiry from the Alabama Department of Education. A possible request for several books could lead to ~$25,000 in revenue.

Second Century Fund is growing with some new influx from 2020 conference attendees who agreed to donate some of their registration fees to the fund instead of getting a refund. This influx includes $500 in remembrance of past NCDA President Deborah Bloch.

An increase in expenses for the marketing consultant contract are requested to add $5,000 to the total amount.

Currently we have a net profit loss of $12,000 for the year, but it is still early on and in advance of the conference.

Reserve and investment accounts have just less than $530,000, and with the liquid checking accounts, we are just over $660,000 in funding. There is some concern about two investment accounts with stock market connections. NCDA has had these accounts for years and they have done well, even weathering downturns. Need to monitor, however.

Conference: as of about a week ago revenue side includes about $18,000 for exhibits. This does not include anticipated revenue from Google. Expenses continue to accrue, but an overall $55,000 profit is anticipated, which is down from an earlier estimate of $75,000.

Discussion included:

* On the two stock market accounts, how long do we wait to see what economy will do? Progress on vaccine is a milestone Charles is watching for. Maybe a couple of months.

MOTION was made by Charles to approve $5,000 increase to $15,000 as fee for marketing consultant.

Seconded by Celeste.

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

MOTION was made by Charles to approve the Treasurer’s report.

Seconded by Skip.

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

**Membership Report (Deneen)**

As of this report, NCDA has 5,281 members. Membership numbers are steady, even given the unique situation with the conference this year. Some members have asked for extensions on membership fee renewals.

1,835 credentials have been awarded. Only a few will be subject to recertification this year, more anticipated next year. Recertification happens every 3 years, based on the Award Dates. Applications are coming in fairly strong. People may be using ‘downtime’ during the pandemic to work toward credentialing requirements.

Discussion included:

* Demographics: NCDA membership seems to be different from national breakdown in terms of ethnicity. African American numbers have come up in recent years, but Hispanic and Asian American numbers have not.

**Mission and Vision Statements (Kathy)**

***Mission Statement***

Kathy asked if there was any interest in changing the Mission Statement before moving into more of the strategic planning process.

CURRENT Mission Statement:

*The National Career Development Association (NCDA) provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and employer individuals to achieve their career and life goals.*

Discussion included:

* It currently doesn’t really seem like a mission statement, but more a list of what we provide members.
* Let the last part of the statement – “inspire and empower individuals to achieve their career and life goals” – be the mission statement, with how it’s met operationalized later.
* Need to be clear about our audience – we are providing products and services to career professionals not the general public.
* Review of external guidelines re: mission and vision statements. There are differences in purpose: mission (who we are) vs. vision (aspirational)
* Change “practitioners and educators” to “career professionals” – inspire and empower, take out the part of about “individuals.”
* Does “publications” need to be included? How specific or general should the mission statement be?
* Include something to address individual and societal career development concerns. Need to reflect providing advocacy related to important issues, e.g., social justice.
* Be direct in word choice, for example “NCDA inspires and empowers” instead of “NCDA seeks to inspire and empower.”
* Change wording to “by providing standards…” instead of “through providing …”
* How much detail needs to be included? How long is too long?
* What about a vision statement, which is aspirational? We don’t currently have one. “Achieving career and life goals,” from current mission statement, could be part of this.
* There is currently nothing in our mission statement about creating connections.
* There is currently nothing in our mission statement about the global reach and impact of NCDA.

Multiple specific changes to the mission statement were discussed. Two resulting drafts, one specific and one more general, emerged.

* NCDA inspires and empowers career development professionals by providing standards, professional development opportunities, resources, and advocacy.
* NCDA inspires and empowers career development professionals.

***Vision Statement***

A draft was provided in advance of the meeting. The draft vision statement was:

*The National Career Development Association (NCDA) aspires to be a premier professional association that:*

* *promotes a society with ample and equitable career opportunities for all.*
* *supports career development professionals in their work to assist all members of our population with securing meaningful work and life role participation.*
* *provides high-quality career development materials and practices.*
* *prepares career practitioners to respond to a dynamic and rapidly shifting set of career development needs.*
* *enhances the quality of career development practice via competency-based credentialing*.

Discussion included:

* Should it be about what we want for NCDA or what NCDA gives to the world?
* Possible revision: “NCDA supports career development professionals in their work to assist all members of our population with securing meaningful work and life role participation.”
* Possible revision: “NCDA aspires to be the premier professional association that inspires meaningful careers for all.”
* What would the world be like of NCDA’s vision was met? “Every person would have access to quality career development services.” (patterned after ACA’s vision statement).

ACTION ITEM: PRESIDENTS - It was proposed that the Presidents could further discuss, with the input from today’s conversation, and move forward to develop vision and mission statements.

**Strategic Plan (Seth and Kathy)**

Kathy and Seth provided a goals/categories document provided in advance of the meeting. This was developed from the responses previously provided by Board members through emails and surveys to determine NCDA priorities in strategic planning.

Discussion included:

* These are the important things, goals, for NCDA, which came out of the meeting in February.
* The top four: **professional development and training**, **membership**, **identity**, **leadership development**
* Ideas about Identity?
  + This has to do with branding, how we are perceived, what we are known for.
  + What about identity and the role of the Board? Working vs. advisory, etc.
  + Identity of career development professionals? There are many different types of professionals in the organization.
  + We need to make the “identity” goal more specific.
  + All of these ideas are worthwhile, but for strategic planning it is more important to focus on identity as related to the association.
* Ideas about Membership?
  + Sharon would like to resume the membership task force after the virtual conference to move forward with this priority.
  + There’s an engagement element to it. Continue to build new membership, but also focus on retention through ongoing engagement strategies.
  + Is it possible to increase membership? 2020 goals were 10,000, which have not met. Are we at a threshold/plateau? Is growth feasible?
  + Need to explore things we haven’t done before related to membership growth.
  + Need to consider the financial aspect of membership.
  + What are the historical discussions about membership?
    - Deneen shared that there used to be a membership committee that sent out a survey; hasn’t been done in a while. Lots of relevant issues came up in this survey.
    - Credentialing might be a new membership influencer.
  + Bundling ideas, membership fees: e.g., credential and membership as one fee, first time attendees and membership with conference registration fees.
  + Need to find better ways to engage people in addition to in-person conferences. Serve people who can’t afford to get to a conference.
  + New members: perhaps provide more regular check-ins throughout their first year.
  + Retention for new and ‘old’ members.
  + Mentoring program has been discussed, but logistics problematic.
  + Consider virtual / in-person conference options, simultaneous with a “virtual track.”
  + Value: what value do we give to our stakeholder groups? Planning can happen around that to influence in membership and retention. This is a good topic for constituency groups at the virtual conference next month.
  + Membership as a major revenue source.
  + Change the metric of evaluation for membership – if we just look at a total number, there’s not a lot of information there. Determine how we will recognize success in any membership goal we set.
* Should we work on the four goals?
  + Roll “leadership development” under “professional development and training”
  + Proceed with three goals for strategic planning:
    - **Professional development and training**
    - **Identity**
    - **Membership**

Other discussion?

* In all of this planning we need to continue to look at capacity. What is realistic for headquarters team and beyond. Realistic goal setting and planning required.

**Letter from Graduate Students (Kathy and Lisa)**

A letter was received from a group of 14 graduate students who expressed discontent with the price set for NCDA’s virtual conference registration. The letter was well-written, and the need is understood. This kind of feedback is helpful. They provided several suggestions.

The letter was also signed as a way of endorsement by 14 other individuals, including several NCDA members and leaders.

In reaction to the letter, scholarships were created for this year’s virtual conference – 32 students applied for these scholarships and all were awarded. However, the letter authors feel that this is not enough of a response and they need more access to the conference.

Of the students that wrote the letter, only four are NCDA members. None of the letter writers applied for the scholarship after being notified of the opportunity.

Discussion included:

* We will have content available after the conference, which could be made available to students afterward. Something to think about.
* Also need to think about having a student conference rate in the future.
* This year’s reaction may set a precedent for future conferences. These decisions need to be made with long-term consequences in mind and a focus on responding vs. reacting to requests.
* If we continue this kind of scholarship in the future, we could require a statement of need with the application.
* Need to convey that there that there are costs involved in a virtual conference. These costs are different than those related to an in-person conference, but still substantial.
* We need to express the value offered – quality of speakers, etc. We place value on our work and our products and there is a cost to developing worthwhile experiences, including virtual and in-person conferences.

**Work Group Updates**

***Counselor Ed Alumni Survey Results (Patrick)***

Results of the survey were provided in the advance Board Materials. The group is looking for ways to communicate the value of the Counselor Education Academy, to include sharing outcomes, products of the participants, and other ideas to potentially add to the website.

They are working on a manual similar to that of the Leadership Academy.

***2019 CDQ Publishers Report (Skip)***

The report was provided in advance of the meeting. Paul Hartung is transferring out of the editor’s role. He met with Mae Ting recently to discuss transition. She has been involved with journal for a long time and is ready to move forward.

***CDQ Editorial Board Update for 2020-21 (Skip)***

Bios of the appointment nominees are available as a zip file by request.

MOTION was made by Skip to approve the appointments to editorial board as recommended by Paul Hartung.

Seconded by Seth.

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

***International Services Committee (Carolyn)***

A new resource guide is being created as an update to the 2008 version. This is an amazing resource for NCDA. The committee plans to continue with the following:

1. Review and add more resources related to COVID-19.
2. Consider an interactive website/page instead of a PDF.
3. Provide more advocacy for inclusiveness.
4. Add more resources related to conducting a global job search.

---- Meeting paused at 4:49 pm ET on Monday, June 29----

---- Meeting resumed at 3:13 pm ET on Tuesday, June 30. ----

**Virtual Conference Planning (Deneen, Mary Ann, and Ali)**

***Registration and Schedule***

So far, 476 people are registered and we should easily hit the 500 range. Kathy will do the lion’s share of the speaking regarding keynote introductions and remarks.

After the first keynote speaker, we will have the annual meeting – Charles will give the Treasurer’s Report. Skip will present nominations (Paul agreed to serve as backup if Skip has issues with Internet connection). Various presidents are scheduled to introduce various speakers. Deneen will provide scripts and communicate who is doing what. Deneen will also provide info to Trustees for their constituency meetings.

***App and Live Sessions***

The conference app is coming along - 70+ presentations uploaded so far. Exciting to see the videos. About 10 more expected. Mary Ann provided a tour of the app on screen. It includes presenter recordings, live session access, attendees list, vendors, etc.

Board Members are encouraged to complete their attendee profiles in the app and be engaged in the activity feed. “Virtual Grab Bag” feature will include fliers, etc. Mary Ann working on an app orientation/overview video to post soon.

Run throughs for live sessions are scheduled for next week. A producer from WebEx will be helping with transitions, slides, etc. at these sessions.

Attendees at Annual Meeting will be able to ask questions via WebEx chat.

Verification code required to access app and it may go into email Spam filter.

***Networking Calls – Constituency Meetings***

These will be conducted using Zoom under NCDA account. A staff member is assigned to assist with each networking session. They will touch base with Trustees individually to coordinate. Breakout rooms will be available.

***Social Media***

Please be active in social media to engage with participants and NCDA content, posts, updates, etc. Event hashtag is: #NCDA2020

***Common Messaging***

Ali is working on developing messages to respond to the many societal issues the organization is currently trying to address. She shared background for having this kind of messaging and concerns already expressed by some members. Messaging guidelines are provided for anything shared from your role with NCDA. If you want to share a personal message, please preface it as personal.

Time was spent on selecting agreed upon wording of a statement. The result was a focus on action vs. emotion.

MOTION was made by Skip to approve the statement drafted during the meeting as documented by Ali.

Seconded by Sharon.

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

Other ideas:

* Promotion of NCDA’s standards for multicultural competencies – can this happen.
* Consider running some sessions around these competencies at fall CPI.
* These competencies are in the process of being updated. Probably not ready until mid-2021. ACTION ITEM: Sharon will work with Courtney to see where this is in the process and begin some planning.
* Goal to show people how they can apply these competencies. This could also be a webinar or other content delivery options.

**Planning for October 2020 Meeting and CPI (All)**

Seth reviewed original plan to do a tri-state event in-person. Considering options for fall for virtual event, to provide a call for proposals for specific CDAs or open to the public. This is almost like starting from scratch to create an event – opportunities and challenges there. An in-person event is not anticipated at this time. Planning will move forward with a virtual event.

Spring 2021 may be the first opportunity to resume in-person CPI. Initial planning is for this to be in Denver. May push it back from February to March.

There was a theme of entrepreneurship for the fall 2020 CPI. May continue with this or change. Need to move on decisions as quickly as possible after the July virtual conference. Based on the July experience, there may be more information and lessons learned to help the planning for fall CPI move forward.

Deneen shared that on the logistics side, it will be important to find a vendor to assist with future virtual events. She anticipates that we will be doing more of these, fall 2020 and beyond, and an experienced vendor would provide a broader range of capabilities. Looking at costs. It will be interesting to see attendance interest at a virtual CPI vs. usual local crowd at in-person CPIs. Also thinking about inviting specific speakers and presentations.

Seth’s theme for next year’s annual conference might be connected in some way to future CPIs – “A kaleidoscope of career interventions in an age of uncertainty.” There’s a desire to address various professional identities within NCDA and supporting a wide variety of career development contexts.

Discussion included:

* Important to make sure conference themes are relevant to what people are currently experiencing, while keeping them unique.
* Hopeful, but grounded in reality.

Other questions?

* What are board member responsibilities during the July virtual conference? Spreadsheet timeline would be helpful – it’s forthcoming.
* Non-trustee Board Members can join any constituency to support Trustees and help with chat.

Kathy shared her excitement for how the virtual conference is coming along. She thanked the Headquarters team for all of their work to make sure the event runs well.

Seth stated that he and several others will continue to work on the strategic plan. Please be willing to continue to contribute as they move forward. Revised deadline is August to have something to share with constituencies to get feedback from them on a new strategic plan. The new plan will not be addressed at the virtual conference in July.

A MOTION was made to adjourn. Unanimous vote to adjourn at 4:19 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on June 30, 2020 by Melissa Venable.*