******

***NCDA Board of Directors Meeting***

**Tuesday, December 6, 2022 \* Via Zoom  
Approved February 22, 2023**

*Lakeisha Mathews, President Courtney Warnsman, Trustee*

*Sharon Givens, Past President David Ford, Trustee*

*Carolyn Jones, President-Elect Celeste Hall, Trustee*

*Marty Apodaca, President-Elect-Elect Diandra Prescod, Trustee*

*Julia Makela, Secretary Jim Peacock, Trustee*

*Deanna Knighton, Treasurer Stacy Van Horn, Trustee*

*Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director*

**Tuesday, December 6, 2022: Meeting Called to Order by Lakeisha at 3:03 PM ET**

**1. Roll Call (Julia)**

11 in attendance. Courtney, Diandra, and Lisa are absent today.

A quorum is present.

**2. Approval of the Agenda (Lakeisha)**

**MOTION** was made by Carolyn to approve the agenda.

Seconded by Jim.

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

**3. Approval of the October Minutes (Julia)**

*Please see the copy of the October 2022 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by Marty to approve the October minutes.

Seconded by Sharon.

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

**4. Membership Report (Deneen)**

*Please see the November 2022 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

The November 2022 membership report shows a total of 5,345 members. This is typical for the end of the calendar year, and we expect an increase in the January / February time frame as early bird conference registrations come in. Regarding diversity statistics, our members identifying ethnicity in the underrepresented minority categories have reached 40% of total members - our highest representation. This achievement is well-aligned with our Strategic Plan goals. Percentages in other demographic categories remain quite similar to past reports.

Also note that we have now reached more than 3,000 credentials awarded. The CCSP-AP credential denotes credentials awarded through our alternate pathways relationships in India and China.

**5. Treasurer’s Report (Deanna)**

*Please see the November 2022 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

The November 2022 Treasurer’s Report demonstrates total revenues to date at more than $230,000, which is an increase over last year at this time. In particular, FCD projects and curriculum sales are a large contributor to these current revenues. There were quite a few FCD books purchased before the bundling happened this fall. Since the bundling has happened, the National Office is dividing the book resource and credentialling fees in the associated budget lines so that we can track activities separately and evaluate whether this new program is successful.

Regarding expenses, the report demonstrates that we are at just over $245,000 at year to date, which is also an increase as compared to last year. However, please recognize that we are at the beginning of our fiscal year. A number of expenses that are charged at the beginning of the year, before revenues hit. Nothing is beyond expectation at this point, and we are looking good – account balances are strong, with a healthy amount in the cash flow contingency account which we have been holding as we wait for a strong time to invest. The current fiscal state is well-aligned with expectations.

**6. Audit Report (Deanna)**

*Please see the NCDA FY 2022 Audited Financials Report PDF provided by the National Office. Additional reflections provided here:*

NCDA used the same audit company as past years to complete our annual review, yet had different auditors this time. The process was easy and smooth. The draft audit report has arrived, and no red flags were identified. A few items were brought up for discussion. For example, we considered the current practice of tracking FCD income separate from other training income sources, asking “is it time to put these together?” Ultimately, it was decided to keep them separate because a change would make it difficult to compare data historically.

Looking forward, we will continue to monitor travel budgets for the Board and the TEC. Yet, overall we are in compliance and finances look good.

**7. Work Group and Officer Report Updates**

***Membership Committee: New Description (Sharon)***

*Please see Membership Committee description document provided by the National Office. Additional reflections provided here:*

Lakeisha and Sharon met with the Co-Chairs of the Membership Committee to ensure that they feel supported and to help them clarify Committee goals. Our overall NCDA membership numbers have been stagnant for 5 years. What might we do to address this and grow?

The Membership Committee is working on a strategic membership plan for both retaining current and attracting new members. They aspire to set a goal of seeing a 1,000 member increase in a 5-year period. Over the next 6 months, the Committee will develop a plan to get there. We’ll encourage them to set incremental goals, with activities and milestones. This plan will be presented to the Board at our June 2023 meeting in Chicago.

The Committee has identified a few ideas that are taking shape. For example, retaining members may be the “low hanging fruit.” They are planning a membership drive at 2023 conference in Chicago focused on this goal. Also, they have discovered that auto-renewals are not technologically possible, so they are looking toward other avenues. A question for Board Members – Do you have other ideas for inspiring membership recruitment and retention efforts?

**TIME-SENSITIVE FOLLOW-UP:** All Board Members are invited to share ideas for membership recruitment and retention with Lakeisha. She will consolidate these ideas and share them with the Committee. *Input would be appreciated by Friday, December 15, 2022.*

Additionally, Sharon has worked with the Membership Committee, Deneen, and Melanie on a revision of their committee description. The goals of this revision are:

1. *To clarify the distinction between what NCDA Headquarters is responsible for vs. what this Committee contributes regarding membership.*  
   The Committee is about strategy and retention. Headquarters is about operations and on-boarding.
2. *To provide a clear focal point to drive the work of the Membership Committee.*   
   How can they describe their efforts – to clarify their role and recruit assistance on their committee as well?

The Committee is now tying their efforts to the NCDA Strategic Plan, which was not the case previously. We encourage all efforts to connect to NCDA’s DEI focus, sense of belonging / professional identity, and so on.

**MOTION** made by Jim to approve the revised Membership Committee description.

Second by David.

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

***Publications Development Council (PDC): New Members (Julia)***

*Please see PDC new member brief introductions document provided by the National Office. Additional reflections provided here:*

Julia presented a request from the PDC to approve two new members.

**MOTION** made by Celeste to approve Skip Niles and Jessamyn Perlus as new members of the NCDA Publications Development Council.

Second by Carolyn.

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

***Veterans: New Budget Request (Deanna)***

*Please see Veterans Committee Report and Budget Amendment document provided by the National Office. Additional reflections provided here:*

The Veteran’s Committee submitted an update of their budget, with a change ($100 decrease) in their conference request. They also wanted to check the approval of the honoraria for subject matter experts *– this was approved in the October 2022 Board meeting*.

**MOTION** made by Jim to accept the modification to the Veteran’s Committee Budget request.

Second by David.

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

***CDQ: New Associate Editors (Diandra)***

*Please see provided CVs for Seth Hayden and Melinda Gibbons provided by the National Office. Additional reflections provided here:*

Deneen presented a request for new CDQ associate editors.

**MOTION** made by David to approve Seth Hayden and Melinda Gibbons as new Associate Editors for CDQ.

Second by Celeste.

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

***Career Convergence: New Editors (Deneen for Courtney)***

*Please see provided CVs for Kyle Inselman and Jerilyn Wagner provided by the National Office. Additional reflections provided here:*

Deneen presented a request for new Career Convergence editors.

**MOTION** made by Marty to approve Kyle Inselman and Jerilyn Wagner as new Associate Editors for Career Convergence.

Second by Jim.

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

***Leadership Academy: Projects for Next Class (Lisa)***

The Board was invited to discuss project ideas for the new group of Leadership Academy participants. Ideas included:

* *Clearly articulating the benefits of joining NCDA.* Do we communicate this well to various audiences (e.g., international members, K-12, private practice)? How do we market our organization and help people understand the value of membership?
* *How do we illustrate contemporary career pathways within the career services profession?* What are the various ways that career professionals are engaged in our field? What is the training and typical career trajectory in these various pathways? How can we continue to grow our profession? These discussions may be of particular interest to our graduate student members and to new professionals.
* *How can we be intentional about developing our minoritized members (e.g., black and brown, queer and trans) into leadership roles within the association?* What role should the Leadership Academy play in these endeavors? How do we stay ahead of the curve?
* *What profession areas are missing in our membership that should be engaged in NCDA?*   
    
  There are many people engaged in career services who “wear a lot of hats” – people having career conversations who do not call themselves career professionals. How do we engage with these individuals to raise interest in and quality of career conversations? How do we learn from each other? What professional associations might we partner with (e.g., NACADA for academic advisors)?   
    
  Where does NCDA’s knowledge base fit into this conversation – our publications, resources, and media? What do we have to offer these various groups? How might we tailor our resources to better reach additional audiences?

***Awards Committee (Julia)***

*Please see details on the 2023 Awards Nomination opportunities and process on the NCDA website at:* [*https://www.ncda.org/aws/NCDA/pt/sp/membership\_awards*](https://www.ncda.org/aws/NCDA/pt/sp/membership_awards)

Julia shared a brief update from the NCDA Awards Committee with a reminder that 2023 Award nominations are now being accepted, with a deadline of January 31, 2023. The Awards Committee has been actively working with the National Office to promote these opportunities through participation in National Career Development Month, articles in the Career Developments Magazine and Career Convergence, and email promotions to general membership and through State CDAs.

**TIME-SENSITIVE FOLLOW-UP:** NCDA Board members are asked to please encourage awards nomination submissions as well.

***TEC Request for FCD Master Trainers Training in June (Carolyn)***

NCDA has not offered a FCD Master Trainers session since 2019, and there have been requests for this for some time now. The TEC would like to offer this opportunity on June 27, 2022 in Chicago, prior to the NCDA Global Conference. Trainees would pay a registration fee, yet Board approval is required to host it. Pending approval, and RFP would go to instructors to find someone to conduct the training.

The SCDA Master Training may be offered in the near future as well. Yet, we would like to wait because the curriculum is in the process of being revamped. Once the curriculum is updated, we can offer this training again.

**MOTION** made by Jim to approve the offering of an FCD Master Training in June.

Second by David.

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

***Global Connections Committee (GCC) Update (Jim)***

Jim, Lisa, and Lakeisha have met together with the GCC. Currently, there are four focus areas to their requests and work, which include:

* *Global Region Ambassador Program*  
  GCC members are highly motivated to move this project forward, and it seems to make a lot of sense to support these efforts. The numbers of international members is growing, and has now reached 11% of NCDA’s total membership. GCC members are forming a subcommittee to get this project going.
* *Organization for the Middle East North Africa (MENA) region.*  
  Of positive note here, there is a strong contingent of people in the MENA region who want to elevate career development and are looking to partner with NCDA. Yet, there are some logistics to figure out here. How can we move forward in a way that is sustainable, equitable, and fair? We’ll continue to work on defining and communicating expectations and directions for this potential organization.
* *Clearer benefits to joining NCDA.*  
  The GCC wants to be able to clearly articulate the benefits of joining NCDA. The Board recognizes that this is an issue across the association – not just in international spaces. It is something we all need to have a better handle on. How can we communicate our value – clearly and succinctly?
* *International Student Group.*  
  More information coming on this initiative. Jim has a scheduled meeting with them the day after this Board meeting.

**8. Update on February CPI (Lakeisha)**

Prior to the pandemic, CPIs typically drew an audience of 75 to 100 people, and offered a smaller scale (as compared to NCDA’s annual meetings), regional opportunity to connect with the association. We’ve experience difficulty getting people back into this small scale type of event since returning to in-person.

We are trying something new in February 2023, with a focus on a constituency group that has been asking for programming – private practice. The focus is for current private practitioners, as well as those who have ever thought of making the leap into private practice. The expectation is that the location in Annapolis, MD (near DC, Baltimore, etc.) will draw interest from this focus area as well.

We have partnered with the Maryland Career Development Association, and plan to reach out to Virginia as well. Currently, we have 7 people registered, but that is not unusual for this time of year. Most registrations for these mid- to late-February events come in after the first of the year. Our goal is to reach 50 participants. Our ability to do so will inform next year’s CPI decisions.

**TIME-SENSITIVE FOLLOW-UP:** Please help market this event. If you know someone who is investigating private practice, this is an important event for them – a place for inspiration.

**9. November NCD Month Celebration (Deneen)**

The November National Career Development Month Celebration virtual CPI event reached over 200 people – the most we have every had for a CPI event. We expect to end up at approximately $25,000 in income. From a financial standpoint, this is great. Building our fall CPI around NCD Month seems like a strong idea. We will market this as an annual event going forward.

Also, in Katy’s marketing report, you can see information on our engagement in the Global Career Development Month social media campaign. Our goal was to land 200 responses, and we ended up with over 400 responses – double the anticipated engagement! We are working on the analytics now. So far we can see 400 entries, reaching over 104,000 accounts (individual social media reactions, comments, shares, retweets, etc). LinkedIn performed the best with our audience, but it is hardest to pull analytics data on this. Facebook was the lowest performing site, but it is the easiest to push posts on.

**10. Conference: BIPOC Scholarships (Lakeisha)**

*Please see the BIPOC Scholarship Recommendations document provided by the National Office. Additional reflections provided here:*

Three NCDA Committees came together to review the BIPOC scholarship opportunities – the DEI Committee, Global Career Connections Committee, and the International Student Services Committee. They all agreed to revise the current offering to broaden the inclusivity, and to consider minoritized groups from an expanded definition. The revised scholarship program required Board approval.

**MOTION** made by Jim to approve the BIPOC scholarship recommendations, with adding a comma after “BIPOC” in the scholarship name to indicate multiple groups invited to submit.

Second by Carolyn.

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

**11. Nominations and Elections Update (Sharon)**

*See link under reminders*

Sharon will be hosting a lunch and learn on Thursday, December 8, 2022 for individuals interested in submitting applications for NCDA elections. She will bring panelists (e.g., past presidents, committee members) to discuss the impact of service on the association and individual career pathways. They will also discuss expectations of roles and address any questions that participants have.

The deadline for nominations is Monday, December 12, 2022. We may need to extend the deadline into January if we don’t receive enough nominations.

**12. Headquarters Updates (Deneen)**

*Reports are provided on the Board Website for updates from Aaron (Credentialling), Mary Ann (conference, TEC, CPI, National Career Development Month), Melanie (website, web magazine, publications, mentoring program), and Melissa (LMS – NCDA Hub, podcasts, webinars), as well as a Professional Development Calendar. Additional reflections provided here:*

Please review staff reports.

Headquarters is working on a new MOU with AARP to continue assistance with their Career Expos. There were 15,400 active people online during the day of the last event, and many use the on-demand features as well (similar to our conferences). Our name is getting out there with AARP. We are considering additional ways to partner in the future. Perhaps an app or on-demand career coaching? We are in the ideas stage at this point, and details need to be worked out. Additionally, AARP will be coming to our summer conference. We’ll need to get them on stage to celebrate our work with the 50+ crowd.

In other good news, Melissa is recording seven podcasts during the month of December! If you haven’t listened to the podcasts, please check them out. The content is great!

**Adjourn**

Adjourn at 4:13 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on December 8, 2022 by Julia Panke Makela. Last Updated December 12, 2022.*